

Poor essay exemplar

The following is an example of a poor essay. Take note of the comments and try to avoid this when you write your own essays.

Describe the concept of indigenous entrepreneurship and how this relates to Māori economic development. Describe some of the challenges that indigenous organisations might face and specify ways to minimise these challenges.

This essay will describe indigenous entrepreneurship.

Commented [NL1]: No signposts given. Reader doesn't know what to expect.

Indigenous entrepreneurship is entrepreneurship decided by indigenous people for indigenous people (Hindle and Lansdowne, 2002). Usually, indigenous organisations will seek to make profit to fulfil social and economic aims.

Henare (2000) suggests that Māori development organisations be underpinned by Māori cultural values such as the recognition of Te Ao Māori (Māori worldview); Tino Rangatiratanga (self-determination); equity and social wellbeing; sustainability and economic growth. Such values emphasise economic development whilst retaining a strong sense of Maori cultural identity.

Indigenous knowledge is often incompatible with mainstream practices where individualistic forms of economic development conflict with cultural forms of organisation that are predominantly based on kinship ties. Indigenous organisations need to manage culture in a way that utilises strengths and downplays constraints without undermining cultural values. I think it can be quite challenging for indigenous organisations to balance social and economic aims.

Commented [NL2]: Does not draw on evidence to support claims.

In conclusion, indigenous entrepreneurship can be an excellent source for those who want to be an entrepreneur. Māori entrepreneurs could tap into their cultural knowledge and identify innovative and commercial ventures in pursuit of social and economic benefits. Although indigenous entrepreneurship can create challenges in reconciling conflicting ideals, indigenous culture and knowledge can also be a source of innovation.

Commented [NL3]: Introduces concepts not covered in the body of the essay. Conclusion should contain no new information.