

Kenas Sanjaya

2019 IAICDV Scholarship Application

Who are Entrepreneurs in my opinion?

Entrepreneurs are individuals who are industry problem solvers. They are ready to make sacrifices, to hustle, and to dedicate their time and effort to achieve their vision and mission. People often associate entrepreneurs as profit-maximizing individuals, but a good entrepreneur focuses on creating value-add and making people want to pay for that value-add.

Entrepreneurs contribute to communities in many ways other than directly from their products or services. Their companies help the economy by generating more employment. Growing unemployment particularly educated unemployment is the acute problem of the nation. Entrepreneurs generate employment both directly and indirectly. Directly, self-employment as an entrepreneur and indirectly by starting many enterprises they offer jobs to millions.

If hundred people become entrepreneurs, they not only create jobs for themselves but also will provide jobs for hundred more people. In this way, entrepreneurs play an effective role in reducing the problem of unemployment in the country which in turn clears the path towards economic development of the nation.

What does entrepreneurship mean to me?

Entrepreneurship is what made my life possible today.

Being born and raised in Indonesia, I have always been exposed to the world of entrepreneurship. Surviving in a developing country such as Indonesia is tough on a financial level and on a social level. There was racism towards the Chinese Indonesian community, and the low minimum wage did not help at all.

Labor market does not provide enough opportunities for us to enjoy a life where we can be financially independent. Our family were forced to spend our life savings to open a family business and taking a gamble that the business would take off.

Thankfully my father never let the fear of not-having-money cripple him. He was a good entrepreneur who knows how to manage risks, who hustles every day to provide for his family, and who provides extensive value to his customers leading to what is now a successful contractor business in several cities in Indonesia.

While most people try to become entrepreneurs because they think they can enjoy flexible hours and high profit margins, I know the effort and sacrifices it takes to succeed.

Why do I support entrepreneurs?

Not everyone has to BE or CAN be an entrepreneur. But we can make a stance and support entrepreneurs whose vision and mission we believe in.

For me, my passion is in Accounting, but I believe that my skills as an Accountant can greatly benefit entrepreneurs. Most entrepreneurs spend their day and night making sure their main operation runs smoothly, but the back-end financial records and accounting system is something that is often neglected and will get them in trouble especially if they don't exercise good Accounting system.

Melissa Leung, President of TransCold Distribution, has been a really great figure that I look up to. As an entrepreneur, she has solid passion and determination to expand this company. She isn't afraid to take risks, and when some ideas fail, she does everything in her power to fix it. I am grateful and excited to continue learning and contributing to this growing company.