



THE PROFILE AND CHARACTERISTICS OF A CONTEMPORARY SUCCESSFUL ENTREPRENEUR

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Summary: This article presents entrepreneurship as the process of growth and development of companies, as well as the importance of being an entrepreneur nowadays, which skills are necessary, with the general objective of presenting what it is to be an entrepreneur. Still, it contextualizes the reality of an entrepreneur, recommending some actions so that a person can become a successful entrepreneur. Addressing this issue will contribute to the ethical understanding of the situation and how to better understand what is happening, what professional profile the companies are selecting, seeking to resolve doubts and try to contribute so that, in the future, there will be a more satisfactory result in relation to people entrepreneurial. It is a qualitative study,

Key words: Entrepreneur, strategy, development, profile.

Introduction

One of the main topics addressed in the economy is the issue of business development, as companies are constantly under pressure from competitiveness. For this reason, they run in search of a differential in relation to the competition, for a constant economic development. It is noticed that companies are managed by their executives, entrepreneurial people, which shows the importance of understanding and guiding the origin and development of a successful manager, with the capacity to promote innovation.

Entrepreneurship and innovation are together, but for that it is necessary to have a broad view of the whole, of what one wants to change, because a well planned innovation can make a company take off. On the other hand, innovation at the inappropriate time can bring negative results, which is why being an entrepreneur is much more than you think and requires many skills. It needs to be a person who has the ability to study the past, understand the present in order to have a projection for the future, because any and all development is based on studies and decisions of these people.

Thus, this article proposes some questions of an exploratory nature: what actions can be recommended so that a person can become a successful entrepreneur? How to identify if people are born or become entrepreneurs during the course of their professional career? In order to understand more about these inquiries, information and experiences were sought from six entrepreneurs operating in three different branches in the city of Sarandi-RS.

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Novello, CA; The Profile and Characteristics of a Successful Contemporary Entrepreneur. Magazine of Entrepreneurship and Management of Micro and Small Enterprises V.2, N°1, p.85-105, Jan./Apr.2017. Article received on 1/5/2017. Last version received in 03/01/2017. Approved on 04/05/2017.

In recent years there has been a greater need to identify and train people with entrepreneurial skills. Therefore, this article aimed to present what it really is to be an entrepreneur, what the profile and what are the characteristics required to fit this definition and, thus, point out the importance of being an entrepreneur that helps to generate investments, income and possibilities for new fields of work. Establish a relationship between an entrepreneur and an administrator, and also raise information about the profile of a successful contemporary entrepreneur.

For this, after the introduction, we sought to study authors who dedicated themselves to the topic and to raise comparisons about their definitions and arguments about the theme on the agenda. With the third part defined a methodology that could show the behavior of an entrepreneur. Subsequently, interviews were conducted with successful professionals in order to retrieve all the information necessary to achieve the purpose of this article. Finally, the final remarks.

2 The contemporary entrepreneur

To be an entrepreneur today is to be a dreamer and innovator, having the capacity to produce new ideas and be in search of continuous improvements, with the competence to transform crises into opportunities, presenting attitudes based on the needs of the market. For Hilsdorf (2005, p. 13), "entrepreneurs are prosperous people who generate wealth, because they seek opportunities and take risks inherent to their decisions". In other words, they are courageous people who take the risk in favor of profit and, moreover, who like what they do.

For Dornelas (2005, p. 21) "entrepreneurs are differentiated people, who have a singular motivation, passionate about what they do, they are not content to be one more in the crowd, they want to be recognized and admired, referenced and imitated". Analyzing the current reality, the definition that is most focused on the entrepreneur is Dornelas (2001, p. 37), "the entrepreneur is the one who detects an opportunity and creates a business to capitalize on it, taking calculated risks". It defines the entrepreneur in all its stages, because it highlights that he identifies the opportunity, creates something new, dedicates himself to the maximum to reach the objectives, focusing on capitalist development, calculates and makes a forecast of the risks assumed.

And yet, the author points out that an entrepreneur is one who develops the art of entrepreneurship, of perceiving opportunities and pursuing something new, it is conquering.

“Entrepreneurship is the fuel for economic growth, creating jobs and prosperity” (DORNELAS, 2005, p. 25). It analyzes and manages to have a previous vision of the future, because "the entrepreneur is the one who makes things happen, anticipates the facts and has a future vision of the organization" (2005, p. 17). The successful entrepreneur is one who has talented skills and has characteristics and skills that fulfill the requirements of economic growth. According to Mussak,

Often, the competence that matters is invisible insofar as there is no way to properly place it in the curriculum. Likewise, in most cases, competence is not perceived by the exams, tests and interviews applied by schools and companies. Really competent people have something more, a kind of brilliance of their own, noticeable through coexistence and with the complicity of time. In fact, they are beyond conceptual competencies. (MUSSAK, 2003, p. 17)

In this regard, it is understood that entrepreneurship is not only a search for companies, but also for people to become professionals with such skills, and thus achieve success in their professional careers, achieving good financial results.

2.1 The importance of being an entrepreneur

The impact of technological development leads to accelerated competition in the market. Many Brazilian companies had to look for alternatives to remain in the market, reducing costs and striving for quality to increase competitiveness. According to Gaither 2002, the business environment is currently changing much faster than it did 20 years ago, and this is due to technological advances. “To remain competitive, today's companies must be flexible and be able to react quickly to changes in their environment and changes in customer requirements” (GAITHER, 2002, p. 24).

However, the people who work and make everything different are people, who need to know how to deal with these changes, having the necessary skills to perform these required activities and have good inventions of something new. For Dornelas (2005, p. 21), "behind these inventions, there are people or a team of people with special characteristics who are visionary, question, risk, want something different, make it happen and undertake".

People make up organizations, they make the difference, according to Chiavenato(1999, p. 294). To be successful, organizations need smart, agile, entrepreneurial

people who are willing to take risks. It is people who make things happen, who conduct business, produce products and provide services in an exceptional way.

Thus, the importance of people in organizations is evidenced and new and modern technologies are useless, if you do not have motivated and prepared people to work, entrepreneurs. And so, for an entrepreneur, there will be no lack of job opportunities, or even opportunities to have their own business, becoming bosses, no longer employees, managing their own investment. But there is a great concern with these small companies, from the point of view of entrepreneurship, that they remain and thrive, as highlighted by Dornelas:

Therefore, a more in-depth study of the concept of entrepreneurship is appropriate, given that most of the businesses created in the country are designed by small entrepreneurs. These do not always have business management concepts, generally acting empirically and without planning. This directly reflects the high mortality rate of these small companies, which, in some cases, reaches 73% in the third year of existence (SEBRAE Survey, 1999). More recent data from SEBRAE - SP show that these numbers have improved significantly in recent years, but the mortality rate of these companies remains high (DORNELAS, 2005, p. 18).

In this context, it is perceived the importance of being an entrepreneur nowadays, seeking improvements and information about the critical success factors and the profile of entrepreneurs who have achieved success. Because, with the technological increase, there is a need for a much larger number of entrepreneurs in the market and also the competition in the economy requires that entrepreneurs adopt different guidelines. But, for this they need entrepreneurs, because for Dornelas (2005, p. 22), "they are the ones who are eliminating commercial and cultural barriers, shortening distances, globalizing and renewing economic concepts, creating new work relationships and new jobs".

From this perspective, it is understood the importance of being an entrepreneur nowadays, because from there it is possible to succeed in professional life and, consequently, in personal life, revolutionizing the lifestyle.

2.2 The profile and characteristics of an entrepreneur

Entrepreneurship today is seen as a different way to undertake and manage the company's resources and capital in the market, so it constitutes the fundamental part for the economy in a globalized society. The knowledge society requires highly competent professionals to face the challenges characterized by increased competitiveness. These professionals need to have a continuing education to develop different profiles and characteristics.

Currently, there are countless skills required to be a successful entrepreneur and Dornelas (2005) classifies these skills in three areas: technical, managerial and personal

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characteristics. Technical skills involve technical training, knowing how to listen to people and capturing information, expressing oneself clearly, having organization in their tasks and knowing how to work in a team. At management skills are focused on the management and development of the company, such as: production, operations, finance, decision making and, in addition, being a good negotiator. And finally, personal characteristics, which include behavior, ability, vision for innovation, persistence, discipline, having the boldness and courage to take risks with forecasts for the future and to be a good leader, as can be seen in Chart 1:

Technical abilities	Administrative skills	Personal entrepreneurial skills
<ul style="list-style-type: none"> ● Writing ● Speaking ● Monitoring the environment ● Technical business administration ● Technology ● Interpersonal ● Ability to listen ● Ability to organize ● Building a network of relationships ● Administrative style ● Training ● Ability to work in a team 	<ul style="list-style-type: none"> ● Planning and setting goals ● Ability to make decisions ● Human relations ● Marketing ● Finance ● Accounting ● Administration ● Control ● Negotiation ● Project launch ● Growth management 	<ul style="list-style-type: none"> ● Internal and discipline control ● Ability to take risks ● Innovation ● Change orientation ● Persistence ● Visionary leadership ● Ability to manage changes.

Table 1: Types of skills needed in entrepreneurship

Source: Hisrich (2004, p. 39).

However, to be a successful entrepreneur it is necessary to have a continuing education, because managing a company is not an easy task, it is a challenge. For this, the same author highlights in Table 2 the general objectives for an entrepreneurship course.

<ul style="list-style-type: none"> ● Understand the role of new and smaller companies in the economy. ● Understand the strengths and weaknesses related to different types of companies. ● Know the general characteristics of an entrepreneurial process. ● Assess the student's own entrepreneurial skills. ● Understand the process of entrepreneurship and product planning and process development. ● Know alternative methods for identifying and evaluating business opportunities and the factors that support and inhibit creativity. ● Develop the ability to form, organize and work in interdisciplinary teams. ● Know the general correlations of success and failure in innovation and the creation of an enterprise. ● Know the generic entry strategies for creating a new venture. ● Understand the aspects of creating and presenting a business plan.
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| <ul style="list-style-type: none">● Know how to identify, evaluate and obtain resources.● Have knowledge basically about:
Marketing planning;
Financial planning;
Operations planning;
Organization planning;
Planning the launch of the project.● Know how to manage and develop a new venture.● Know the administrative challenges and requirements for launching a new project.● Understand the role of entrepreneurship in existing organizations. |
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Table 2: General objectives for an entrepreneurship course

Source: Hisrich, Robert D. (2004, p. 38)

Analyzing Tables 1 and 2, it is understood that the skills required to be a successful contemporary entrepreneur are multiple. The author points out that “discipline, the ability to take risks, a spirit of innovation, persistence, visionary leadership and orientation for changes” (HISRIC, 2004, p. 38). They constitute the basic skills and objectives for the modular approach of a curriculum in entrepreneurship.

2.3 Entrepreneur X Administrator

The manager and the entrepreneur have basically similar characteristics, but according to current professional requirements there is a significant difference between both. According to Dornelas (2005, p. 30), “every entrepreneur must necessarily be a good manager to be successful; however, not every good manager is an entrepreneur”. Despite the similarities between entrepreneurial and administrative functions, it is necessary to highlight that the current entrepreneur has characteristics, skills and attitudes that differentiate him from the traditional manager.

It is relevant to emphasize that the entrepreneur has something more than the administrator, that is, for Dornelas, (2005, p. 32), “the entrepreneur is an administrator, but with considerable differences in relation to the managers or executives of traditional organizations, because entrepreneurs are more visionary than managers”. They set goals and focus activities on the strategic aspect of organizations, they constantly plan from a vision of the future. The administrator, on the other hand, coordinates routine activities.

Thus, what Dornelas (2001) highlights is that “the differences between the entrepreneurial and administrative domains can be compared in five different business dimensions: strategic orientation, analysis of opportunities, commitment of resources, control of resources and management structure”. According to Table 3:

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Entrepreneurial Domain		Key dimensions of the business	Administrative Domain	
Pressures in this direction			Pressures in this direction	
Quick changes: • Technological • Social values • Political rules	Driven by the perception of opportunity	Strategic orientation	Managed by current resources under control	Performance measurement criteria; planning cycle systems.
Guidelines for action, quick decisions; risk management.	Revolutionary with short duration	Analysis of opportunities	Long-lasting revolutionary	Recognition of various alternatives; strategy negotiation; risk reduction.
Lack of predictability of needs; lack of exact control; need to seize more opportunities; pressure for more efficiency.	In periodic stages with minimal use in each stage	Commitment of resources	Decision made step by step, with on a budget.	Reduction of personal risks; use of capital allocation and formal planning systems.
Obsolescence risk; need for flexibility.	Minimum use of existing resources or rent of necessary extras	Control of resources	Ability to use resources	Financial power, status and reward; efficiency measurement; inertia and high cost of changes; company structure.
Coordination of key areas of difficult control; challenge to legitimize control of property; employees' desire to be independent.	Informal, with a lot of personal relationship.	Management structure	Formal, with respect to hierarchy.	Need for a clear definition of authority and responsibility; organizational culture; reward system; inertia of administrative concepts.

Table 3: Comparison of entrepreneurial and administrative domains (adapted from Hisrich, 1986) Source: Dornelas (2001, p. 34 - 35).

Analyzing Table 3, it can be seen that the entrepreneur is focused on the future and developing strategies to obtain good results and, as Gaither (2002, p. 24) points out, “a company's competitive strategy is its plan regarding how the company will compete in the

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market. An effective strategy is crucial in competitive markets ”is the guide to success. While the administrator is directed to the present. In this way, the entrepreneur is the administrator who acts in a complete manner, developing the activities, functions and basic roles, in order to achieve his goals more efficiently. And, also according to Chart 3, the administrator privileges rules and procedures, while the entrepreneur, in addition, is also concerned with people, as he considers them indispensable for obtaining good results.

Table 4 presents a comparison between traditional managers and entrepreneurs:

Themes	Traditional Managers	Entrepreneurs
Main motivation	Promotion and other traditional corporate rewards, such as secretary, status, power, etc.	Independence, opportunity to create something new, make money.
Reference and time	Short term, managing weekly, monthly budgets etc. and with an annual planning horizon	Survive to achieve five to ten years of business growth
Activity	Delegates and supervises	It involves directly
Status	Concerns about status and how it is seen in the company	Doesn't care about status
How you see the risk	With caution	Takes calculated risks
Failures and errors	Try to avoid mistakes and surprises	Learn from mistakes and failures
Decisions	Generally agree with your supervisors	Follow your dreams to make decisions
Who it serves	To others (superiors)	To yourself and your customers
Family history	Family members work in large companies	Family members own small businesses or have already started a business
Relationship with other people	Hierarchy is the basis of the relationship	Transactions and agreements are the basis of the relationship

Table 4: Comparison between traditional managers and entrepreneurs (Hisrich, 1998)

Source: Dornelas (2005, p. 38)

As can be seen from table 04, the entrepreneur is the one who generates and takes advantage of opportunities, has the skills to draw profitable conclusions from his mistakes and

multiplies the available resources, in order to generate benefits for himself, for society and for the country. While the traditional manager manages the situation in the current scenario.

Analyzing Tables 03 and 04, it would not be possible to make a comparison between the traditional manager and the administrator, since the first should stop being traditional, as current changes require constant evolutions and developments.

Therefore, planning with a view to the future is one of the main advantages of the entrepreneur, in relation to this comparison. For Dornelas (2001, p.37), "the entrepreneur would be a complete administrator, who incorporates the various existing approaches without being restricted to just one of them and interacts with his environment to make the best decisions". The management of a new entrepreneurship differs from other existing forms of management.

3 METHODOLOGY

The qualitative approach is based on facts and seeks to analyze the problem. According to Guedes (2012), this approach highlights the differentiation between two types of objects of study, the physical and the human, by admitting that, unlike the physical object, man is able to reflect on himself and, through of social interactions, build yourself as a person.

In this study, the option was made for the qualitative approach and also an exploratory research, using the cognitive perspective as a theoretical basis. According to Penna (1984), cognitive psychology has its unity supported by the premise that human conduct is related to the way people perceive, process information and interpret the reality that surrounds them.

In this sense is that the collection of data was carried out through a semi-structured interview, applied to six successful entrepreneurs in Sarandi / RS in August of 2012, with the objective of understanding and answering the question that guides this work.

4 ANALYSIS AND INTERPRETATION OF RESULTS

4.1. Characterization of the studied environment

With 72 Sarandi, a municipality located in the north of Rio Grande do Sul, has stood out as an industrial hub in the state since the first industry was installed in 1985. The colonization of the municipality of Sarandi began in 1917 by German and Italian immigrants

and its emancipation occurred in June 27, 1939. The current population is 21,504 people, of which 16,848 live in the urban area and 4,656 in the rural area (IBGE, Carazinho, 2008).

It has an area of 342.86 km² and One of the main access roads in the city is the BR-386. For the development achieved over the years, Sarandi is considered "Industrial Pole of the Region". It has an enviable geographical position, located in the north of the state of Rio Grande do Sul, in the Alto Uruguai Region, on the margins of BR 386 - Rodovia da Produção. The commercial sector fulfills the most demanding needs of the local and regional market and in the agricultural sector there is also an expression of the courage and dynamism of the countryman, producing the livelihood of the people and raising foreign exchange for the municipality and state. For visitors, entrepreneurs and tourists from Sarandi, the city offers great shopping options, excellent hotels and restaurants, first quality wine and its own production and the hospitality that is peculiar to it.

The first peoples that inhabited the lands of the municipality of Sarandi come from the Federalist Revolution of 1893 and settled here in the woods, as fugitives. The difficulties encountered were of all kinds: far from population centers and, although being a very fertile region, food was difficult to obtain. The start of expThe municipality's land was developed around 1919. The name of Sarandi originated from the flower that grew on the banks of an affluent stream of the Passo Fundo river.

The city is clean and well organized, the people are hospitable, descendants of Germans and Italians, maintain traditions with cuisine and customs.

It also has companies that stand out in the field of information technology and the development of web sites that offer competitive and innovative differentials.

4.1.1 Sample universe

The research sample is represented by six entrepreneurs considered currently successful, who work in three different branches in the city of Sarandi (RS): two from the textile branch, two from the furniture branch and two from agriculture.

Entrepreneurs were invited to participate in this research through telephone contact and scheduling an appointment and it was easily accessible.

4.2 Data analysis

The data analysis according to Gil (1999, p. 168) aims to organize and summarize the data in such a way as to enable the provision of answers to the problem proposed for the investigation. And yet, for him, the interpretation aims to search for the broadest meaning of the answers, establishing a relationship between them and through their connection to other knowledge previously obtained.

Thus, data analysis aims to study them in order to present the results obtained, whereas the interpretation is to look for a broader meaning for the data, since the main objective after collecting them is to answer the problem initially proposed.

In this study, it was decided to identify the participating entrepreneurs of research in E1 (entrepreneur 1), E2 (entrepreneur 2), E3 (entrepreneur 3), E4 (entrepreneur 4), E5 (entrepreneur 5), and E6 (entrepreneur 6), as shown in table 5, identifying the area performance of each entrepreneur. The data were analyzed qualitatively, by observing their content, which according to Bardin (1977, p. 20) “(...) is a set of communication analysis techniques and has as main objective the overcoming of uncertainty, as it seeks show what is implied in what was said, in the interview message”. In other words, it is a detailed analysis of the information obtained, in order to diagnose and point out possible solutions to the studied problem.

Table 5: Field of activity of respondents

Respondent	Name	Field of activity
Entrepreneur 1	E1	Textile
Entrepreneur 2	E2	Textile
Entrepreneur 3	E3	Furniture
Entrepreneur 4	E4	Furniture
Entrepreneur 5	E5	Agriculture
Entrepreneur 6	E6	Agriculture

Source: Primary data 2012

After data collection with the application of six interviews in August of the current year, reports and analyzes of the information obtained are presented. At first, a brief characterization of the respondents was sought in order to have a sense of the researched universe. Therefore, in table 5, it is clear that all respondents are married and male. Of these, 1 is between the age group of 34 to 44 years old, 1 is between the age group of 55 to 64 years old, and the other respondents are in the age group of 45 to 54 years old. Regarding the level of education, 3 of them have completed higher education, 1 of them has high school and

technical training and the other 2 have completed high school, adding that they are always participating in events and instructive lectures in their area of expertise. All respondents have over 15 years of professional experience and their current occupation is based on managing their own business. As shown in table 6.

Table 6: Identification of respondents

	Sex/ Marital status	Age	Education	Experience professional	Current position
E1	Male / married	In 45 to 54 years	University education	Above 15 years	Manager / owner
E2	Male / married	In 45 to 54 years	University education	Above 15 years	Manager / owner
E3	Male / married	In 45 to 54 years	University education	Above 15 years	Manager / owner
E4	Male / married	In 55 to 64 years	High school	Above 15 years	Manager / owner
E5	Male / married	In 35 to 44 years	High school and professional technician	Above 15 years	Manager / owner
E6	Male / married	In 45 to 54 years	High school	Above 15 years	Manager / owner

Source: Data 2012

4.2.1 Presentation and analysis of results

From the application of the questionnaire and the concepts presented about the questions, respondents were asked to be as sincere as possible in explaining their vision and experiences in relation to each question to be answered. For this reason, it was decided to ask open-ended questions, so that the interview would provide the respondent with an opportunity to express himself by presenting his broad view of the questioning. And, at the same time, becoming a pleasant conversation between the interviewee and the interviewer, with the theme of entrepreneurship, making it possible to obtain maximum learning in analyzing the professional experiences of entrepreneurs who are thriving in the business world today.

In relation to question 5, everyone indicates that the meaning of being an entrepreneur is linked to the business world, arguing that it is based on having innovative and intelligent ideas to develop something new and better than your competitor, always looking for new knowledge to exercise effective leadership. With the exception of E5, when stating that being an entrepreneur means making things happen, it is based on knowing how to develop well what you are doing, in order to reduce costs and increase productivity, establishing a relationship between market and production, that is, to be oriented for action; in addition to being a highly motivated person who takes calculated risks to achieve his goals. E1 adds that

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an entrepreneur is one who has the necessary skills to work with people, has a leadership spirit, that is, ability to influence people to work; because they are what make it happen and need to be motivated to achieve the objectives identified as being for the common good.

In view of the answers, it is clear that all respondents consider that an entrepreneur must be innovative and dreamer, without fear of taking risks to achieve their calculated goals. To be an entrepreneur it is not enough to have good ideas and to want to transform them into a company, it requires a lot of study and knowledge of what you want, to have the courage to accept risks, trust your potential and finally make good decisions, having persistence and optimism.

Already related to item 6, which asked the following question: What are the paths and obstacles followed in your professional career until you become an entrepreneur? All respondents pointed out that there were several paths taken and obstacles, E2 says: "it is not an easy task, it was years of mistakes and successes", but it was very rewarding. E1 and E3 add that they had to resort to school benches, combining knowledge and skills, and also E1 and E4 emphasize the importance of family help to overcome obstacles and continue in pursuit of goals.

Thus, it is understood that being an entrepreneur today is a challenge and requires a lot of effort and above all, having persistence and knowing how to overcome obstacles intelligently.

Considering question 7, which addressed the possible reasons that lead someone to become an entrepreneur, basically all respondents stated that this is an essentially personal characteristic, but that it comes from family examples and is shaped by the experiences. However, E1 and E3 emphasize that the need makes people run in search of money, but that for an entrepreneur the basics are not enough, he wants something more, he has this special characteristic, of always looking for improvements and development. And E6 also adds emotion as a primary factor, for him: "feeling successful makes the person more and more enthusiastic to go beyond the basics".

Analyzing each case, it can be seen that everyone already had this entrepreneurial characteristic and that it was molding itself according to the demands of the market, but above all, they are motivated and hardworking people.

According to question 8, which questioned whether the person is born or develops an entrepreneur in the course of his professional career, most respondents understand this

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process as the development of being in society, which has family influence and all the examples nearby. However E5 and E6 understand that this motivating characteristic is born with each one and improves with learning and E1 stresses: “I understand that people develop according to needs, but the entrepreneur has many characteristics, I don't know if he can fit in as skills, because skill is the result of development and characteristic is the person's own ”.

According to the responses, it is perceived that contact with family, school, friends, society favors the development of some talents, and on the other hand, it can block others, but it is understood that the entrepreneur is a different person, who has his own motivation, courage and ability to face obstacles.

Addressing question 9, which dealt with the tips for a person to become a successful entrepreneur in the contemporary scenario, all respondents chose to tell their professional life, how were their experiences until reaching financial stability for their company. Everyone faced numerous difficulties, but stress that it was very rewarding. And also, E1 and E4 add that currently staying in the market is a challenge and having growth as a goal is even greater, but that the best tip is persistence, E6 stresses as the main goal to have debt control.

This question was very important, as it contributed to make a correlation between theory and practice from professional experiences of these entrepreneurs. The inquiries provided subsidies to understand that the entrepreneur's success depends on several factors, highlighting the control and knowledge of the actions and also always looking for improvements, in order to combine theory with practice.

I already relate Regarding question 10, in which it addressed the characteristics and skills necessary for the entrepreneur to be successful today, all respondents state that there are several characteristics and skills required. Pointing out as being a decisive factor, as they reflect on attitudes, for this there is a need to seek information in order to be always up to date on the market. E1 mentions three factors as being the basic ones: respect, innovation and perseverance, and E5 and E6 highlight will and courage as the main characteristic.

Analyzing the answers, he putto realize that everyone has their own motivation and courage to change, but that they understand that the biggest characteristic is the willingness to learn something new, highlighting knowledge as the main development characteristic.

Question 11 addressed how the entrepreneur faces failure. Most respondents understand that in their professional careers it is necessary to make decisions and these decisions reflect as positive or even with an unsatisfactory result (not expected), but that the

entrepreneur needs to understand it as a message, transforming it into learning. E1 also stresses that the error is part of the attempt to get it right, E3 adds that even the hits need to be analyzed in order to understand if there would be another way to obtain better results. E1 emphasizes the importance of having a strategic vision to analyze the reason for the failure. E6 reports “in the event of failure, it often makes you want to be discouraged, but it is enough to reflect and move on with new alternatives”.

Thus, it is clear that everyone sees failure as learning and that this is a characteristic and skill that only an entrepreneur can have.

In question 12, we sought to understand what the organizations of the future will look like. Respondents understand that it will be very difficult to remain in the market, due to demands and competition, but that the best stand out. E1 also adds that he sees competition as a positive factor for business development and E4 believes that the future requires numerous improvements and changes and, above all, entrepreneurial people.

In view of the responses, it is understood that future organizations need people with an entrepreneurial profile, to implement innovations and changes in order to be in the market and face the competitor.

And finally, question 13 asks the importance of identifying the future competitor. For E1, E3 and E4, this identification will be necessary to seek continuous improvements, with the aim of not being left behind and in the future parking or being replaced. E5 and E6, on the other hand, see the competitor as an ally and need to be exchanging information so that both will have positive results. E2 highlights that: “the competitor does not pose any threat, as the important thing is to be focused on good results and believe in the potential”.

In view of the responses, it is understood that it is natural for executives to be concerned with identifying and analyzing competitors, in order to keep themselves in advantageous conditions before them. Also, the importance of monitoring the market and competitors is perceived, having them as allies in the elaboration of strategic plans in order to obtain competitive advantages.

According to the answers presented, it is clear that each entrepreneur has his own way of doing business, but that they all have characteristics in common, as they are highly motivated people and have a thirst for knowledge, that is, a willingness to be in constant learning. Dornelas (2008) expands this perspective by inserting the vision of the future, coherent decision making, exploration of opportunities, determination, dynamism, dedication,

optimism, passion for what makes independence, leadership, knowledge and creation of value for society. It emphasizes as being the most important characteristic, that entrepreneurs have adequate conditions to take advantage of the opportunities that the market presents.

The answers are the most varied, with each respondent having a unique view of their professional experiences, but they have something in common: that must be worked on to be achieved. Covey (1996) considers that the entrepreneur has three basic functions: exploring, aligning and giving autonomy, thus, he will work according to the vision and mission of the company, exploring the skills, giving autonomy and aligning the potentialities, becoming a competitive differential.

However, it is clear that the respondents are focused on having a strategic vision in business, and for that, the entrepreneur needs to develop the competencies and skills necessary to have good results in the current market. From this perspective, Paiva Júnior, Leão and Mello (2003), highlight the following entrepreneurial skills: opportunity, relationship, conceptual, administrative, strategies and commitment.

And it is also important to note that, as the sample was from three different branches, namely: two from the textile sector, two from the furniture sector and two from the agricultural sector, it was noticed that the respondents of the first two sectors have similar ideas and goals, presented approaches focused on the strategic point of view and seeking to increasingly add knowledge to practice, while there is a notable difference in relation to those in the agricultural sector, where they prioritize the end result.

Therefore, based on the general objective of this study, which was: to present what it means to be a successful entrepreneur in the current scenario, it was evidenced in the theoretical study and complemented with the responses of the interviewees, that there is no recipe, but that the success is the result of a lot of effort, dedication and persistence.

5 FINAL CONSIDERATIONS

Entrepreneurship is a decisive factor for the development of the organization, as they work with common goals, seeking good results. It is noticed that the continuous development of these professionals, contributes to achieve the results in an effective and lasting way.

Currently, the market is highly competitive and changing, requiring prepared and qualified professionals, so that they can meet the requirements and provide growth for the organization. Thus, according to the theme, the profile and characteristic of a successful contemporary entrepreneur was presented. To better guide the researched subject, some

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questions of an exploratory nature were proposed: what actions can be recommended so that a person can become a successful entrepreneur? How to identify if people are born or become entrepreneurs during the course of their professional career?

From the results, it became evident that the objectives were achieved, so that the theoretical basis shows the view of several authors who studied the topic and later, correlating with the responses of the interviewed entrepreneurs.

Thus, it was identified that being an entrepreneur is to be dreamy, motivated, committed, persistent, set goals, have the ability to run calculated risks, maintain effective planning, seek information in order to be in constant learning.

Based on some actions that can be recommended to become a successful entrepreneur, the development of skills and competences that result in planned attitudes stands out. When analyzing an entrepreneur in order to understand whether people are born or become entrepreneurs in the course of their professional career, it is understood that in fact, no one is born an entrepreneur. Contact with the environment in which they live, family, society, school, friends, work favor the development of some talents and personality characteristics, this happens throughout life and in certain circumstances, such as: need for professional achievement, motivation, know how to take advantage of opportunities with the ability to analyze them in a confident and optimistic way, in addition to being a good leader and not depending on others to act,

Thus, it is understood that being an entrepreneur today is not a very easy task and requires a lot of dedication and effort.

Finally, it should be noted that this study was rewarding for the researcher, as it provided him with a deepening of his knowledge and made it possible to explore the theme: the profile and characteristic of a successful contemporary entrepreneur, in an innovative way, combining the perception of some entrepreneurs considered successful today, giving them the opportunity to know the history of their professional lives, understand what difficulties they faced and know that in the end they are winners, but understanding that this is the result of hard work and dedication.

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APPENDIX A - INTERVIEW

Survey Questionnaire:

1. Identification info:

Gender: Male Female

Age of 16 to 24 Years From 25 to 34 Years From 35 to 44 Years

In 45 to 54 Years From 55 to 64 Over 65 years old

Marital Status: Single Married Separated Others

2. School Formation:

Elementary School Complete Incomplete

High school Complete Incomplete

University education Complete Incomplete

Master's Complete Incomplete

Doctorate degree Complete Incomplete

Other Which: _____

3. Professional experience:

Time on the market

up to 5 years 5 to 10 years 10 to 15 years over 15 years

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4. Current occupation (or current position):

5. What does it mean to you to be an entrepreneur?
6. What are the paths and obstacles followed in your professional career until you become an entrepreneur?
7. What are the possible reasons why someone becomes an entrepreneur?
8. Are people born or developed as entrepreneurs during their professional career?
9. What are the tips for a person to become a successful contemporary entrepreneur?
10. What are the main characteristics and skills necessary for the entrepreneur to be successful today?
11. How does an entrepreneur view failure?
12. What will the organizations of the future look like?
13. What is the importance of identifying the future competitor?