

**ENTREPRENEURSHIP: SUCCESS FACTORS IN ACTION**

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**ABSTRACT**

The dream of small business ownership is held by countless individuals worldwide. Regardless of their country of origin or economic market type, this dream creates entrepreneurial motivation for many, with successful enterprises adding value to an economy by creating new jobs, products and industries. However, globally, small businesses fail at an alarming rate. When a small business fails not only are the desired benefits not created, but the investors are often left in a worse financial position than prior to their entrepreneurial investment. This paper details three (3) case study examples and provides entrepreneurship development and planning recommendations to increase the survivability of small businesses.

Keywords: *Entrepreneurship, Small Business, Business Planning, & Sustainability*