

# YOUNG INTETERNATIONAL MARKETERS' INITIAL BARRIERS & THEIR REDRESSAL

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**Abstract**— The name, fame and wealth that everyone educated young people throughout the globe aspire for, come thick and speedy with self-run groups. but, there may be a built-in element of failure with all groups and that can't either be removed or unnoticed. maximum of the eligible professionals suffers from the pangs of possible disasters before they could initiate a commercial enterprise or should come head to head with difficulties in commercial enterprise at the outset. A sufficient number of initiatives are deserted in the midstream, as they don't have a deep understanding of enterprise acumen. right here is a try to recognize the not unusual problems and nightmares at the start that want to be appeared into sagaciously and fought & circumvented on way to be a successful entrepreneur.

**Keywords**— Enterprise Acumen, Entrepreneur, Failure, Experts, Challenge

## 1. Introduction

**“Start by doing what's essential; then do what is possible, and abruptly you are doing the impossible.”**

**- St. Francis of Assisi (1182-1226), Italian saint**

The technology Y may be very stressed and adventurous to make a quick greenback and lead the lifestyles of a king on the age of a prince. That attracts them towards the idea of entrepreneurship at once after passing out from the establishments. they have got elderly via their side and no huge stakes, to mention the least. They need to have their personal commercial enterprise set up, however there is an excessive degree of hazard worried before an entrepreneur can consider making income. furthermore, they lack the important revel in and are absolutely blind to what can be the right desire of enterprise to achieve success. people who unexpectedly turn out to be entrepreneur quickly realise how tough it is to have very own establishment and people who plan plenty emerge as sitting on a heap of self-created problems, which they find insurmountable. The give up result is that they surrender somewhere in between. but, it's miles very important for each state to encourage and construct a young brigade of marketers to make the kingdom economically unbiased [1] [2] [3]. The augmented number of activity creators paves the way for the country's nicely-being. those youngsters with genes of entrepreneurship should be recognized at the university or university stage and via incubation facilities, their skills must be nurtured with the intention to have scalable and sustainable corporations [4].

there are many matters that save you kids to do something new and offbeat. some widespread obstacles to pursuing the dream of becoming an entrepreneur are mentioned under with a success tackling.

## 2. PROPER ENTERPRISE

**“They are looking on the small photo and an old paradigm. we're coming at it with a new paradigm.”- nameless**

Most of the people don't think about time as a crucial irreplaceable aid and waste their precious time searching for a really perfect business that could be a guarantee to achievement. Their yearning for positive shot success is so excessive that they preserve on tossing up alternatives for long without moving into an act searching for a super enterprise and thereby, lose an opportunity inside the bargain to establish themselves in the business. the quest for the right business with absolute surety of achievement places off the execution of clean ideas. All that they need to recognize is that special companies are not the harbinger of achievement. Alternatively, people make the business unique and success with their creative thoughts [5]

They want to recognition on modern logo promotion approaches to lure prospects to use the products and make them unswerving users. people are in the back of the success of each business and no longer than every commercial enterprise is a guarantee of fulfillment. The Indian movie enterprise has a protracted listing of directors and actors, but just a few are a hit [6].

## 3. UNCERTAINTY

**“Although our intellect usually longs for readability and fact, our nature often reveals uncertainty captivating.” – Karl Von Clausewitz**

The entrepreneurship spirit significantly needs the courage to deal with the detail of uncertainty. within the preliminary ranges as an entrepreneur, it's far unsure whether or not there could be a sufficient quantity of liquidity in the shape of cash through the end of the month. Many youths locate it difficult to deal with this, as they need to have money on the give up of the month to satisfy our day by day needs. right here nothing can be more positive than having a process handy which is a kind of guarantee inside the form of profits for the month-long gone through. folks that can't recover from the obsession of month give up fixed revenue and face challenges with aplomb can in no way play an extended inning of entrepreneurship. there is no commercial enterprise that is unfastened from risks and one needs to be sturdy enough mentally to take the enterprise-related problems to go on and clear up them [7].

## 4. FEAR OF UNKNOWN

**“Real glory springs from the silent conquest folks.” – anonymous**

it's for real that the majority don't have ideal area understanding of the enterprise they project into, however, their minds ought to not be preoccupied with the fear of the unknown which can happen each time within the destiny. This spoils the joys and joy of being an entrepreneur and one must try and get over this poor notion of something adversely affecting the enterprise fortunes. One has to be brave and adventurous while wearing the cap of an entrepreneur. it is an awesome attitude to continually be organized for exchange and one must learn to take it inside the stride. it's far seen that maximum of the time, the presumptions don't turn real. Unthinkable things appear and what's a robust opportunity by no means occur. each time faced with demanding situations, it's miles higher to exhibit self-belief and learn rapidly to ease out things. those who've got a knack of searching into

the future and make correct predictions can proactively prepare themselves to address problems efficiently when they actually take location. there's no need to be inside the grip of any worry all the time [8]. the concern of the unknown is extraordinarily hard to perceive and it's miles nearly impossible to put together for the equal. once the marketing strategy is in area, the worry of the unknown can also shift like a pendulum from economic resources to business accomplice's (if any) intentions to mentor's outlook to upheaval changes within the marketplace dynamics for the product(s) introduced, and many others. every time the fears of unknown surfaces like a specter to sabotage entrepreneurial endeavors, one has to counter-attack with one's tough paintings, believe within the concept and fantastic attitude [9].

## 5. FEAR OF FAILURE

**“Defeat isn't the worst of failures. no longer to have tried is the true failure.” – George Edward Woodberry**

The concern of failure is a psychological condition that threatens an entrepreneur's self-notion that he might succeed inside the commercial enterprise. It handiest offers with self-generated worries. the worry of failure distracts the entrepreneur and thus, the focal point is completely lost. this feeling unconsciously kills positivity and lowers productivity and overall performance. Many suppose that in the event that they fail to succeed in enterprise, then they could no longer be able to undergo it. They think about people who would scoff at their failure as an entrepreneur. that is a completely incorrect attitude to new business firms. folks that begin their groups with one of these terrible approaches can't think and act rationally and their capability to research and take corrective decisions at vital junctures also gets diminished. A mind this is full of negativity inside the nascent level can in no way do justice to its capacity. the concern of failure also haunts such bad characters [10]. A young entrepreneur has to understand that there are only sturdy possibilities in business – fulfillment or failure. Their recognition has to be to do the whole thing viable to make matters paintings and no longer to allow the concern of failure engulf the complete commercial enterprise efforts. One should get stimulated from a very catchy commercial punch line of Mountain Dew (A Coca Cola Product), which goes like this: Win is beforehand of worry. This line aptly applies to young marketers, as they've to overcome their personal fears [11].

## 6. PROPER TIME

**“It's smooth to play any musical instrument: all you have to do is touch the right key on the proper time and the device will play itself.”- Johann Sebastian Bach**

A few those who preserve back their plans of entrepreneurship usually communicate approximately expecting the precise time to start an enterprise. sincerely, they want to be an entrepreneur at the proper time and deliberate on the issue of while to begin. that is an act of procrastination. people who are severe about their personal groups maintain a decent vigil on the prevailing instances and opportunities and prepare themselves to seize it on the earliest. They have a look at the marketplace intently and decide whilst to get into commercial enterprise wholeheartedly to make certain fulfillment. it is very essential for younger entrepreneurs to look for favorable situations to seize the commercial enterprise possibility in the first region. it is able to be sensible to go into the

fray on the time whilst call for for the goods or services is at its height [12].

## 7. EMPLOYEE NIGHT TERRORS

**“Corporations regularly forget about the tradition, and ultimately, they go through for it because you cannot deliver desirable carrier from sad employees.”- Tony Hsieh**

There are many amazing commercial enterprise possibilities that people come across, however they may be quite afraid of managing likely worker nightmares within the form of excessive attrition fee, limitless grumbles at the workplace, common resentment for multiplied remuneration, and many others. to prevent them to grab the spotted business opportunity. that is frequently visible with a franchise business, where employees are required to be recruited and retained for smooth operations [13]. We need to recognise that each enterprise requires elite human capital. it's far essential to perceive precise activity-related talents to carry out duties via worker involvement. The experts with special abilities need to be zeroed within the marketplace at extraordinary levels. They need to be paid well and dealt with with recognize and dignity. this may manage the attrition price and entice better skills from the market because of worker-pleasant guidelines. The young marketers want to minutely inspect the paintings tradition from its inception. however, the elegance of business atmosphere in terms of its specialty which includes novel idea selling, the scope for innovativeness, sufficient of embedded challenges, elite and unique clients, should be greater than most alternatives to be had at similar compensations [14].

## 8. LACK OF DEVELOPMENT

**“Commit yourself to a journey that opens up the door to innumerable possibilities.” –Anonymous**

It is commonly seen with many youth that they want to initiate their businesses, but they lack certain amount of commitment in terms of self-preparation to win. In other words, they don't immerse themselves from top to bottom to persevere, plan and practice the rudiments of business that can give them a reason to feel proud of being an entrepreneur. The youth need to understand that success at business comes with sheer devotion of time and efforts. There is no adhocism involved in carrying out the business activities. All movements are well thought out and well planned and their execution is well orchestrated like a well-oiled machine. This calls for making a detailed project report, its review with knowledgeable professionals and then implementation with absolute conviction. There is no luck involved in business, as it may be best expressed as the intersection of opportunity and preparation. The more young people try harder, the more they get luckier [15]. It is important that no matter how skilled, talented or knowledgeable young entrepreneurs are in their respective fields, they must spend time every day preparing. Prepare for the next step, the next goal, the next big moment when it arises -- because one never knows when it would happen. By failing to prepare, the young entrepreneur prepares to fail. A carefully prepared proper roadmap of the enterprise is key to success [16]. Statistics & information this places them in hot water at the beginning of business and the hot range theory works right here. They burn their hands within the business at the very outset and on the spot, the withdrawal effect takes region before testing the intensity of water. this case may be tactfully handled with willingness and extreme purpose to concentrate on others who may be a precious addition to the enterprise ideas and preliminary success. help on the initial stage from all quarters is fundamental to achievement. it's far the cleansing of thoughts within the enterprise of intellectuals which dissipates the alternatives and makes matters marvelously clear in mind to pursue [17].

## 9. LACK OF OPENNESS

**"Research each day thru an unrestricted change of thoughts and opinions."—anonymous**

The above declaration is pretty germane to the fulfillment of some young entrepreneurs. a great younger entrepreneur ought to always be willing to compliment himself with new ideas and recommendations which could assist him to make a watertight business plan. Conversely, a few are shy of searching for assistance from others and that they want to act on constrained know-how and statistics available to them. They want to execute their goals with constrained.

## 10. MISMANAGED PRIORITIES

**"Achievement is simple. Do what is proper, the proper way, on the proper time." - Arnold H. Glasgow**

Younger specialists have many charms in their lives. and they don't realize precisely, as to, the way to positioned matters within the right angle and control them successfully. Having stated so, we need to remember the fact that becoming a successful entrepreneur way the ability to manipulate multifarious responsibilities with high-quality finesse and skill ability in order that there is sufficient time to pursue personal pursuits too. This requires removing time to do the division of labor in the sort of way that there's stability among non-public & expert lifestyles. here, time control is a key element to pursue matters of a private hobby. young marketers want to learn how to divide responsibilities into smaller chunks and delegate to folks who are adept within the execution with proper monitoring. They don't want to get caught with unimportant tasks to empty out valuable electricity & use it for worth obligations [18].

## 11. IMPATIENCE

**"Hard instances don't remain, but tough humans do." - Robert Schullar**

Younger marketers generally lack staying power. If things don't shape up as expected, then the recommended formulation for achievement in business is: Harsh instances come with some thing advantageous concealed. attempt to discover it. Don't lose coronary heart. Don't give up. combat it out. assume that the most effective aspect to hold domestic is fulfillment and there is scope to fail. There may be nothing wrong to analyze the difficult scenario. Draw out positive inferences. This is a good manner to beat negativity's internet around. individuals who practice this are bound to achieve success as entrepreneurs [19]. it's far regularly visible that commercial enterprise turbulence pushes the young marketers to do matters which might be crazy in nature and may spell doom on the ongoing activities. The 2 main on the spot casualties arising out of impatience is intelligence and creativity, and the absence of these characteristics drifts toward conformity that failure is coming near.

## 12. LOW SELF ESTEEM

**“Self-belief is the first requisite to brilliant undertakings.” –Samuel Johnson**

There are professionals who've self-doubt about their success as an entrepreneur. This loss of confidence in their very own skills is destructive to the dream of becoming a successful entrepreneur. the one's entrepreneurs who're excessive on self-assurance has the courage and passion to prevail. Their minds suppose fine and the specter of failure related to the enterprise can never ever get near them. the ones who have the confidence in their abilities and really worth have a totally excessive opinion about themselves and their beliefs; they are able to continually face entrepreneurial demanding situations with aplomb and backbone.

The recipe to recover from low self-self assurance is:

- Feeding thoughts with pure, powerful and superb mind all of the time.
- Find out successful individuals who are available, when in low spirits. Be of their organization. communicate to them. Their superb talks and outlook might be rubbed on shoulders for sure. Get benefited.
- While as being with appropriate human beings, be cautious & live off from the ones rumormongers whose favorite hobby is to explore negativity in others. it is able to inflict critical damage to wonderful questioning and goals.
- Anticipate change and get equipped to address it proactively.
- Perceive fine personality traits and strengthen them.
- Grey regions have to be diagnosed and labored upon diligently.
- Get the tremendous vibes from those who are excessive on self –esteem for improving the health of mind, frame & soul [20].

### **13. ADAPTABILITY**

**“A wise man adapts himself to occasions as water shapes itself to the vessel that incorporates it.” -W R Inge**

Younger entrepreneurs with fixed thoughts and modus operandi find the going difficult and they are not able to breathe freely. due to the fact that young people have tremendous electricity and electricity, they, at times, refuse to change their mindset closer to their business outlook and that paves the manner too untimely disastrous outcomes, which has frightening effects at the morale of young specialists. They must understand that within the enterprise world, adaptability with each converting state of affairs, reverence for everybody and cause listening are very critical. All such attributes are crucial factors of a successful entrepreneur. they are required to be ductile and

malleable of their conduct and moves [21].

## 14. CONCLUSION

Young entrepreneurs need to take into account that there's no best enterprise for best humans in the proper markets. through innovative approaches and manner, cost services and products are created and supplied intelligently to clients in the receptive markets. it's miles an amalgamation of 4 Ds, namely, preference, willpower, determination & course that can dispel all apprehensions in young marketers with self-belief. hence, many remarkable thoughts that have the potential to change the world may be taken out of the womb of imaginative thoughts and positioned into motion.

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