ABSTRACT

Role of Passion and Calculated Risk Taking Against Improved Business Performance Aneka Jaya

This study is to determine the role of passion and calculated risk taking to the improvement of business performance Aneka Jaya.

The study, written by the author is historical research. This study focuses on two main characters Entrepreneurship, namely passion and calculated risk taking is carried out by the authors when conducting business Aneka Jaya, Aneka Jaya distributor engaged in a camera bag that started in the semester IV to semester VIII. This research will discuss about the definition, benefits, aspects and measurement, as well as factors that can affect the passion and calculated risk taking. In addition, this study also said the company profile Aneka Jaya along with important events experienced by the author along with other members of Aneka Jaya include business development, the problems faced and how the author and the members resolve the issue.

Important events that occur in each semester will be associated with the two characters entrepreneurship passion and calculated risk taking to find out how much the role of passion and calculated risk taking to increase business performance Aneka Jaya. The final results of this report show that the character of passion and calculated risk taking has an important role in improving the performance of Aneka Jaya.

Keywords: Entrepreneurship, passion, calculated risk taking, Aneka Jaya