Since Sim Wong Woo was a young boy, certain personality traits associating marked him with being a potential entrepreneur. By improvising with board games and his fascination of music that began starting with a harmonica, all showed substantive prospects for independency. Furthermore, Sim was renowned for "his tendency to color outside the lines" and, with his positive aspirations to hopefully make a computer "sing".

Sim believes in balance; "you have to balance chaos with structure" (Kiran 2004:03), which links coincides with Kirby’s (2003) understanding of the main psychological characteristics of an entrepreneur. These include, a risk-taking ability, need for achievement, locus of control, and a desire for autonomy, creativity & opportunism and intuition. These entrepreneurial characteristics, as are revealed by Sim who "longed for a fun-filled work environment", (Kiran 2004:03): Resulting in Sim possessing entrepreneurial characteristics.

Indeed as we review his approach towards tasks (taking into account his failure of the Cubic CT and subsequent move to the Game Blaster), we can identify him with Kirby’s concept of an innovator (2003), concept an innovator, a He always approaches tasks from an unusual angle such as attempting to make a computer singing which is not far from logical, disciplined or precise).

After identifying the different types of entrepreneur, (of which there are many), it can be acknowledged that Sim shows light appears to display traits of in a number of categories. With the building of the Cubic CT, Game Blaster, Sound Blaster, DVD kits and Nomad Jukebox, Sim may be viewed as a craftsman he building his the business and products from knowledge he had learned from technology. He should also be considered a novice entrepreneur. Also, as he was new and since this was his first business, he is to be considered a novice entrepreneur.

Sim, is a portfolio ideas entrepreneur who constantly believes in continuously introducing new ideas and introducing new products, diversifying ideas and questioning his market continually. He displays having persistence when products such as the Cubic CT don’t sell (Cubic CT). However, he is, but also realistic and willing to make the calculated risk, and exercising inner control to ‘pull’ effort on that a product when required needed, in essence being realistic. 

Creativity e-shines dominantly hits as a technology firm that has had and
probably will have continues to experience a steady increase in more high growth potential. Thus links to both a high potential venture and a Gazelle firm (due to high investor interest and investment and high growth factors) greatly influenced revenue of the $658 million sales in 1994 by sales due to sales of the Sound Blaster.

Furthermore, Sim is a change-oriented individual who displays great visionary leadership and is change orientated. When Chay Kwong Soon and Ng Kai Wa parted with left Sim, he changed the management of the company. He was determined to wanting to push increasingly forward into the future, and he identified the market as moving forward. Consequently, Sim ventured into more diversified products (Such as DVDs) as the identification of the market moving forward by Sim was evident (Kiran 2004).

Sim identifies with individuals who go through the creative problem solving process presented by Lumsdaine and Binks (2003). He had observed the market, studied, looked at the problem, defined the answer, synthesised his ideas and then implemented his product at exactly the right time: “The Sound Blaster was a success because Sim sensed what the market wanted and introduced the product at the right time”. (Kiran 2004:04). _Sim evidently followed the advice of Back Choi who recommended in 1993_ that: “In order to make decisions, individuals must have an understanding about any given situation, and hold this idea with sufficient confidence to follow the course of action it suggests” (Back Choi 1993:31), which Sim evidently did.

Both Burns (2001) and Hisrich & Peters (2002) agree that not all personal character traits that influence learning and behaviour in order to become-entrepreneurs are not all born with us, but most of these traits evolve or are formed made over time. Sim’s these characteristics and patterns of behaviour that Sim has are include, the ability to take calculated risks through such as the development of the Cubic CT and Sound Blaster some risks were taken some good some not so good and _locus of control._ Sim believes that his own progression and the growth of his company more growth is down to him is up to him, and when his partners left it truly was a desire for autonomy _Sim takes ownership of his own

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decisions, direction and values his individualism and freedom. When he visited the US to promote the Sound Blaster, he believed in himself.

Intuition plays an important part in Sim’s traits, as it recognises that he has the ability to make sense when an idea, such as the Cubic CT product, is not going to work. For example, instead of at the time that he wanted it to introduce the Cubic CT to enter the market as he initially planned, he and so reverted to other products in order to make himself and his company more successful. Nonetheless, Timmins (1999:224) believes that “successful entrepreneurs are adaptive and resilient”, which explains Sim’s determination was eager to continue on. Other identifiable traits that he is identified to have – mainly because of his that he displayed, especially during his venture to the US, include a sense of value, self-confidence, independence, courage, persistence, reliability and tenaciousness. All of these traits are identified by Lumsdaine and Binks as key attributes of an entrepreneur. The author believes that Sim’s intuition and lateral thinking spurred him to take introduce the Sound Blaster to the US market and not to give up on refuse to give up on it. This is also a result of together with his “dominant” right side of his brain (controlling body’s emotional, intuitive and spatial functions) taking clearly focusing on his entrepreneurial opportunities, that were being “at the heart of the creative process” (Kirby 2003:139).

Moreover, it is necessary to mention a little about Sim’s culture and how this affects his entrepreneurial behaviour. It also affects his ability to interact and sell his products to people of other cultures, such as the United States (where he launched the Sound Blaster). With the clear differences exist between the United States and Asia through Hofstede’s four dimensions—Individualism vs. Collectivism, Power Distance and Uncertainty Avoidance—This means that greater ambiguity, personal choice and preference for flexibility and, the stressing development of analytical skills, are all associated in one way or another to the character traits of and associations with entrepreneurs. Consequently, these traits are believed to have benefited it is felt aided Sim when he travelled to America to set up the subsidiary, it tasks and introduce the Sound Blaster to the American market, to influence the market with Sound Blaster.

Comment [T4]: Please confirm if this is what you mean

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