



Ever since Sim Wong Woo was a young boy, certain personality traits ~~associating~~ marked him ~~with being~~ as a potential entrepreneur. ~~By~~ improvising with board games ~~and~~ or his fascination ~~offer~~ music ~~that~~ (began ~~starting~~ with a harmonica) ~~all~~ showed substantive prospects for independency. Furthermore, Sim was renowned for “*his tendency to color outside the lines*” ~~and~~ with his positive aspirations to hopefully make a computer “„sing“”.

Sim believes in balance; “*you have to balance chaos with structure*” (Kiran 2004:03), which ~~links~~ coincides with Kirby’s (2003) understanding of the main psychological characteristics of an entrepreneur. ~~These include~~ a risk-taking ability, need for achievement, locus of control, and a desire for autonomy, creativity, & opportunity and intuition. ~~These entrepreneurial characteristics, as are revealed by~~ Sim who “*longed for a fun-filled work environment*” (Kiran 2004:03). ~~Resulting in Sim possessing entrepreneurial characteristics.~~

~~Indeed~~ as we review his approach to ~~wards~~ tasks (taking into account his failure of the Cubic CT and subsequent move to the Game Blaster), we can identify him with Kirby’s concept of an innovator (2003). ~~concept an innovator, a~~ He he always approaches tasks from an unusual angle such as attempting to make a computer singing which is not far from logical, disciplined and precise).

~~After~~ Once identifying the different types of entrepreneur, (of which there are many) it can be acknowledged that Sim ~~shows~~ light appears to display traits of in a number of categories. With the building of the Cubic CT, Game Blaster, Sound Blaster, DVD kits and Nomad Jukebox, Sim he may be viewed as a craftsman; he built his the business and products from knowledge he ~~had gained~~ learned from technology. He should also be considered a novice entrepreneur. Also, as he was new and since this was his first business, he is to be considered a novice entrepreneur.

Comment [T1]: Is this the correct name of his business?

Sim; is a portfolio ideas entrepreneur who, ~~he constantly~~ believes in continuously introducing new ideas and ~~introducing new~~ products, diversifying ideas and questioning his market ~~continually~~. He displays having persistence when products such as the Cubic CT don’t sell (Cubic CT). However, he is, but also realistic and willing to make a the calculated risk, and exercising inner control to „pull“ effort on that a product when required. needed, in essence being realistic. Creativity e shines dominantly by his as a technology firm that ~~has had and~~

Comment [T2]: Unclear what you mean by this phrase; I suggest rewording



~~probably will have~~ continues to experience a steady increase in ~~more high~~ growth potential.

Comment [T3]: Please confirm if this is what you mean by this sentence

~~Thus links in with~~ Links to both a high potential venture and a Gazelle firm (due to ~~the~~ high investor interest and investment and high growth factors) greatly influenced ~~revenue of the~~ \$658 million ~~sales~~ in 1994 ~~by sales~~ due to sales of the Sound Blaster.

Furthermore, Sim ~~is a change-oriented individual who displays~~ has great visionary leadership ~~and is change-orientated~~. When Chay Kwong Soon and Ng Kai Wa ~~parted with~~ left Sim, he changed the ~~management of the~~ company. ~~“s management~~ He was determined to ~~wanting to~~ push ~~increasingly~~ forward into the future, ~~and he identified the market as moving forward~~. (Kiran 2004). ~~Consequently, Sims~~, ventured ~~ing~~ into more diversified products ~~s~~ (Such as DVDs.)

~~as the identification of the market moving forward by Sim was evident (Kiran 2004).~~

Sim identifies with ~~individuals~~ someone who goes through the creative problem solving process, presented by Lumsdaine and Binks (2003). He ~~had~~ observed the market, ~~studied~~ looked at the problem, defined the answer, synthesised his ideas and then implemented ~~the his~~ product at ~~exactly~~ the right time: ~~as~~ “The Sound Blaster was a success because Sim sensed what the market wanted and introduced the product ~~at the~~ ~~in~~ right time”. (Kiran 2004:04): ~~Sim evidently followed the advice of~~ Back Choi ~~who recommended in~~ 1993 ~~is~~ that: “In order to ~~make~~ decisions, individuals must have an understanding about any given situation, and hold this idea with sufficient confidence to follow the course of action it suggests” ~~(Baek Choi 1993:31), which Sim evidently did.~~

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Both Burns (2001) and Hisrich & Peters (2002) agree that ~~not all~~ personal character traits that influence learning and behaviour in ~~order to become~~ entrepreneurs are ~~not all~~ born with us, ~~but~~ ~~Most of these traits~~ evolve or are ~~formed, made~~ over time. ~~Sim’s~~ These characteristics and patterns of behaviour ~~that Sim has are~~ include, the ability to take calculated risks, ~~through such as~~ the development of the Cubic CT and Sound Blaster ~~some risks were taken~~ some good some not so good ~~and~~ locus of control. ~~—~~ Sim believes ~~that his own~~ progression and ~~the growth of his~~ company ~~more growth is down to him~~ is up to him, ~~and~~ when his partners left it truly was ~~a~~ desire for autonomy, ~~—~~ Sim takes ownership of his own



~~decisions~~~~direction~~ and values his individualism and freedom. ~~W~~—when he ~~went to~~~~visited~~ the US to promote the Sound Blaster, ~~he~~ believed in himself.

Intuition plays an important part in Sim's traits. ~~as it recognises that he~~~~He has the ability to~~~~ean~~ sense when an idea, ~~such as the Cubic CT product, is~~~~was~~ not going to work. ~~For example, instead of~~ ~~at the time that he wanted it to~~ introducing the Cubic CT to ~~enter~~ the market ~~as he initially planned, he~~~~and so~~ ~~reverted~~ to other products in order to make himself and ~~his~~~~the~~ company more successful. ~~Nonetheless,~~ Timmins (1999:224) believes that "successful entrepreneurs are adaptive and resilient"; ~~which explains~~~~thus~~ Sim's ~~determination~~~~was eager~~ to ~~continue~~~~carry on~~. Other ~~identifiable~~ traits ~~that he is identified to have~~ ~~mainly because of his~~ that he displayed, especially during his venture to the US, ~~include~~~~are~~; a sense of value, self-confidence, independence, ~~is~~ ~~courageous~~, ~~persistence~~, reliability and tenaciousness. ~~A,~~ ~~which are all~~ of these traits are identified by Lumsdaine and Binks as key attributes of an entrepreneur. The author believes that Sim's ~~his~~ intuition and lateral thinking spurred ~~Sim~~ ~~him~~ to ~~take~~ ~~introduce~~ the Sound Blaster to the US market and ~~not to give up on it~~ ~~refuse to give up on it~~. This is also a result of ~~together with~~ ~~the~~ ~~his~~ "dominant" right side of his brain¹ (~~controlling~~ ~~body's~~ emotional, intuitive and spatial functions) ~~taking clear~~ ~~clearly~~ -focusing on ~~towards~~ his entrepreneurial opportunities; ~~that were being~~ "....at the heart of the creative process...." (Kirby 2003:139).

Moreover, it is necessary to mention ~~a little about~~ Sim's culture and how this affects his ~~entreprenurial~~~~entrepreneurial~~ behaviour. ~~It also affects~~ ~~and his~~ ability to interact and sell his products to people of other cultures; such as the United States (where he launched the Sound Blaster). ~~With the~~ ~~C~~ clear differences ~~exist~~ between the United States and Asia through Hofstede's four dimensions:— Individualism ~~v~~s ~~C~~ollectivism, ~~P~~ower ~~D~~istance and ~~U~~ncertainty ~~A~~voidance. ~~e~~; ~~T~~his means that greater ambiguity, personal choice and preference for flexibility ~~and~~; ~~the~~ ~~stressing~~ development of analytical skills; are all associated ~~in one way or another~~ to ~~the~~ character traits ~~of~~ ~~and~~ ~~associations~~ ~~with~~ entrepreneurs. ~~Consequently~~ ~~Thus~~, these traits are believed to have benefited ~~it is felt~~ ~~aided~~ Sim when he travelled to America to set up the subsidiary; ~~it~~ ~~tasks~~ ~~and~~ ~~introduce~~ the Sound Blaster to the ~~American market.~~ ~~to influence the market with Sound Blaster.~~

Comment [T4]: Please confirm if this is what you mean

¹ Refers to the left, right brain with Kirby (2004)