THE GROWTH AND DEVELOPMENT OF ENTREPRENEURSHIP IN MOROCCO

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01. Introduction

1.1 The purpose of the research

- To examine the growth of entrepreneurship.
- To reveal the measures adopted by the moroccan government.
- To show the importance of entrepreneurship

1.2 The Research Background

- The evolution of entrepreneurship
- the creation of small businesses
- The launch of programms to assist entrepreneurs

01. Introduction

1.3 Research Question and Aims

1.3.1 Research Question

- To what extent does the Moroccan government contribute to entrepreneurship development?
- How does entrepreneurship affect the economy?
- Which factors encourage the growth of entrepreneurship?
- What is the importance of business creation for the country's youth?

1.3.2 Research Aims

- To investigate entrepreneurial growth and its impact on the Moroccan government.
- To assess the level and support given by the Moroccan government to entrepreneurs.
- To measure the level of development in the entrepreneurship sector and the benefits of small businesses among people.
- To analyze the situation of the entrepreneurial sector.

01. Introduction

1.4 Justification for the Research

- The importance of entrepreneurship.
- The existence of the programs.
- the advantages of entrepreneurship

1.5 Methodology Outline

- Form
- GEM
- Articles
- Report
- Interviews



01. Introduction

1.6 Thesis Outline

01	02	03	04	05
Intoduction	**Literature Review**	**Methodology**	**Findings**	**Conclusion**
• An introduction to the topic • Definition of entrepreneurship • The evolution of entrepreneurship	• The historical background • Case studies; Moukawalati and Intilaka	• the stategy and methods • Data collection	• Explanation of the findings	• The purpose of the research. • Results • Suggestions • Recommendations

02. Literature Review

2.1 Introduction to the Literature Review

- To define the Keywords of entrepreneurship
- To show the different quotes related to entrepreneurship
- To prensent case studies



02. Literature Review

2.2 The Keywords for growth and entrepreneurial development in Morocco

2.2.1 What is entrepreneurship?

- It is the ability to materialize an idea, to set up a project, which can lead, among other things, to the creation of a company.

2.2.2 The Growth and Development of entrepreneurship

- The government can encourage entrepreneurship by providing an environment conducive to small business development
- Law and regulations that help entrepreneurs.
- Entrepreneurship is one of the main axes for developing a country.
- In Morocco, many of the barriers that keep people from starting businesses are a lack of support.

02. Literature Review

2.3 The various quotes related to entrepreneurship

"Entrepreneurship is understood to mean the action of creating wealth while appropriating it, with the aim of proposing, finding and implementing solutions that meet the needs of individuals or groups."(MACHICH, 2019)"

"Morocco has gained 13 places in the ranking of the 2019/2020 global report of the Global Entrepreneurship Monitor (GEM) presented in Miami on March 3, 2020. The study reveals a strong acceleration in entrepreneurial dynamics from 6.7% to 11, 4%"(MOUHSSINE, 2020)

2.3.1 The history of entrepreneurship

Apres 1956

emergence of a class of businessmen : Investment in wealth-producing sectors



1983

- Upgrading of economic network structures
- Launch of the vast privatization program to promote economic and social development.



>2000

the launch of programms to assist entrepreneurs



1970-1975

- economic crisis
- creation of businesses
- emergence of economic and political partners



1990

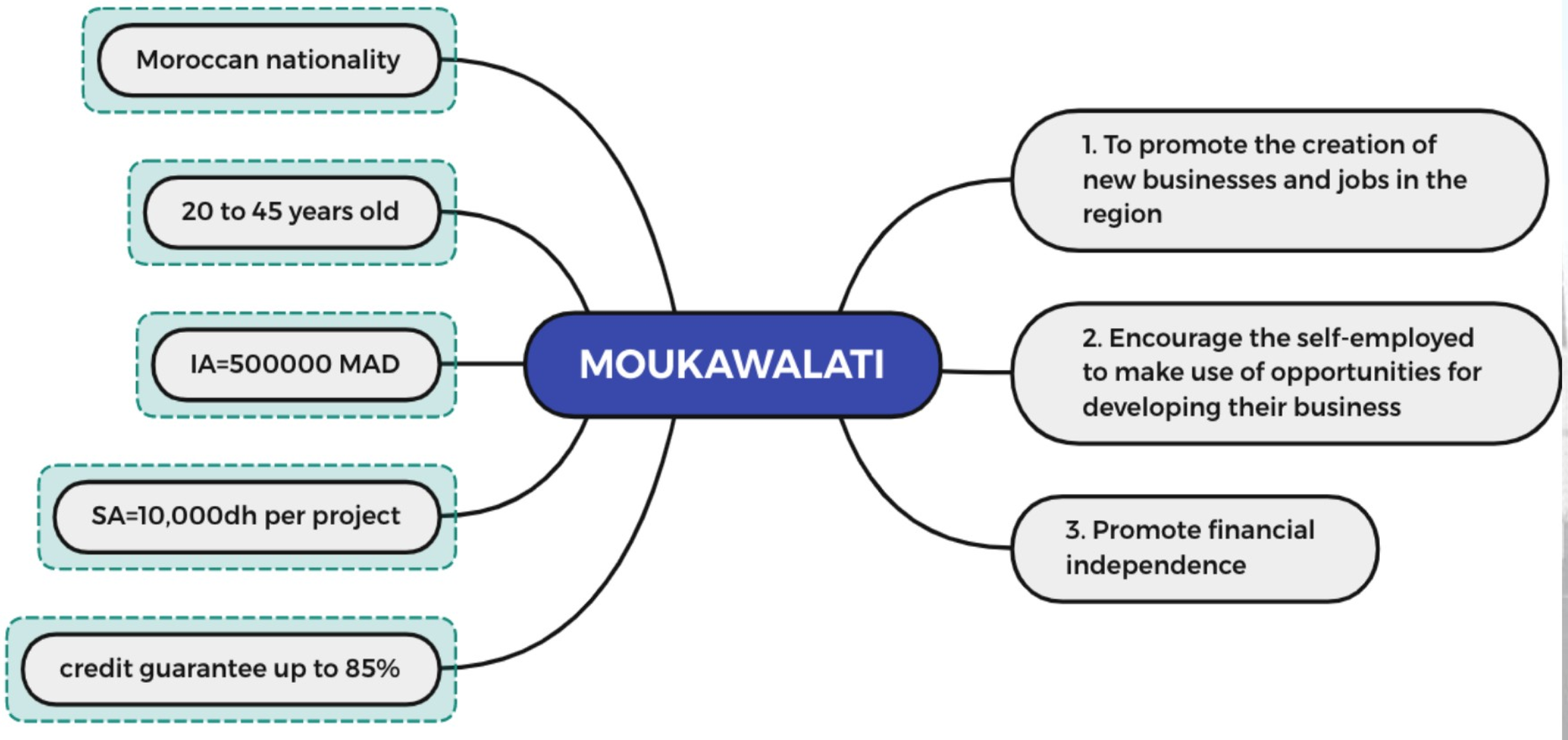
Establishment of major structural reforms



02. Literature Review

2.4 Case Studies

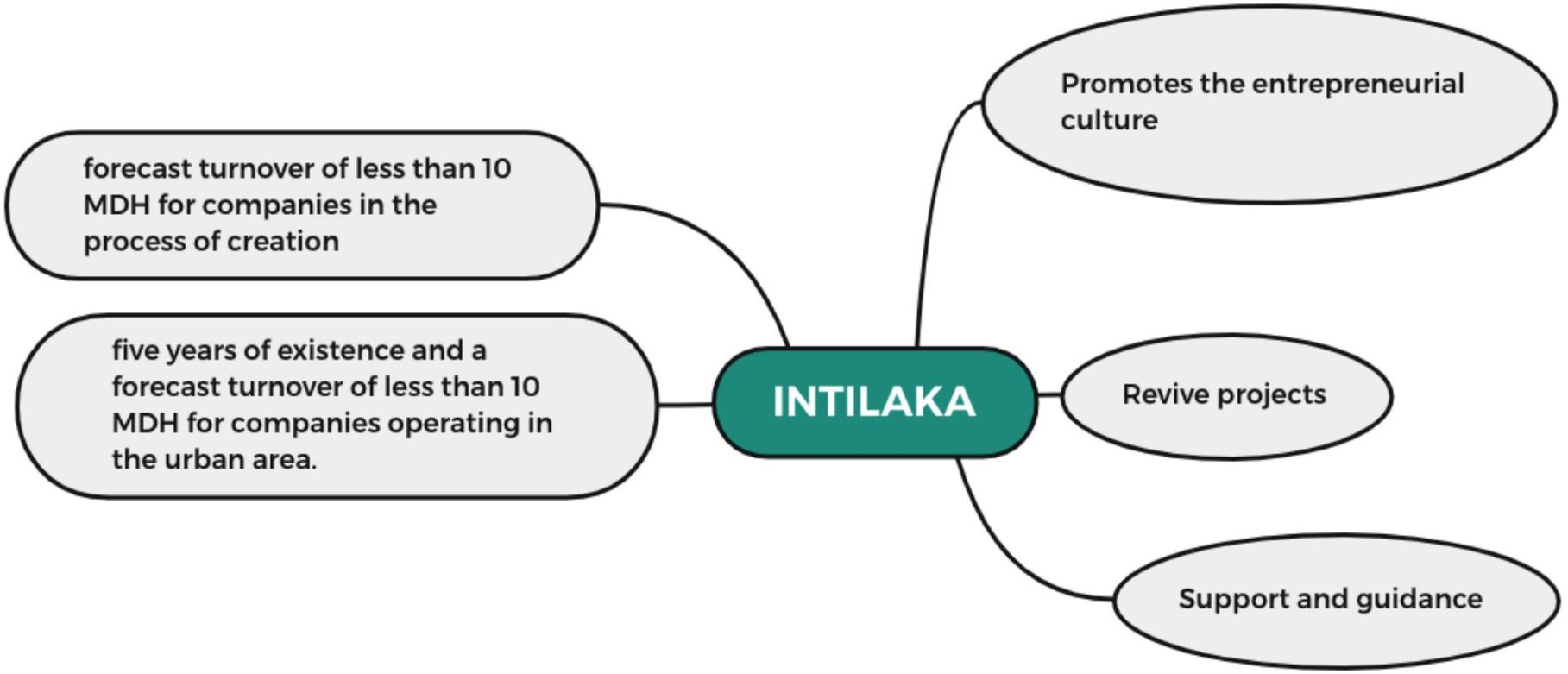
2.4.1 MOUKAWALATI program



02. Literature Review

2.4 Case Studies

2.4.2 INTILAKA program



03. Methodology

3.2 Strategy

- Qualitative method
- Quantitative method
- Primary data
- Secondary data





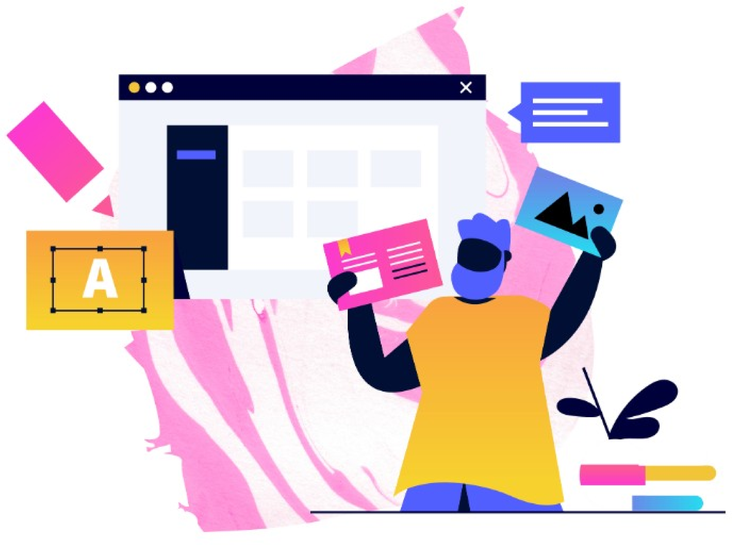




03. Methodology

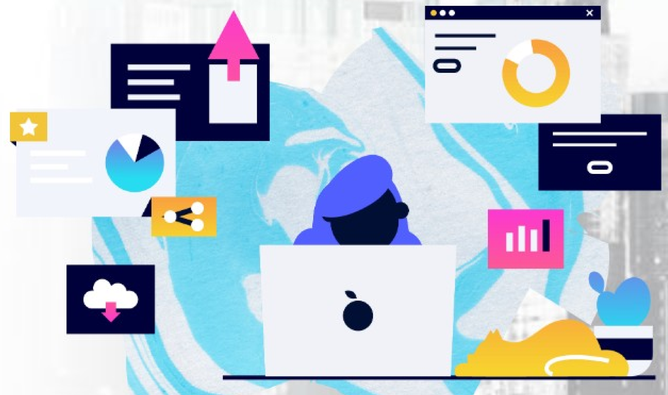
3.3 Design

- The questionnaire
- Reports
- Websites



3.4 Administration

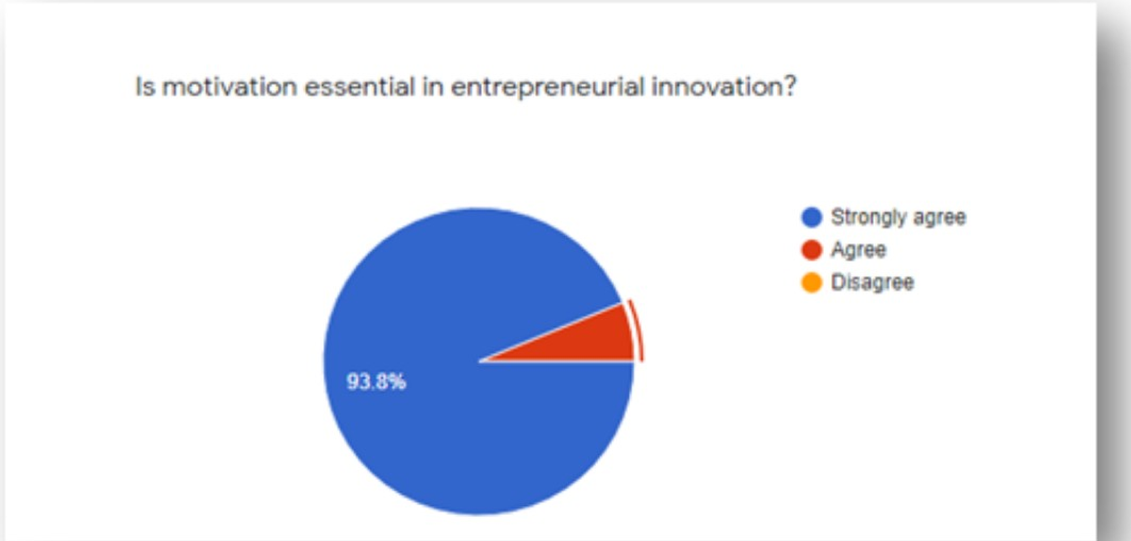
- Social media (Instagram, Facebook, WhatsApp,etc...)
- E-mail



04. Findings

4.1 Questionnaire

- Moroccan entrepreneurs
- the situation of entrepreneurs
- Positive impact
- diminution of the unemployment rate
- 93.8% Strongly agree
- Motivation is essential



04. **Findings**

4.3 The World Bank Group website

- **2011**= 30149 NB
- **2012**= 32941 NB
- **2013**= 33275 NB
- **2014**= 34761 NB
- **2015**= 35829 NB
- **2016**= 39013 NB
- **2017**= 40032 NB
- **2018**= 45132 NB

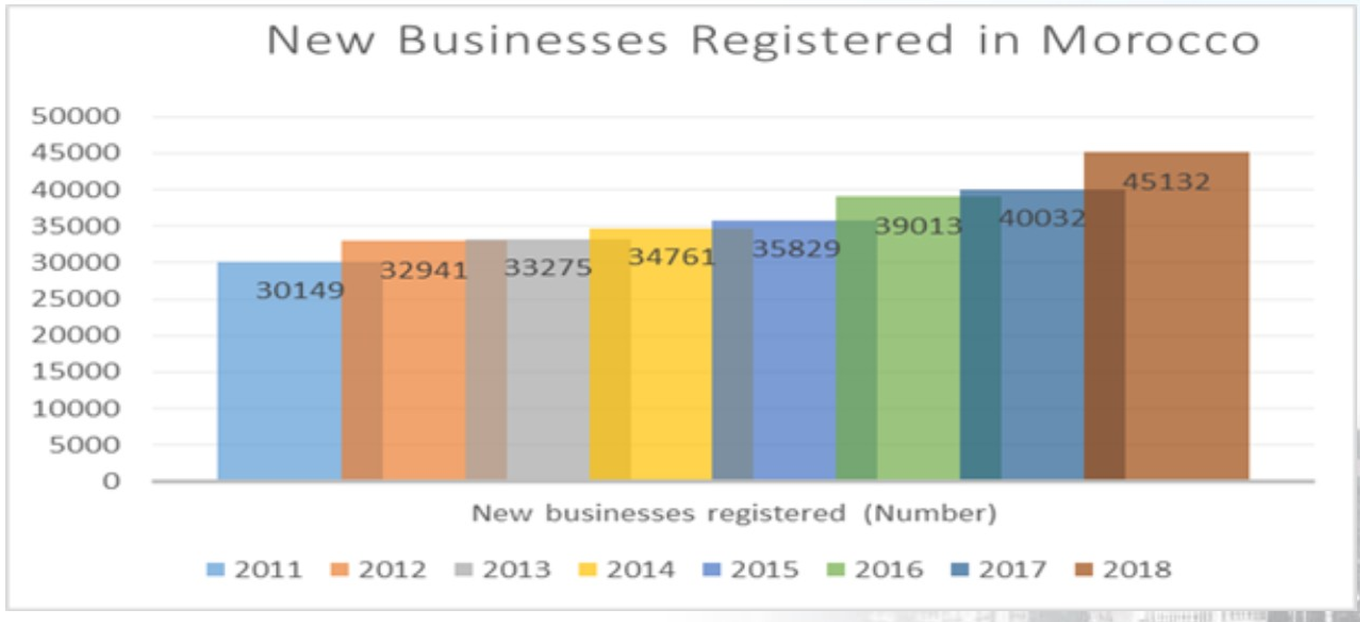


Figure 1: New Business registered in Morocco
Source: The World Bank Group website

04. Findings

4.5 The Global Entrepreneurship Monitor Report (2019/2020)

- GEM=54 economies
- Slight decrease in scores
- Increase in some scores related to the goverment

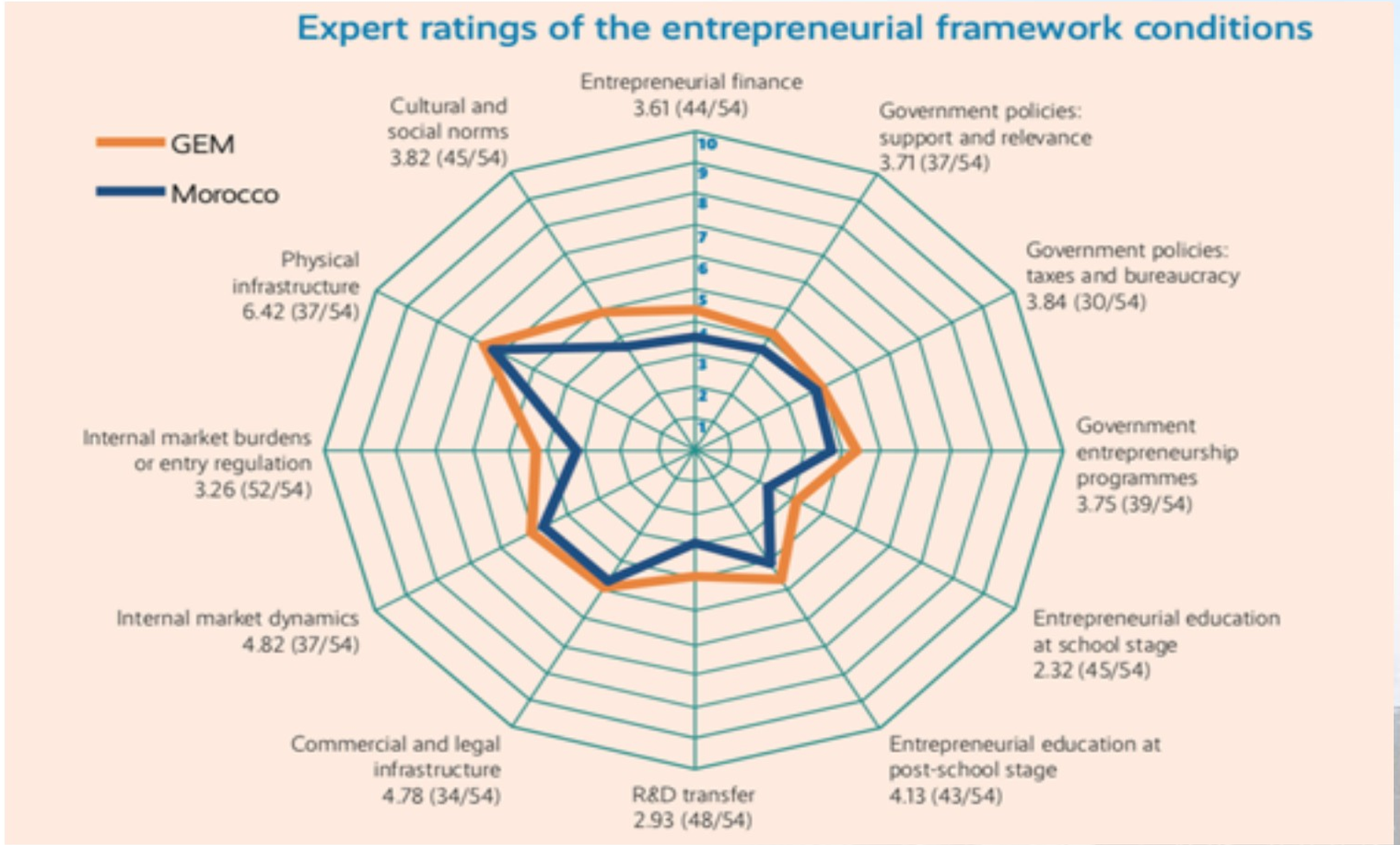


Figure 2: Expert Ratings of the Entrepreneurial Framework Conditions 2019
Source: GEM. (2019). 2019/2020 Global Report (p. 138). Global Entrepreneurship Monitor

04. Findings

4.5 The Global Entrepreneurship Monitor Report (2019/2020) (following)

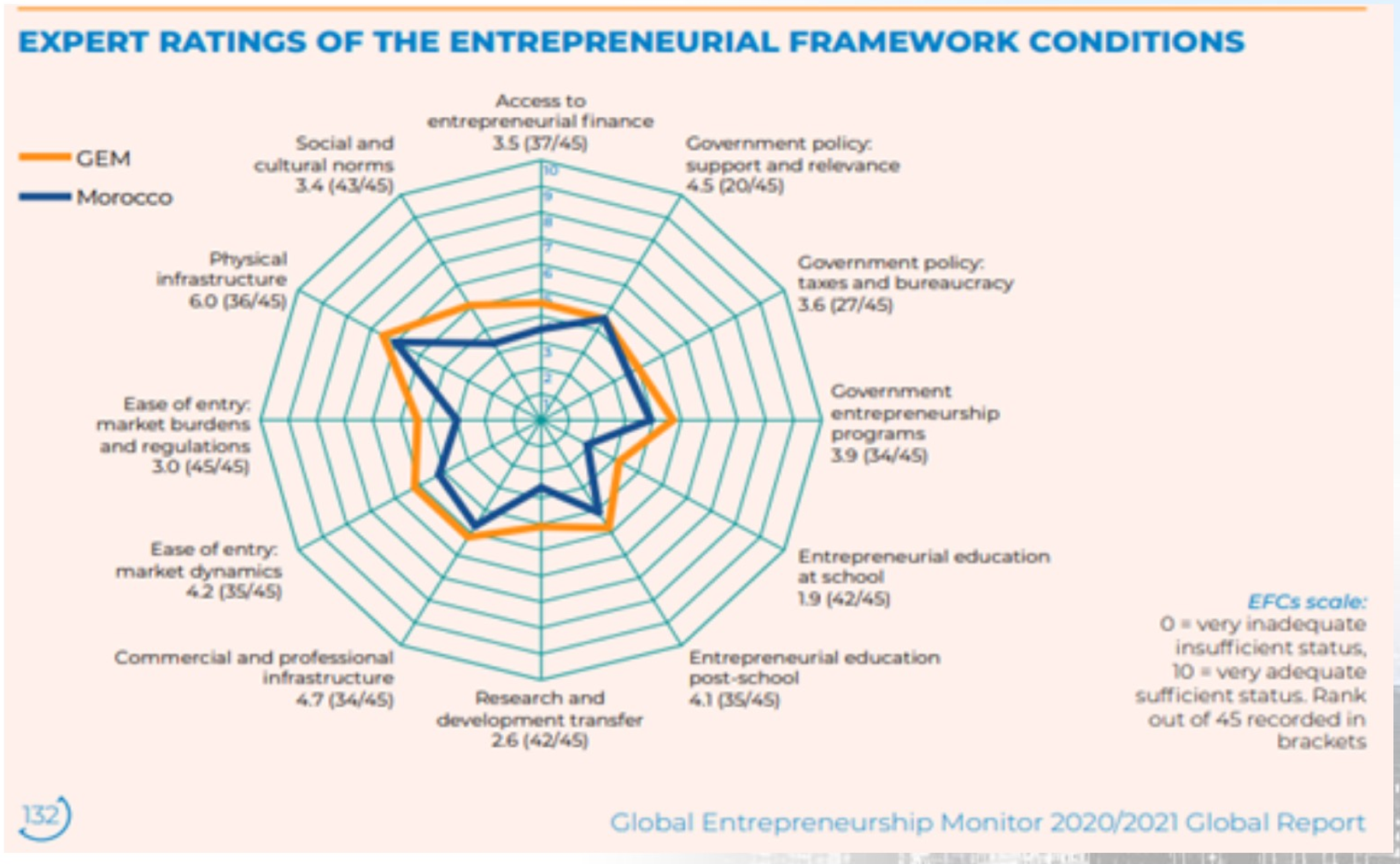


Figure 3: Expert Ratings of the Entrepreneurial Framework Conditions 2020
Source: GEM. (2020). 2020/2021 Global Report (p. 132). Global Entrepreneurship Monitor.

05. Conclusion

The purpose of the research

- To highlight the growth and development of the entrepreneurship sector in Morocco
- To show how entrepreneurship evolved throughout history and what it became today.
- To discuss the history of entrepreneurship, including how it began and grew to be necessary throughout time.



05. Conclusion

Results

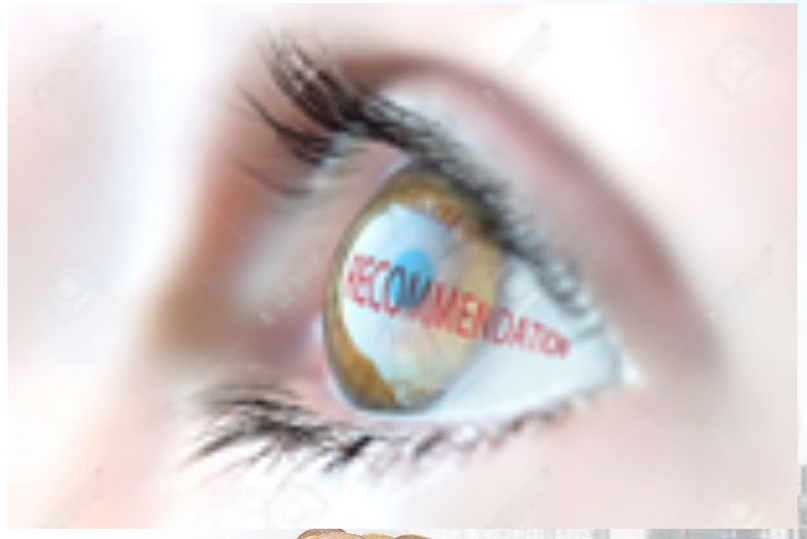
- Big improvement in the entrepreneurship sector
- The great efforts made by the Moroccan government
- the importance of an innovative idea
- Entrepreneurship indicators are on the rise



05. Conclusion

Recommendations

- Put in place a promising communication strategy by further developing the communication tools.
- Strengthen the skills of entrepreneurs by supporting them at all levels necessary for the stability and sustainability of their business
- To give more freedom and independence to entrepreneurs who are the primary focus of any growth and development in the field of entrepreneurship around the world



05. Conclusion

Suggestions

- Establish and develop a strong health policy at the level of Moroccan companies to deal with crises caused by the emergence, transformation, and spread of pandemics on a global scale.
- Accelerate and generalize the digitalization of the entrepreneurship sector to all Moroccan companies, whatever their size.



06. Thanks

Thanks for your attention

Any question?

