

# **The Role of the Entrepreneur in the Economy**

## **Entrepreneurs are innovators**

They observe an opportunity.

They create new goods and services.

They improve existing products.

## **Entrepreneurs provide choice**

They add goods and services to the marketplace.

They offer variety.

They design different approaches to familiar problems.

## **Entrepreneurs provide jobs**

They hire workers for their businesses.

They consume resources, thus providing jobs in the industries that supply those resources.

## **Entrepreneurs help the economy grow.**