Diagram 1: Four Areas of Influence

- Local co-ethnic resources

(Cultural / Social / Institutional Milieus Leading To: Personal Circumstances / Education / Sectoral Experience / Experiential Learning) Pushed Pulled 1st Generation 2nd Generation (FB) 2nd Generation Succession Redundant trade skill-sets. Parents as role models but some skills transferable Conscious decision to Family circumstances leave/not to enter paid Skill-sets: Lack of education employment aided by Knowledge intrinsic rewards and Skill-sets: Of Business enterprise culture People To overcome the issue of Organisational 'un-employable' Occupational Managerial background important Gravitating towards sectoral opportunities - low order catering / Trade skills set / knowledge used for: retailing. Typical characteristics: Personal Marketing - Co-ethnic products and services Entry made easier by Bridging The Credibility Gap - Local ethnic/non-ethnic markets presence of family -**Business Stability**

learning curve greatly

reduced

(Source: All respondents, n=48)

Establishing Knowledge Based Businesses

Professionalism