



ΕΠΙΧΕΙΡΗΜΑΤΙΚΟΤΗΤΑ ΓΙΑ ΜΙΚΡΕΣ ΚΑΙ ΜΕΣΑΙΕΣ ΕΠΙΧΕΙΡΗΣΕΙΣ

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Υλικό στο διαδίκτυο

Στην [ιστοσελίδα](#) του βιβλίου μπορείτε να βρείτε ένα ευρύ φάσμα βοηθητικού υλικού για την υποστήριξη της μελέτης:

- **Συνηντεύξεις**
- **Weblinks**

Το ακόλουθο υποστηρικτικό υλικό παρέχεται μέσα από την ιστοσελίδα της πρωτότυπης έκδοσης του βιβλίου <http://www.pearsoned.co.uk/storeygreene>

Ωστόσο, λόγω της αναπροσαρμογής που έχει συντελεστεί στα κεφάλαια της ελληνικής έκδοσης και της δυνατότητάς μας για επικαιροποιήσεις, συνίσταται η αξιοποίηση του υλικού μέσω της ιστοσελίδας της ελληνικής έκδοσης

Συνηντεύξεις

[Entrepreneurship in Action - Video cases - with entrepreneurs and small business owners]

[Part 1 - Will King](#)

- Will King, CEO of King of Shaves, talks about innovation, launching a new product, and going up against market-leading corporate competitors.

[Part 2 - Nick Robertson](#)

- Nick Robertson, CEO of ASOS, talks about the economics of starting up his online fashion company.

[Part 3 - Don Sull](#)

- Don Sull, Professor of Management at London Business School, discusses the factors affecting business exit.

Part 4 - Stuart Roberts

- Stuart Roberts, founder of Two Seasons, the specialist skiing and board-riding retailer, talks about the challenges of growing a retail business beyond its first outlet store.

Part 5 - Andrew Rickman and Paul Stanyer

- Andrew Rickman, investor and entrepreneur, discusses the differences between business angels, 'super angels', and venture capitalists.
- Paul Stanyer, CEO of Holidaytaxi.com, talks about his decision to use equity finance to fund his business.

Part 6 - Paul Kesterman

- Paul Kesterman, Chief Executive of the National Endowment for Science, Technology and the Arts (NESTA), talks about the role the public sector can play in start ups.

Weblinks

[Σημείωμα από Pearson Ed.]

- *These are links to external websites over which Pearson Education has no control. Pearson Education cannot be held responsible for any content within these websites.*

- *All links provided below were active on website launch. However, due to the dynamic nature of the Internet, links do occasionally become inactive. If you find a link that has become inactive, please try using a search engine to locate the website in question.*

Chapter 1: Small Businesses: The Big Picture (κεφ.1 ελληνικής έκδοσης)

- **Heathrow Terminal 5**

www.terminal5.ba.com/en

The large business is relatively more likely to face the issue of 'internal' uncertainty than the smaller business. Explore the Heathrow Terminal 5 website and try to identify some of the ways in which you think it might have been vulnerable to uncertainty when it was still brand new.

- **Austin's**

www.austins.co.uk

Austin's Funeral Directors is a family business in Hertfordshire, UK. Go to their website and look at the "About Us" section to find out about how a local family business can develop over centuries.

Chapter 2 – Understanding Entrepreneurship (κεφ.2 ελληνικής έκδοσης)

- **IKEA**

http://www.ikea.com/ms/en_GB/about_ikea/facts_and_figures/index.html

The founder of IKEA, Ingvar Kamprad, is an example of a productive entrepreneur. Find out more about Kamprad and how his entrepreneurial spirit has shaped his now global company.

- **Yahoo!**

<http://yahoo.client.shareholder.com/press/overview.cfm>

A company started by PhD students, Yahoo! began as a hobby and showed that there were

new ways of exploiting the potential of the internet. You can find out more about what the company does and how they have innovated on their company website.

- **Facebook**

<http://www.facebook.com/facebook?ref=pf>

Like Yahoo!, Facebook began life as an innovative idea for an internet company. Go to Facebook's own Facebook page to learn more about the company and founder Mark Zuckerberg.

Chapter 3 - Defining the Small Business (κεφ.3 ελληνικής έκδοσης)

- **COMPENDIA**

<http://data.ondernemerschap.nl/webintegraal/userif.aspx?SelectDataset=8&SelectSubset=8&Country=UK>

COMPENDIA stands for Comparative Entrepreneurship Data for International Analysis. Go here to see an example of how a dataset can be used to compare small businesses from countries across the world.

Chapter 4 – Working in Small Businesses (κεφ.4 ελληνικής έκδοσης)

- **Stewart & Shacklock**

<http://www.stewartandshacklock.co.uk/about.htm>

A family business based in Nottingham, UK, Stewart & Shacklock have been in the furniture business since 1959. Go to their website and think about what it would be like to be employed in a small, traditional business like this.

- **Womenspeakers**

<http://www.womenspeakers.co.uk/about.asp>

Go to this website and click on the "Team" link – what do you think is the organisational/employee hierarchy in this company?

- **The Old Station Nursery**

<http://www.theoldstationnursery.co.uk/>

The Old Station Nursery is a company operating across several counties in England. Find out more about its organizational and employment structure through the "Our Nurseries" and "Careers" links.

Chapter 5 – Innovation and the Small Business (κεφ.5 ελληνικής έκδοσης)

- **Dyson**

<http://www.dyson.co.uk/insidedyson/default.asp>

An archetypal example of an innovative company, Dyson is world famous for its groundbreaking product ideas. Go to their website to find out about their products, prototypes, R&D and the founder, James Dyson.

- **The European Patent Office**

<http://www.epo.org/>

Patents are vital in protecting a business's incentive to innovate – find out more about how patents work through the European Patent Office.

Chapter 6 – Defining and Measuring Start-Ups (κεφ.6 ελληνικής έκδοσης)

- **Global Entrepreneurship Monitor (GEM)**

<http://www.gemconsortium.org/>

The GEM is an annual international survey which examines the rate of people in the

process of setting up a business and actual new business owners in an economy. You can find their latest research, reports, datasets and other publications at their website.

Chapter 7 – New Entrepreneurs and Social Networks (κεφ.7 ελληνικής έκδοσης)

- **Virgin**

www.virgin.com/history

Starting with an interactive timeline, explore Richard Branson’s company Virgin from his first venture, *Student* magazine, up to his latest. Then read more about Branson, the many Virgin companies, and click on the “Entrepreneur” link at the top of the page.

- **Innocent**

http://www.innocentdrinks.co.uk/us/?Page=our_story

Discover how the founders of Innocent drinks made the decision to go into business.

Chapter 8 – The Economics of Start-Ups (κεφ.8 ελληνικής έκδοσης)

- **EUbusiness**

<http://www.eubusiness.com/aboutus>

The EUbusiness web site is an independent online business information service about the European Union. Go here to find out more about EU policy, legislation, and economic data relating to start-up businesses.

Chapter 9 – Defining and Measuring Business Closure (κεφ.9 ελληνικής έκδοσης)

- **Companies House (UK)**

<http://www.companieshouse.gov.uk/>

In the UK, Companies House is responsible for incorporating and dissolving limited companies, and making this information available to the public. Try finding out some of the latest financial information on a company you’re familiar with.

- **The Insolvency Service (UK)**

<http://www.insolvency.gov.uk/>

The Insolvency Service deals with the practical and legal implications of business closure in the UK. Find out more about how they define business closure by visiting their website.

Chapter 10 - Analysing Business Closure (κεφ.10 ελληνικής έκδοσης)

- **Chefs on the Run**

<http://www.chefsontherun.com.au/>

A business that was once facing closure, Chefs on the Run managed to keep going by changing its strategy. Click on the “About Us” and “Service” links and decide for yourself what makes this business successful.

Chapter 11 - Defining Business Growth (κεφ.11 ελληνικής έκδοσης)

- **Microsoft**

<http://www.microsoft.com/about/default.aspx>

Microsoft’s company history as well as its mission and values are all bound up in its impressive growth. Find out about all of these, and more, at their corporate website.

- **Cisco Systems**

<http://www.cisco.com/>

MCI

<http://www.mci.com/>

Dell

<http://content.dell.com/uk/en/corp/about-dell.aspx>

These three companies have been some of the USA's most significant growth companies. Find out more about their current fortunes at their respective websites.

- **Nokia**

<http://www.nokia.com/>

Nokia, the Finnish telecommunications company, was a small enterprise in the early 1980s. It subsequently grew so rapidly that it (virtually single-handedly) pulled the Finnish economy out of recession during the mid-1990s. Discover more about the company at their website.

- **Fast Track**

<http://www.fasttrack.co.uk/>

The UK's *Sunday Times* 'Fast Track' has categorised lists of 100 businesses in terms of their sales growth over the previous three years. Compare some of the companies named on their lists – do any of them surprise you?

Chapter 12 – Analysing and Measuring Business Growth (κεφ.12 ελληνικής έκδοσης)

- **YouTube**

<http://www.youtube.com/t/about>

The three founders of YouTube – Chad Hurley, Steven Chen and Jawed Karim - all met when they worked at PayPal. How far do you think their past experience helped to make YouTube a fast-growth business? Were there other factors at work?

- **Facebook**

<http://www.facebook.com/facebook?ref=pf>

Mark Zuckerman set up Facebook at Harvard to support the social networking of his fellow students. He subsequently moved, like the YouTube founders, to set up Facebook in California. Was it because there was a mature venture capital industry in California that had been willing to support new internet businesses over several decades?

- **MySpace**

<http://www.myspace.com>

MySpace grew out of a company called eUniverse whose executives had strong internet experience. MySpace initially promoted growth from within by encouraging competition amongst its eUniverse employees to see who could sign up the most users. Search online and see if you can find out how many MySpace users there are now.

Chapter 13 – Growing the Business: Pre Start-Up Factors (κεφ.13 ελληνικής έκδοσης)

- **Directi**

<http://www.directi.com/about/corporate-profile>

the Indian web company Directi. This was set up by two brothers – then aged just 19 and 16 – in 1998. By 2008, Directi's web products had been used by more than 1 million customers and the business employed over 500 people. Go to their website to learn more about their products and organisation.

- **Maid My Day**

<http://www.maidmyday.com.au/>

Emily Trail and Jacquie Craus set up their cleaning business, Maid My Day, after working in corporate managerial roles. Their approach was to take their experience of using a 'systems approach' and apply it to their cleaning business. See if you can spot any of this systems approach in their web materials.

Chapter 14– Growing the Business: At Start-Up Factors (κεφ.14 ελληνικής έκδοσης)

- **FedEx**
<http://about.fedex.designcdt.com/>
Founder Fred Smith required huge amounts of venture capital funding to set up FedEx. This is because FedEx was set up to deliver cargo overnight throughout the US. To do that, Smith needed lots of planes and workers – discover how the company grew at the FedEx website.
- **Zara**
<http://www.zara.com/> and www.inditex.com
Since opening its first store in 1975, Zara has expanded so that, by 2007, it operated in 68 countries and had 3,691 stores. Find out about Zara’s current fortunes at their website, and that of their parent company, Inditex.
- **Google**
<http://www.google.co.uk/intl/en/corporate/>
Launched in 1998, Google holds the monopoly on internet search engines – so much so that ‘to Google’ someone or something has become synonymous with ‘searching the web’. Read their company overview to discover how they continue to diversify.
- **Logitech**
<http://www.logitech.com/>
Logitech was a ‘born global’ company. Set up in Switzerland in 1981, one of its first actions was to open an office in California close to the developing personal computer market.
- **Hewlett Packard**
<http://www.hp.com/hpinfo/abouthp/histnfacts/>
William Hewlett and David Packard began their business in 1938, from a garage in Palo Alto, California. Today, because of the internet, arguably it has become easier and more accepted that businesses can be successful run from someone’s home.

Chapter 15– Growing the Business: Post Start-Up Factors (κεφ.15 ελληνικής έκδοσης)

- **Getfeedback**
<http://www.getfeedback.net/>
When attempting to grow their business, the founders of HR website Getfeedback turned down £2 million of investment from private investors and VCs, and opted instead to raise the money themselves. Follow their current fortunes on their website.
- **Glasses Direct**
<http://www.glassesdirect.co.uk/>
Glasses Direct is one of many online businesses which makes niche for itself by undercutting high street prices. Read some of the FAQs on the site and find out how they manage to make a profit despite lowering prices.
- **Segway**
<http://www.segway.com/about-segway/who-we-are.php>
The ‘Segway’ was designed as an individual ‘human transportation’ device. Find out how that innovative vision has evolved over time at the company’s website.

Για το κεφ.16 της ελληνικής έκδοσης:

Theories of Small Business Finance

Enterprise – Access to Finance <http://www.berr.gov.uk/whatwedo/enterprise/finance/index.html>

The British Government's Department for Business, Innovation and Skills has a number of funds to support entrepreneurial activity. Find out about the most significant ones at their "Access to Finance" web page.

Debt Finance for Small Businesses

easyJet <http://corporate.easyjet.com/>

Boardroom disputes in listed companies, like the dispute between easyJet founder Stelios Haji-loannou and the management board in 2008, can affect market confidence. Look at the financial results for 2008 on easyJet's website and see if you can detect any downward change.

British Bankers' Association <http://www.bba.org.uk/bba/jsp/polopoly.jsp?d=103>

The British Bankers' Association gives you the banks' perspective on finance issues. Go here and search for "credit scoring" to find a short and interesting article on Credit Scoring for SMEs.

Equity Finance for Small Businesses

Viking Venture <http://www.vikingventure.com/index.asp?menuid=3353>

Viking Venture is a VC focusing on technology companies within electronics, software, oil & gas, materials and clean technology.

SPARK

http://www.sparkventures.com/Home/SPARK_Venture_Management/About_SPARK/default.aspx

SPARK Ventures are a major investor in information and communication technology, healthcare & life sciences. Find out more about the types of opportunities SPARK favours through this website.

CVC Group <http://www.cvc.com.au/cvcr/index.php>

The CVC Renewable Energy Equity Fund is a venture capital fund established to increase Australian private investment in renewable energy and enabling technologies through the provision of equity finance.

Dragons' Den <http://www.bbc.co.uk/dragonsden/>

The BBC television series *Dragons' Den* beams the principles of equity finance into living rooms across the UK and the world.

Chapter 19 – Public Policy, Small Businesses and Entrepreneurs (κεφ.18 ελληνικής έκδοσης)

- **Department for Business, Innovation and Skills (UK)**

<http://www.berr.gov.uk/>

Find out about UK government policy for small businesses and entrepreneurs at the website of the Department for Business, Innovation and Skills.

- **Small Business Administration (US)**

<http://www.sba.gov/>

The US Small Business Administration (SBA) was created in 1953 as an independent agency of the federal government to aid, counsel, assist and protect the interests of small business concerns, to preserve free competitive enterprise and to maintain and strengthen the overall economy of the USA. Go to their website to compare the SBA's current policies to those in the UK.

Chapter 20 – Macro Policies towards Small Businesses (κεφ.19 ελληνικής έκδοσης)

- **Japanese Small Business Research Institute**

<http://www.jsbri.or.jp/new-hp-e/>

For an interesting contrast to Western small business policies, try the Japanese Small Business Research Institute website. Click on the "Publications" link to find a 2009 White Paper on Small and Medium Enterprises in Japan.

- **The World Bank**
<http://www.worldbank.org/>
The World Bank website includes a range of sources and news links concerning small business growth, finance and policies.
- **OECD (Organisation for Economic Co-operation and Development)**
<http://www.oecd.org/>
The OECD website offers a range of articles, resources and statistics on international economics and policies. In particular, try searching for the OECD Centre for Entrepreneurship, SMEs and Local Development.
- **UK Competition Commission**
<http://www.competition-commission.org.uk/>
The UK's Competition Commission is an independent public body which conducts in-depth inquiries into mergers and markets.

Chapter 21 – Small Business Policy in Practice (κεφ.20 ελληνικής έκδοσης)

- **Shell LiveWIRE**
<http://www.shell-livewire.org/>
Click on the “Inspiration” link to watch videos of young entrepreneurs who have started a business through Shell’s LiveWIRE scheme.
- **Shell Technology Enterprise Programme**
<http://www.step.org.uk/modules/casestudies/default.aspx>
Go here and click on the “Case Studies” link to read about students who have worked on innovative new projects.
- **Global Enterprise Challenge**
<http://www.globalenterprisechallenge.org.uk/Pages/TheChallenge.aspx>
Entrepreneurship challenge in which teams of 6-10 students are given just 24 hours to produce a solution to a topical global issue.
- **National Council of Graduate Entrepreneurship (UK)**
<http://www.ncge.com/home.php>
The National Council for Graduate Entrepreneurship (NCGE) aims to raise the profile of entrepreneurship and starting your own business as a career choice amongst students and graduates in Britain.
- **The Kauffman Foundation (US)**
<http://www.kauffman.org/>
Log on to this site and click on the “Entrepreneurship” link to find a US perspective on key topics in entrepreneurship, including Youth, Minority and Global Entrepreneurship.
- **Enterprise Ireland**
<http://www.enterprise-ireland.com/>
Enterprise Ireland boasts programmes to support market entry, trade fairs and market development. Follow this link for an interesting comparison to the UK perspective.
- **Small Business Innovation Research**
<http://www.sbir.gov/>
This US body allocates federal research and development support to the USA's small, high-tech, innovative businesses.
- **The Prince’s Trust**
<http://www.princes-trust.org.uk/>
Go here and find “The Business Programme” to see how this national scheme for young people in the UK supports new business start-ups.