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Diagram 1: Four Areas of Influence

(Cultural / Social / Institutional Milieus Leading To:
Personal Circumstances / Education / Sectoral Experience / Experiential Learning)

1st Generation

Pushed

2nd Generation (FB)

Pulled

2nd Generation

Redundant trade skill-sets, but some skills transferable

Skill-sets:
People
Organisational
Managerial

Gravitating towards sectoral opportunities - low order catering / retailing. Typical characteristics:
- Co-ethnic products and services
- Local ethnic/non-ethnic markets
- Local co-ethnic resources

Family circumstances
Lack of education

To overcome the issue of ‘un-employable’

Entry made easier by presence of family - learning curve greatly reduced

Succession
Parents as role models

Skill-sets:
Knowledge Of Business

Conscious decision to leave/not to enter paid employment aided by intrinsic rewards and enterprise culture

Occupational background important

Trade skills set / knowledge used for:
Personal Marketing
Bridging The Credibility Gap
Business Stability
Professionalism
Establishing Knowledge Based Businesses

(Source: All respondents, n=48)