

ENTREPRENEURIAL SERVICE VISION IN A FRANCHISED HOME ENTERTAINMENT ENVIRONMENT

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SUMMARY

ENTREPRENEURIAL SERVICE VISION IN A FRANCHISED HOME ENTERTAINMENT ENVIRONMENT

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Entrepreneurship is the creative and innovative process of creating incremental wealth. This wealth is created by individuals who possess an entrepreneurial orientation; assuming the major risks in terms of equity, time and commitment. The process may not be new or unique, but must be infused by the entrepreneur toward securing and allocating the required resources. Franchising is an entrepreneurial option which develops new ventures; whilst strategic service initiatives are entrepreneurial implementations facilitating sustainability, growth and wealth creation. This study identifies entrepreneurial orientation within a defined franchise system; with synergistic links to a strategic service vision.

The research objectives are to investigate the current situation of entrepreneurial orientation in a franchise system, together with examining the contribution of a strategic service vision in relation to service quality. The purpose is to identify entrepreneurial behaviour amongst franchisees; franchising as an entrepreneurial option, and to identify relationships between elements of service quality, the service profit chain, relationship marketing and best practice. The outcome is the development of a conceptual matrix, to be initiated within the defined franchise system. Objectives are evaluated via research hypotheses, using empirical statistical techniques.

Theoretically, the value the investigation provides is in the understanding that the home entertainment industry is worthy of developing a body of knowledge, to be shared by all industry participants. As a contribution to practice, the entrepreneurial service vision will enhance the sustainability of the industry, notwithstanding the opportunity to share the vision with related industries. This study, the first of its kind in the home entertainment industry and in the specific franchise system, will smooth the way for implementation of entrepreneurial franchise service initiatives in the organisation. On a national level, successful implementation will enhance industry participation and competition; together

with entrepreneurial contributions towards the creation of wealth, economic growth and creation of employment in a dynamic, yet turbulent developing economy such as South Africa.

Research methodology comprises the survey approach, using electronic media and Surveypro analysis. This is facilitated by descriptive and inferential statistical techniques using SPSS version 11.0 data analysis. Inferential significance tests include the ANOVA Kruskal-Wallis hypothesis test; based on the approximation of the chi-square distribution with $k-1$ degrees of freedom. Internal-consistency reliability is measured by the Cronbach's coefficient alpha, measuring overall inter-item correlation between the identified constructs. Exploratory research, in the form of the literature review and previous empirical studies, are used as background and facilitating data.

Hypothesis tests highlight the absence of statistically significant entrepreneurial orientation in the franchise system, despite a significant orientation in a multiple-outlet proposition analysis. Franchising is seen as a significant option for creating and developing ventures, and strategic service initiatives (service profit chain, relationship marketing and best practice) are all significantly positively associated with service quality. These constructs constitute the development of an entrepreneurial service vision in a franchise system.

Recommendations include the implementation of an entrepreneurial service vision within the defined franchise system. Limitations, however, include limited availability of appropriate data on the home entertainment industry, together with that of entrepreneurial orientation in franchise systems. Recommendations for future research include cross-industry and multi-national studies of similar substance, together with follow-up research regarding the successful implementation of the entrepreneurial service vision matrix.

OPSOMMING

ENTREPRENEURIESE DIENSVISIE IN 'N TUISVERMAAKTE AGENTSAPSTELSEL

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Entrepreneurskap is 'n kreatiewe en innoverende proses om inkrementele welvaart te skep. Hierdie welvaart word geskep deur individue wat 'n entrepreneuriese orientasie het; insluitend van die aanvaarding van risiko met betrekking tot waarde, tyd en toewyding. Die proses mag wel nie uniek of enig wees nie; maar om die verkryging en toewysing van noodsaaklike bronne te bekom, moet dit deur die inspirasie van die entrepreneur teweeggebring word. Agentskappe is 'n entrepreneuriese opsie wat die skepping en ontwikkeling van nuwe geleenthede daarstel, terwyl strategiese diens inisiatiewe entrepreneuriese implementering gebruik om volhoudbaarheid, groei en welvaartskepping te laat geskied. Hierdie studie identifiseer entrepreneuriese oriëntasie binne 'n afgebakende agentskapsstelsel met sinergistiese skakelings na 'n strategiese diensvisie.

Die navorsingsdoelwitte is om die huidige entrepreneuriese orientasie situasie in 'n agentskapsstelsel te ondersoek, asook 'n oorsig rakende die bydrae van 'n strategiese diensvisie met betrekking tot dienskwaliteit. Die doel is om entrepreneuriese gedrag tussen agentskaphouers asook agentskappe as 'n entrepreneuriese opsie te identifiseer. Dit sluit ook in om verhoudinge tussen elemente van dienskwaliteit, die diens-winsketting en verhoudingsbemarking en beste praktyke te identifiseer. Die resultaat is die ontwikkeling van 'n konseptuele matriks wat geïnisieer word binne 'n gedefinieerde agentskapsstelsel. Doelwitte word geëvalueer via navorsings en hipoteses deur die gebruikmaking van empiriese statistiese tegnieke.

Teoreties is die waarde van die ondersoek die toevoeging van kennis en 'n beter begrip van die Tuisvermaak Bedryf wat belangrik genoeg geag word om 'n kennisveld daarin te ontwikkel en wat dus ook deur alle bedryfsdeelnemers gedeel kan word. Die bydrae tot

die praktyk van die entrepreneuriese diensvisie is ook daarin geleë dat dit die volhoubaarheid van die industrie kan uitbou nieëtaanstande die geleentheid om die visie met verbandhoudende bedrywe te deel. Hierdie studie is die eerste van sy soort in die Tuisvermaak Bedryf en spesifiek in die agentskapstelsel, wat die weg kan baan vir makliker implementering van entrepreneuriese agentskap inisiatiewe in 'n organisasie. Op 'n nasionale vlak sal die suksesvolle implementering van die studie se resultate bedryfsdeelname aanspoor. Dit sal ook kompetisie sowel as entrepreneuriese bydraes tot welvaartskepping, ekonomiese groei en skepping van indiensneming in 'n dinamiese maar tog onstuimige ontwikkelende ekonomie soos die van Suid-Afrika, bevorder.

Die navorsingsmetodologie behels die ondersoek metode sowel as die gebruikmaking van elektroniese media en Surveypro ontledings. Dit word bewerkstel deur beskrywende en inverensiële statistiese tegnieke sowel as die gebruikmaking van uitgawe 11.0 van die SPSS om data ontledings te doen. Inverensiële toetse vir beduidenheid sluit die ANOVA Kruskal-Wallis hipotese toets in, gebaseer op die bepaling van die chi-vierkantwortel distribusie met $k-1$ grade van vryheid. Interne konstantheid en betroubaarheid is gemeet by wyse van die Cronbach alpha koëffisiënt wat algehele inter item korrelasie tussen verskillende konstrakte identifiseer. Eksploratiewe navorsing in die vorm van 'n literatuur oorsig sowel as vorige empiriese studies is gebruik vir agtergrond oorsig doeleindes wat ook fasiliseringsdata insluit.

Hipotese toetse beklemtoon die afwesigheid van 'n statisties beduidende entrepreneuriese oriëntasie in die agentskapstelsel, ongeag 'n beduidende oriëntasie in die veelvoudige eenheid proporsionele analise. Agentskappe word gesien as 'n belangrike opsie met die skepping en ontwikkeling van sakevestiging en strategiese diens inisiatiewe (dienswinst ketting, verhoudinge bemarking en beste praktyke) wat almal beduidend aan dienskwiteit verwant is. Hierdie konstrakte behels die ontwikkeling van 'n entrepreneuriese diensvisie in 'n agentskapstelsel.

Aanbevelings sluit die implementering van 'n entrepreneuriese diensvisie in die afgebakende agentskapstelsel in. Beperkings sluit egter die beperkte beskikbaarheid van toepaslike data op die Tuisvermaak Bedryf in, asook 'n entrepreneuriese oriëntasie in agentskapstelsels. Aanbevelings vir toekomstige navorsing sluit meerdere industrieë asook multi nasionale studies van 'n soortgelyke aard in, sowel as opvolgnavorsing met betrekking tot die suksesvolle implementering van die entrepreneuriese matriks wat diensvisie betref.



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