

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~~ 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~~ ~~His~~ 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~~, building 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~~ Thia 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 ~~at~~ 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~~ ~~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~~s~~ 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~~arry 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~~ence, ~~reliability~~e 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~~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)