



ENTREPRENEURSHIP IN NURSING AND MIDWIFERY.

AGNESS GUNDA

MOBILE FACILITATION TEAM [MOFATE]



PERSONAL PROFILE

- **Ms. Agness Gunda**, a holder of Bachelor of Science in Nursing(BScN) at Catholic University of Health and Allied Sciences (CUHAS) and completed teaching methodology at MWACHAS.
- She is a Head of Nursing and Midwifery Department(HOD) at Mkolani Foundation of health science training institute with 3 years' experience.
- The founder and Chief Executive Officer of Home Care Services with Nesher. She is highly proven ability to initiate and develop strategic plans into workable goals in order to meet expected outcome, especially community initiating services.



What is the main reasons behind the falling of new startup?.

○ **FEAR**

- Fear of success can lead to negatively affection to your brain (Diminishing Self Confidence) , constantly living in fear of failure can erode an individual self confidence .
- These means that lack of confidence can undermine performance , impede decision making abilities and reduce the appetite of seizing opportunities for career progression.

○ **CAPITAL**

- In a business capital cost is very important to be arranged because it is essential for buying machinery, buildings, human resources payment and many other activities.
- Through these assets may help you to produce a good service , The level of capital investment required for a business may affect the overall profitability expected.



○ **LACK OF KNOWLEDGE.**

- Without relevant information about what your planning to do failure of doing it is possible because it will negatively affect the business as whole , while having the knowledge about entrepreneurship in nursing and midwifery will help nurses to use in the right way to run their business more efficiently , decrease business risks and exploit opportunities to the full.

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○ **ATTITUDE.**

- Attitude plays a critical role in shaping the success of new business, it can directly influence productivity, customer service, and overall company performance.
- It is not just about being positive or negative but also about being adaptable and willing to learn new things and grow.

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*The end
Thank You for listening*

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