

**ENTREPRENEURIAL CONSTRUCTIONS IN YOUNG PEOPLE: AN ANALYSIS OF
ENTREPRENEURIAL PROCESSES IN YOUNG SUB-SCHOOLS IN THE CITY OF
NKONGSAMBA**

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ABSTRACT

Confronted with the impetus imposed on them by difficult conditions, young Cameroonians in general and those in Nkongsamba in particular interrupt their schooling and invest more and more in business creation. Despite the weakness of their cultural capital, these young people manage to position themselves in economic spheres sometimes as imposing as entrepreneurs. This reflection is an analysis of the processes from which under-educated young people, despite their educational deficits, manage to become entrepreneurs. The documentary exploitation, as well as data from the semi-structured individual interviews with the under-educated young people of Nkongsamba made it possible to make a reading of the phenomenon. Theories of human capital and networks reveal three main steps that follow a logic that leads to business creation by these young people. It is precisely the stage of the constitution of the capital, that of the construction of the idea of enterprise and the creation, finally the stage of the consolidation

Key words: under-educated youth, entrepreneurial processes, capital, network, entrepreneur

INTRODUCTION

The economic situation in Cameroon has led to a hardening of the living conditions of the population. In response to the social constraints they face, these populations mobilize many survival strategies. It is according to this logic that the informal sector of the growing economy is an opportunity, better a "solution" for young men and women. An exploratory survey conducted in the city of Nkongsamba found that 22 out of 30 young entrepreneurs observed having invested economic circuits have a level of study at most equivalent to the Primary Study Certificate (CEP).

School occupies a prominent place in the structuring of social relations and offers itself as a determinant of social success. However, the order established by this logic is shaking considerably. In Nkongsamba, while the under-educated youth is stigmatized and relegated to the background, he does not lack the capacity to achieve and affirm himself as a productive being. It is indeed able to assume several labels in the same way as the other individuals of this city. Among these labels is prominently that of business creator. This study is justified by the desire to

understand how young people with low academic and economic potential manage to integrate markets as entrepreneurs.

In this context "Talking about youth engagement in Cameroon is quite paradoxical, if we consider that it is a socially committed actor to passivity, dependence, disability, assistance" . V. MELI MELI (2018: 1). In the city of Nkongsamba, we observed a strong entrepreneurial mobilization of under-educated young people around various economic activities. They have invested all sectors of socioeconomic life with significant capital (spare parts, household appliances, catering, clothing, etc.). data from documentary sources and interviews. Our informants (30 under-educated young entrepreneurs from the city of Nkongsamba in total) were recruited from the Nkongsamba markets and their peripherals, using the so-called "on-site" sampling technique.

I. Theoretical Increation: Conceptual Analyzes

This study is part of an empirico-inductive approach. Two concepts are analyzed here: the concept of "entrepreneurial processes" and the concept of "under-educated young people"

I.1.Environmental processes

For E-M HERNANDEZ, MARCO, L., (2006: 13), the entrepreneur is "the initiator of a complex process operating in a given economic, historical, sociocultural and technological context". Entrepreneurial construction refers to a process. The entrepreneurial process here understood as a circumscribed enterprise action in a space and at a specific moment. We consider the entrepreneurial process in this study as all the actions taken by an actor, in order to realize a business idea. It is also the conditions that have favored the fulfillment of the young under-educated as entrepreneur, as well as those that have contributed to the emergence of his company

Fayolle (2005) proposes that the entrepreneurial process is divided into three phases: triggering, contractor engagement and project survival and development. This process is based on a concern to develop an entrepreneurship education.

The release phase: this is the construction phase of the business project. In this phase, we observe the situations that constitute stimuli for future entrepreneurs. It is an evaluation stage during which the young person considers his possibility to be able to integrate the field of activity in which he wishes to invest. Here, the entrepreneur mobilizes a certain amount of capital linked to his intrinsic capacity to be able to detect the opportunities that his environment abounds, but also, linked to his relational network which is an information resource.

- Engagement phase: When he has finished his idea, the contractor must do a feasibility study and develop a business plan. This is about doing one in the details of the business project. It is also during this phase that the entrepreneur looks for potential partners who will bring him the skills and resources necessary to carry out his business project. At this level, once the resources are together, the entrepreneur can start the realization of his business.

- The follow-up phase of the company: once engaged in the process of carrying out the business, the entrepreneur must constantly adapt his company to the ever-changing needs of his environment. The durability of the company depends on a good management of the human resource. The entrepreneur must make an effort to communicate his vision of the company to his employees and partners (internal and external) of the company. At this level of the evolution of the company it is the managerial capacity of the entrepreneur and the form of his management that are appropriate.

I.2. Under-educated young people

While research on children and youth has developed considerably in the field of the human and social sciences, knowledge specifically on youth-schooling in economic or entrepreneurial situations are developing slowly. This slow evolution reflects the lack of interest of the scientific community and political and institutional decision-makers in this issue (De Lafond, Mathieu, 2003).

This research evokes both a generally less favorable socio-economic environment (G. PRONOVOST, 2007), conditions of access to services (C. BRUTEL, 2010) and more difficult educational resources, but also significant mobility constraints. , especially in areas of lower density

According to a study jointly conducted by the Department of Statistics and National Accounts (DSCN) and the research and study center in economy and survey (CRETES), taken over by SC ABEGA (1999), it was estimated at 35% the absorptive capacity of the informal sector relative to the labor force; with an enrollment rate estimated at 8% in this sector of activity, thus making the informal sector a refuge for under-educated young people. The concept of under-schooling takes on several meanings depending on the reality with which it is associated. UNESCO apprehends it as the fact of the limited (or unequal) access to education of one social category in relation to another. Under-schooling can also reflect the state of an individual who, as a result of social constraints, has abandoned the school institution before having reached a given level of education. This notion is contextual and depends on the referents to which it refers. Thus, in the case of this study, we consider as young under-educated individuals aged 15 to 35 who have not attended school and those who have completely stopped their education and whose level of education is primary. In the latter case, this is the case of individuals whose only certificate was the Primary Study Certificate (CEP) during their schooling. Our conception of under-education therefore has as its main reference the last diploma obtained.

Indeed, the socio-economic mobilizations of under-educated young people, understood as a project to act together intentionally (E. NEVEU, 2015) or as a grouping of individuals in an economic logic, demonstrate the commitment of these young people to to grow out of poverty, out of unemployment and by reducing the distances between social strata. These mobilizations are based on theories of network and human capital.

According to GRANOVETTER (1973), the analysis of social networks makes it possible to highlight: networks of strong links and networks of weak links. The network of strong bonds is

that built from the relationships the individual has with family members and close friends. The concept of strong bond makes it possible to highlight the contribution of the family in the entrepreneurial emergence. The weak link network is that of the relationships an individual forms with other individuals or groups of individuals with whom he or she is in contact on a daily basis without being familiar to them.

The theory of human capital was developed by the American economist G. S. BECKER (1975), in his book "human capital". It defines human capital as "all the productive capacities that an individual acquires by accumulating general or specific knowledge, know-how, etc." ". The relevance of the human capital theory is therefore based on the idea that education and experiences (even informally) are crucial in analyzing the process of starting small businesses. In addition, this theory is composed of two concepts: the concept of formal education and the concept of informal education. These two concepts were analyzed by E. KAMDEM (2011).

According to the author, formal education is designed and delivered by vocational and continuing education and training structures. It consists of a body of knowledge that enables these young people to create and manage businesses. It highlights the existence of a positive relationship between an individual's flow of knowledge and his propensity to start a business. Informal education, on the other hand, is that which is done on the job. It consists of learning in a work situation. It can be done through unconscious enculturation, that is to say, a form of learning that is done without there being a form of intentional communication between the trainer and the learner.

II. Results

The process of creation by the under-educated young people of Nkongsamba obeys a particular logic because the fact of the act of creating a company does not answer most of the time to the principle that the idea is at the base of any entrepreneurial action.

Three main steps emerge from the analysis of the entrepreneurial processes of under-educated young people in Nkongsamba. These stages are identical to those of Fayolle (2005), but follow an atypical logic. This is the stage of the constitution of capital, that of the construction of the business idea and the creation, finally the stage of the consolidation of the company.

II.1. Capital formation

The building of capital among these young people is made from the accumulation of three categories of resources: financial and material, cultural and skills.

II.1.1. The acquisition of financial and material capital

The means of acquiring financial resources depend on the case. It is difficult to really dissociate the acquisition of financial capital from that of tangible capital because the two often go hand in hand. For some, like these entrepreneurs who own the surfaces of general commerce, everything starts from a financial support from the close family

"I had the support of my parents because my mother being a treasurer in a bank meeting she often took money there for me to work with when the time came I give him.

"I had little help from the little sisters, the big sisters who said good, here's 50 thousand, here's 20 thousand, that's 30 thousand. Others by story have processes by progressive accumulation of capital.

From these discourses, the process of acquiring financial capital varies from one entrepreneur to another, however, most of them proceeded by progressive accumulation of profits. Thus, some have benefited from the support of the family sometimes in the form of loan but also disinterested. Others, on the other hand, have contributed gradually to the point of constituting a moving sum allowing them to set up a structure.

The information gathered from the survey is quite illustrative in this respect. The analysis of these entrepreneurs makes it possible to understand that in some cases, when the launch of the company is not the result of the impulse of one of the parents, it is the result of a concerted effort of the members family (nuclear or extended). Thus, when it is not thanks to a loan made to a tontine by the parents, it is thanks to the contribution (financial, material) of the members of the family that the entrepreneur constitutes his initial capital.

We can easily understand this solidarity. When living conditions become difficult the trend is to stimulate those family members already able to engage in active life to take initiatives. This stimulation can consist in proposing to the interested person a goodwill so that it is launched in a sector of any activity. Sometimes he is called to join his parents in the management of the family business.

However, our focus is on those entrepreneurs who have received financial or material assistance. Note that the idea of starting a business does not always depend on the entrepreneur alone but also on other family members who are involved in the process of creating this company. Moreover, in these cases in general, the idea does not come from the recognition of a need, but from the identification of a sector of activity perceived to be profitable or profitable. The entrepreneur worn by other family members is now also a symbol of hope and family success. Because of his success depends on the other members of the family (other brothers precisely) and the honor of his parents. Like a student or a student, the under-educated entrepreneur is an investment for his family.

This analysis makes it possible to understand as E. KAMDEM (2011) that in Nkongsamba there is a positive relationship between the individual social capital and the success of small companies in the launch phase. However, this result is nuanced with that of GRANOVETTER (1973) who wants the weak link network to be more useful to the company than the strong link network. To this end, we propose that in the launch phase, strong link networks constitute a major asset for under-educated young entrepreneurs. In addition, the constitution of financial and material capital is also done by gradual acquisition of capital, following a sequence of small activities prior to the creation of the company itself. That said, the performance of an

entrepreneur in a field of activity is also a factor of emergence of the company. This performance is the result of the combined efforts of the entrepreneur and the support of his business partners.

II.1.2. The acquisition of cultural capital through socialization (skills)

Socialization, as pointed out by J. SABRAN (1975) quoted by J-E NODEM (1984)

"Has passive content and active content. It is first the learning of codes, passwords to enter the social group, to be admitted; then it is the development of the individual aptitudes to participate in the life of the [...] society ".

The success of a business also depends on the qualities of the entrepreneur. With regard to under-educated entrepreneurs in Nkongsamba, the acquisition of these skills is done through different channels.

As with the acquisition of financial and material capital, the acquisition of the necessary skills to turn these young people into entrepreneurs is done through the help of family support and others outside the family.

II.1.3. The acquisition of skills through informal education.

For many entrepreneurs, the acquisition of knowledge and know-how has been possible thanks to interactions with other actors operating in the environment in which they have invested as entrepreneurs. For some like this trader, "the trade is to fall and know how to get up, that's how we evolve". Others like this phone repairer learn their job on the job he teaches us "No one will tell you that he learned what we do there at school. A breakdown can hit you today and tomorrow you are troubleshooting it like that.

We note from what is said that these entrepreneurs have no prior training. They acquire the knowledge and skills relating to their activities whenever they are confronted with an unprecedented situation

As postulated by A. FAYOLLE and Jean-Michel DEGEORGE (2012: 14), "the opportunity is a social construction arising from the interactions and confrontations between an individual and an environment". They are therefore "follower entrepreneurs" who evolve according to the requirements of the market on which they are deployed. In fact, the time spent in this market allows them to progressively accumulate the experience and the workings of success. In short, they gradually learn from their mistakes and their failures

They are trained on the job and operate by the resourcefulness and the do-it-yourself with difficulties to make savings to finance their formations, or to become established because of the fact that they do not have access to the credits.

Another dimension to be taken into account here is that of the feverishness of the parental control due to the fact of the difficult living conditions. Many of these entrepreneurs came out of parental control very early to be active.

In other words, the number of years of school drop-out does not depend on time spent with parents. This analysis supports the idea that under-educated entrepreneurs leave parental authority relatively early. The precision that this analysis suggests is that whether one is in families where the entrepreneur has always lived with his two parents or not, he emancipates early enough from the authority of the latter to join the world of the world. 'employment. In this case, the professional path of the actor depends very little on his parents but precisely on the new environment in which he now flourishes. It can therefore be understood at this level that training is not formal, but that it is contained in an informal apprenticeship that operates through the entrepreneur's contacts with other actors in his sector of activity.

This analysis allows to qualify the proposal of E. KAMDEM (2011), according to which the creation of a business by opportunity would be done by entrepreneurs with a high level of education. As we have seen, the duration in a sector of activity and the accumulation of experience are factors that allow under-educated individuals to create businesses by opportunity.

II.1.4. The acquisition of skills through formal education: reconversion through specialized training.

Although the majority of entrepreneurs learned their trades on the job, some of them were trained in their areas of work. As reported by this informant owner of a restaurant "My mom taught me to prepare and I deepened with a hotel training". Another head of a sewing workshop reports: "My mother asked me to go for a training in sewing since my father was first a tailor in the old days". Another, carpenter, confit, "I first did a carpentry training in the neighborhood before being a carpenter."

The content of these stories assumes that these entrepreneurs received specific training that certainly corresponded to a business project. Obviously, once out of the school system they are introduced to practical and therefore professional training. Moreover, one can also notice that very often these formations are initiatives of the parents.

It should be noted that the early retirement from school is not usually due to a disdain for this institution, but to the difficult living conditions that lead parents to take their children out of school early. The precipitous departure of the school often induces the fact of following professional trainings which can lead to an entrepreneurial initiative. These courses are most often apprenticeships in technical activities that do not require a particular level of education. These apprenticeships therefore consist of a transmission of the technical and practical know-how acquired following an enrollment in a training structure, hence the formal character of the process of acquiring skills. Among other things, it involves training in electronics, boilermaking, carpentry, sewing, hotels etc.

Although the initial objective of this training is to prepare the young person for employment, it also contributes, in many cases, to the empowerment of the latter. It is important to note that in this case, in general, young people's participation in learning is an initiative of their parents to a lesser extent and sometimes of the family. This would justify that in this case the creation of the company is easier. There are also cases where the young person after his training finds it difficult

to integrate into the prospective sector. In this case, it proceeds either through intermediary activities that allow it to save money in order to build up capital, or by borrowing. Still, it is important for the entrepreneur to capitalize on the know-how, which he owns in order to self-employ.

II.2. The realization of the business project.

According to their motivations, the under-educated young people in Nkongsamba concretized their business projects in various ways. Some by opportunity, other thanks to the many contributions of the family, some again because they had gathered a substantial capital. One of them reveals:

We first took the chairs to a wholesaler who is now in China we sold him we paid the money later he saw the way of working he offered us if we could also do in bicycles, motorcycles to two wheels we have accepted the conditions, he has the motorbikes come, he delivers us the motorbikes we sell, we reverse the money in the account. We have been doing this for at least ten years before being an importer today too. Today we are important, we do not take more detail. We import two-wheel motorcycles, three-wheel bikes, garden chairs that you saw there.

Another informant, referring to the process that led to the start-up of her company, says: "I built the box that you see there at the time 3 years ago I made it at 80000frs so the small savings I had made at the restaurant I could do the box. That's how I did the box, I bought the umbrella at 29000frs I started I said good here »

One of these entrepreneurs referring to the way in which he realized the opportunity (bar dancing) he discovered said: "When I took this I have a little tuned because it was like the old ones stuff. I tuned I put young style. For another who was employed in a structure of the place, the savings made on his salary allowed him to build his own structure. He tells the story:

I submitted my resignation to BAT and I set up my own business, namely, I bought a scooter bike that I made my own way and I sold a little of everything about food, I I was on duty so I was traveling. Here is a little how I advanced after two years with my scooter I was able to buy a Hiace I continued in the same way and that's how can I could find a shop

From what precedes, the observation is that, it is the profits realized on the preceding activities which make it possible to set up the definitive structure, however symbol of the completion of a course. This realization takes place either when the entrepreneur wants to increase his capacity of offer following the increase of the demand, or when he wants to pass a course and to carry out an activity which he considers more important than that which he led previously. In addition to this, the ingenuity shown by these entrepreneurs when they are in the process of realization. Thus, among the others reveals the desire to adapt the new company to a specific need. This quality certainly comes from the desire to succeed and to see their businesses become sustainable.

II.2.1. Construction from "condition-sale" practices

In addition to the aforementioned methods, there is a practice nowadays very common in Nkongsamba which is the principle of the condition-sale. It consists for a distributor of rolling machinery and in this case motorcycles to give on the basis of trust one of these gear to a young so that after a period (usually 24 months) it returns all the money corresponding to the financial value of the motorcycle. It is therefore for the young person to capitalize on the opportunity given to him to own this bike by making it profitable thanks to the practice of "mototaxi". Activity that is today one of the most diffused in the city. It should be noted that the entrepreneurial impulse of the under-educated young people in Nkongsamba is due in large part to the relationships of trust that they have been able to build and exploit throughout their experiences.

The realization of the entrepreneurial act by under-educated young people is in fact the fulfillment of the process from the accumulation of capital to the realization of an idea or an opportunity. The peculiarity in Nkongsamba is that the construction of the company is not done at once. Thus the more the economic capital believes more the formal structure of the company is specified. The entrepreneur then progressively moves from sales to the street, from the junk to a kiosk, from the kiosk to a shop, from the shop to a store or a relatively larger space and so on according to its objectives and as his capital allows him to enlarge his space.

II.3. The consolidation of the company

The consolidation of the company is an essential activity of the entrepreneurial process

II.3.1. Ensure the durability of the company by the strength of the links.

Once the company is realized, the entrepreneur must mobilize the means to ensure the durability of his company. It is in this logic that he will develop relationships with people who can help him to accomplish this difficult task. Some entrepreneurs have regularly benefited from the support of a friend as recognized by this young thrift shop salesman: "I had a friend who from time to time always helped me when from time to time I run out of money to go at the market to pick up my merchandise I think it's this young man who helped me a lot. "Others put to use the prowess of the social networks of the internet. One of the young, street vendor states on this subject: "There is a group of information on watsap that's where the guys get the information."

The consolidation of the company is therefore through the constitution of real and virtual information networks. The use of this network is strategic and permanent. In the first case, for example, it is an individual who intervenes permanently when the activity is damaged. In the other case, we have to do with a network of information, constant intelligence. In either case, this network allows the entrepreneur to continuously ensure the balance of his activity.

Although the contribution of the family is an important factor in the achievement of under-educated entrepreneurs, it is the external environment that gives them most of the time the means to sustain their business. Indeed, thanks to the confidence they have enjoyed from those whom they affectionately call "boss" or "suppliers", who are in reality traders who, at the time they made their first steps, held large market shares and used for the redistribution of their goods. These godfathers became for some partners today are those who allowed them to evolve and realize their business project. It should be noted here that this partnership is beneficial to the entrepreneur only in terms of tenacity and performance.

In fact, the more it sells, the greater the quantity of merchandise to be given to it, and the greater the profit. This is how it will gradually establish itself on the market through partnerships with other entrepreneurs.

From the previous analysis, we understand the fact that GRANOVETER (1973), thinks that "individuals with whom we are weakly bound are more likely to evolve in different circles and therefore have access to information different from that which 'we receive ". This idea is true in the case of our study. If at first sight we think these entrepreneurs go alone in the management of their companies, the reality is very different. Apart from the conventional channels of communication that are the telephone, intermediates and nowadays more social networks, other less visible exchange platforms are formed. This is the example of the Thursday martin sport instituted following the decision of the city authorities to introduce the principle of "clean Thursday". Around this sporting activity, entrepreneurs meet and exchange essential information.

The "Deux Zero 6 heures du matin Manengouba" is the name given to this sport activity on Thursday morning. Should it still be noted that it is the quality of a trader?

sector of activity) which gives members eligibility. According to our informants, this group would not be the only one of its kind in Nkongsamba. Beside this type of association there are tontines which constitute a kind of rampas for the entrepreneur. These tontines allow him to strengthen his business. There are two possibilities at this level: he is the beneficiary of the contributions, he makes a loan to buy the merchandise, or he can cover a heavy charge related to his activity when he is at liquidity.

The entrepreneur's relationships are thus a capital for his entrepreneurial emergence and the growth of the company. This capital is complemented by the skills of the entrepreneur. In other words, its knowledge and know-how which are essential assets for the entrepreneur.

From the foregoing analyzes, two adaptation strategies of these entrepreneurs can be identified. We are borrowing here from V. NGOUYAMSA (2016) notions of collective engineering and individual engineering.

II.3.2. Entrepreneurial consolidation through collective and individual engineering.

Entrepreneur networks play a fundamental role in the emergence of an entrepreneur. In Nkongsamba, several young people have integrated into the economic sphere thanks to the support of their peers. It is this same support that allows most of them to resist the vagaries of the market. In fact, once integrated, the need to build a network of relationships is paramount and imperative for the survival of the company. For this purpose, they group together in tontines according to the type of activity or the ethnic origin. In one or the other case, this tontine is an institution that plays a role of firefighter for the entrepreneur.

As mentioned above, weak link network actors are a real source of information for the entrepreneur. This information can help it to diversify its business portfolio, control the fluctuation of prices on the market, and especially make the choice of the products to be ordered in priority according to demand. However, these networks are not limited only to the entrepreneur's links with other entrepreneurs. It extends to other actors who although not entrepreneurs are equally important to the sustainability of the business. When the structure of the company corresponds to a certain standard this type of relationship becomes essential to ensure the vitality of the company.

This extension of the network is used to manage the problems related to the breach of trust, theft or any other form of aggression against the company or its promoter. Sometimes, these entrepreneurs also have to rent collective warehouses. . In the latter case, it is a form of agreement which makes that while preserving a competitive spirit, the entrepreneurs put their goods in common without confusing them. It is much more the sellers on the sly who develop this practice. The idea here is to minimize the costs of guarding goods because they do not have the opportunity to afford individual warehouses. In the case in point, the premises of a large trader can be used as a warehouse for a monthly fee. Failing this, it is a question of five sellers or less, to get together to rent an unused space (in this case an old store) in order to store their goods

Several actions are possible depending on the nature of the problem. For some, the strategy is to diversify their offerings according to the evolution of certain markets. Thus they can add to the troubleshooting of electronic devices the sale of fashionable clothes; the most ingenious of them appropriate information and communication technologies (ICT) innovations to vary their offers. They offer products (sales of films, applications and video games) that meet the needs of a heterogeneous clientele (students, students, teachers, civil servants) which constitutes an important market share.

For other entrepreneurs with larger structures, the strategy is to divide capital into strategic business segments. In this case it is necessary to find other locations to create new outlets, but this time it is the sale of more specific products. Those who adopt this strategy are those who through their performance have been able to develop new forms of partnership with their suppliers.

Nkongsamba, besides being an economic city, remained an agricultural city. Another strategy adopted by entrepreneurs is to develop activities parallel to their businesses. Farming is the most adopted alternative activity. The idea is to have something to eat everyday even when activity is slow. In addition to all these strategies, it should also be noted that paying taxes on time is a ritual now favored by these young people regardless of the activity and size of the company. Other individual strategies are needed when it comes to preserving the sustainability of the company.

One is to extend rush hours late into the night when there is less competition. This dangerous practice, however, allows the entrepreneur to refurbish his boxes a few extra francs before facing stiff competition again the next day. This is the case of young "call-box" owners who take the risk of facing the darkness of the night with all that it assumes as a danger. Like these entrepreneurs, several others who have invested in different fields of activity (especially in the informal sector) are developing strategies that are at least more ingenious, like this young plumber entrepreneur. He uses a motorcycle as a service vehicle, it allows him to carry with him all the necessary tools for his interventions.

This strategy allows him to intervene in time when his services are requested, even in the most isolated localities of the city. He is today a reference on this segment of activity. The many years of experience in the field allow him to provide quality services and appreciated by those who solicit them. The experience of this entrepreneur like that of many others in Nkongsamba allows us to see that these young people are endowed with the capacities of inventiveness and, according to the needs of their environment they develop adequate strategies to answer the heterogeneous needs of the market.

CONCLUSION

Precisely, the constitution of the capital, the construction of the idea and realization of the business project, finally the consolidation of the company. From the paradigms of network and human capital we arrived at the results according to which these young entrepreneurs benefit from the support of the different relations coming from the social spheres to which they belong to make emerge their companies. In fact, they become business owners either after a relatively long time spent in a specific sector of activity, or by a succession of different activities, or by the desire to capitalize the skills acquired at the end of their career. a training. Finally, they develop many strategies, sometimes collective and sometimes individual, that allow them to brave the daily constraints and maintain the balance of their companies.

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