**Beginning to Explore Enterprise**

Read the BBC Article the 26 year old with a £100m sportswear brand article and Gymshark ex Pizza delivery boy’s sportswear firm worth over £1bn article on BBC.

How typical is this story of an entrepreneur? ie. What are the characteristics of an entrepreneur (you may need to do some research on this first)?

What evidence is there in these articles that the founder has the characteristics of a typical entrepreneur?

What has made this business a success?

How is this business different to its major competitors?

What challenges has the business faced?