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## Opportunities Summary

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## SUMMARY

The basic ingredient to success in entrepreneurship is one of knowing when to take risk and how to develop this opportunity. The focus should be on self-initiative and motivation toward a goal, especially self-employment. There are many opportunities for small businesses. The risk is great because there are many good ideas, but the primary element to success is risk and development of an effective market strategy, based upon the application of sound content and business principles.