New Entrepreneurs Creation Model: A Health Drink Business

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ABSTRACT
This research aims to identify the entrepreneurial process model from the literature and to evaluate a selected anyone owned beverage business against this model. A sequential exploratory mixed method was employed using two stages. Stage one is the initial stage, using the qualitative approach, to collect the secondary data from the literature review. Stage two involved of 22 Thai new entrepreneurs to examine socio-demographics, and satisfactions gained from content analysis. The data analysis was performed using the computer-aided quality data analysis software and statistical analyses. The finding demonstrated that the significant criteria creating new enterprises on healthy drinks business consists of training, corporate and organizational structure.

Keywords: Entrepreneurs, Health Mix Drink, Entrepreneurs Model

INTRODUCTION
Thailand is in the upper middle income country where has industrialized more slowly. Asian Development Bank (2014) ranged Thailand in terms of extreme poverty rates on practically zero. In terms of income inequality, however, it ranged from Gini coefficients of below 30 to above 40. Noticeably, Thailand still has established strategic institutions and mandated them to promote entrepreneurship in the country with the aim of increasing economic participation and entrepreneurial activities. Entrepreneurship is a critical contributor to economic growth. It has been a leader in offering people express the economic to start and their own business. On the other hand, there are still barriers facing prospective hospitality entrepreneurs [1]. These barriers significantly contribute to the issue of sustainability of the new business entities in services, specifically in a healthy mixed beverage. These business opportunities and channels attract new entrepreneurs. Business initiatives came into its own with the planning, implementation and operation of all aspects of creative itself. In addition, the revenue risk, profits arising from the business operation may occur.

The research problem of this study has been selected because it is necessary to undertake the proposed research study for the sole reason of contributing to the knowledge base in the hospitality industry and academia in general. The perceived benefits for this research study will be to allow entrepreneurs to start and operate sustainable businesses.

The research aim is to identify the entrepreneurial process model from the
literature and to evaluate a selected anyone owned beverage business against this model. These two research questions were developed: 1) what does the literature research process reveal about entrepreneurial process models and entrepreneurship in general? 2) Can the existing anyone owned beverage business be evaluated against entrepreneurial process model?

LITERATURE REVIEW
This paper builds on the entrepreneurship and themes identified in the overview of research on entrepreneurial process models, with specific consideration afforded to key social science perspectives. We consider the scope of research with regard to entrepreneurial process models and entrepreneurship in general from a social sustainability practices. Consequently, gaps in current understanding are identified.

The following terms have been interpreted for the purpose of this study.

Entrepreneurs
An entrepreneur is a person who sees an opportunity in the market gathers resources and creates and grows a business venture to meet these needs. He or she bares the risks of the venture and is rewarded with profit if it succeeds [11].

Entrepreneur’s typology can divide into different criteria. Van der Merwe (2003) divided entrepreneurs into technopreneurs, social entrepreneurs and tourism entrepreneurs. Allen (2003) also stated that entrepreneur’s typology consisted of home based entrepreneurs, cyber entrepreneurs and serial entrepreneurs. In addition, types of entrepreneurs in the conversion process of economic functions was identified as traditional, modern and postmodern entrepreneurs [6].

With regard to characteristics of entrepreneurs, Timmons and Spinelli (2007: 6) indicated that there were eleven items. These are 1) knowledge; 2) internal locus of power; 3) initiative and innovation; 4) desire for responsibility; 5) source of formal authority; 6) risk bearing and measurement; 7) risk taking and need for achievement; 8) autonomy, power, aggression and recognition; 9) drive/mental, human relations, communication ability and technical; 10) ambition, desire for independence, and 11) responsibility and self-confidence.

What the more entrepreneurially motivation seemed to have in common was that the entrepreneurs running their business identified into five categories. These are propensity for risk, finding a work-life balance, desire to develop business skills, need to seek self-employment, and desire to earn more than in paid employment [12].

The entrepreneurial process operating is a crucial issue. Although entrepreneurship contributes to the development, with a positive effect on society, creating employment, economic expansion a large tax base and more consumers’ well-being [5], how they develop and growth are essential. Kaikonen (2005) indicated that a comprehensive description of the entrepreneurial process in micro firms operating in rural areas is heterogeneity in their opportunity generation processes, their level of innovativeness, and their orientation towards development and growth. New kind’s business opportunities based on special knowledge and experience of the entrepreneur and/or generate innovative ways to exploit these opportunities and organize their operations.

Health Mix Drink
A healthy mixed beverage is prepared by most bartenders who learn their skills through short-term on-the-job training. No formal education is required. Although most states require workers who serve alcoholic beverages to be at least 18 years old, most bartenders are 25 or older. Bartenders work
at restaurants, bars, clubs, hotels, and other food service establishments where entrepreneurship has been a leader in offering jobs. During busy hours, they are under pressure to serve customers quickly and efficiently. They often work late evenings, weekends, and holidays. Nearly half worked part time in 2012. According to Bureau of Labor Statistics (2013), employment of bartenders is projected to grow 12 percent from 2012 to 2022, about as fast as the average for all occupations. High turnover is expected to result in good job opportunities. Strong competition is expected in popular restaurants and fine-dining establishments, where tips are highest (Table 1).

The major factors in healthy mix drink are the advanced processing technology applied and new idea creation of entrepreneurs [7]. Product from Thailand, for instance the processing-food and healthy-beverage industry provides a variety of forms, such as frozen finished food and preserved fruit-juice. While the volume of total country exports declined during the recession, the value export of these industrial products increased. The adaptation creates the products and new market finding made the difference.

**Entrepreneurs Model**

Magnus (2014) founded that the management model of public entrepreneurs presented significant challenges. He also emphasized that competition with private companies was unequal because wages in the private sector were generally much higher than in the public sector. However, public entrepreneurs have a unique advantage in terms of access to government resources and support.

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**Table 1. Bartenders Employment**

<table>
<thead>
<tr>
<th>Quick Facts: Bartenders</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2012 Median Pay</td>
<td>$18,900 per year</td>
</tr>
<tr>
<td>Entry-Level Education</td>
<td>Less than high school</td>
</tr>
<tr>
<td>Work Experience in a Related Occupation</td>
<td>None</td>
</tr>
<tr>
<td>On-the-job Training</td>
<td>Short-term, on-the-job training</td>
</tr>
<tr>
<td>Number of Jobs, 2012</td>
<td>551,100</td>
</tr>
<tr>
<td>Job Outlook, 2012-22</td>
<td>12% (As fast as average)</td>
</tr>
<tr>
<td>Employment Change, 2012-22</td>
<td>67,000</td>
</tr>
</tbody>
</table>

higher than that of the public sector. The literature points to critical challenges in the promotion of entrepreneurship in the public sphere, revealing that there was the possibility that public entrepreneurship threatens democratic governance, promoting the self-interest of entrepreneurs. The sociological, the personal and environmental factors give birth to a new enterprise [4]. The process that involves these factors is depicted below on the Carol Moore’s model (Figure 1). There is always almost a triggering event that gives birth to a new business venture or organization. Entrepreneur gets an idea for a new business venture in this process a prospective. A deliberate search or a chance encounter was happened. Neither the prospective entrepreneur decides to pursue the idea depends on factors depicted in the model such as the state of neither the economy, nor family and the availability of resources. Entrepreneurial traits are personal attributes and environment shaped the human behavior [4].

METHOD
This research aims to identify the entrepreneurial process model from the literature and to evaluate a selected anyone owned beverage business against this model.

A sequential exploratory mixed method was employed using two stages. The initial stage employed the qualitative approach. The literature review helped to form the research concept. Focus group interviews also used to determine the original model of the healthy mix drink model. This was used to assist the researchers designed instrument that determined the specific model of the healthy mix drink course and qualifications of Thai new entrepreneurs.

Researchers conducted a qualitative study based on the case study method, using training and documentary analysis. Yin (2003: 2) stated that the case study method allows researchers to retain holistic and meaningful characteristics of real life events such as organizational and managerial processes and maturation of industries. More importantly the case study protocol not only keeps the researcher targeted on the subject of the case study but also forces the researcher to anticipate several problems; including the way case study reports are to be completed [15].

Stage two was the model testing. It involved of 22 Thai new entrepreneurs invited to fill up the questionnaire. These were examined socio-demographics, and satisfactions gained from content analysis from stage one. The data analysis was performed using the computer-aided quality data analysis software and statistical analyses.

RESULTS AND DISCUSSION
New entrepreneurs on healthy drinks business model was the result in stage one. It consisted of two series of training to create new enterprises; in-wall incubation and out-wall incubation. In-wall incubation training includes 1) government policy and promotion measurement; 2) analysis of business opportunities; 3) knowledge of ASEAN Economic Community; 4) marketing management and marketing in service industry; 5) bartending business management; 6) human resource management and business law; 7) financial management and analysis; and 8) business plan. In addition, out-wall incubation consists of 1) healthy drink mix product development 2) healthy drink mixing skills and 3) sales strategy.

Apparently, the main result was demonstrated that the significant criterion to set up a model to create a new entrepreneur is the corporate and organizational structure. Procedures utilized facilities available, location, audio-visual equipment available and staff expertise is the entrepreneurial process. Safety and security, and modern
information technology structure is the significant criteria for the communication.

CONCLUSION
It was found in this research that creating new enterprises focusing on a health drink business consists of two sets of training; in-wall incubation and out-wall incubation. This was explained by Allen (2003) and Timmons, A.J. & Spinelli (2007). Accumulating relevant skills, know how, experiences, and contacts over a period of years includes considerable self-development in producing entrepreneurs [1, 13].

With regard to the findings that the major factors influencing a health drink business are corporate and organizational structure. The procedures used, the facilities available, and the location being considered as well as audio-visual equipment available, staff expertise, safety and security, and modern information technology communication facilities, are significant factors. This is the advanced processing technology which is applied and new entrepreneurial ideas which have been created [7].

The results of this study were beneficial in three areas: theoretical, methodological and practical contributions. A link between the specific model of the healthy mix drink business and qualifications of new entrepreneurs filled a gap regarding the patterns of the incubation of new enterprises. Each entrepreneur’s model depends on business nature [10].

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