

Abstract

The purpose of the study was to interpret the relationship between Entrepreneurial Orientation (EO) and its five dimensions with the firm performance in the sector of the Small and Medium Enterprises. The final sample included 300 entrepreneurs in the market of Lahore, Pakistan. Based on the conclusions and implication from the statistics, high performing companies do practice entrepreneurial orientation activities. The outcomes of this research project provided entrepreneurs with information on how financial literacy and locus of control influence the performance of a firm while practicing EO. Also, the results will assist entrepreneurs in improving strategic decisions within and outside the organization. The information gathered through this study provides entrepreneurs to improve their mission, vision, purpose and daily activities to maximize their wealth and well-being in the market. In order, to achieve more entrepreneurial outlook and focus entrepreneurs, we have to practice and create more policies that will influence their training procedures. Substantially, this study will gain the interest of entrepreneurs to resolve their discrepancies and dissimilarities about the fluctuation in the financial performance of the entrepreneurial firms.