Sometimes the over-dramatisation of the concept of entrepreneurship tends to give the erroneous impression that success is achieved in entrepreneurship in proportion to one's rejection of what was previously regarded as intuitively obvious. The truth is, however, that the great social philosophers and experts in the field of entrepreneurship of the modern era have not rejected the obvious but have forced us to redefine the obvious after taking a closer look at the available evidence. This thesis is a modest attempt of analysing the obvious and delving a bit deeper into the consequent ramifications.