



Exploring the entrepreneurial interest among black women in an urban community

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ABSTRACT

The South African economy is faced with the triple challenge of poverty, inequality and unemployment. The South African Government has prioritized support of small to medium enterprises as these have been identified as the main providers of job opportunities for the growing number of unemployed people of working age. However, literature shows a huge gap between male and female entrepreneurs in South Africa, even though women entrepreneurs are regarded as drivers of the economy. It is therefore imperative to investigate entrepreneurial interests among black women living in urban communities as their urbanization was significantly affected by apartheid.

The primary objective of the study is to explore the entrepreneurial intentions of black women aged 18-64 years living in an urban community in the North-West Province, South Africa. This study follows a qualitative research approach, using semi-structured interviews to gather data.

The secondary objectives of the study are:

- To conduct a literature study on the concepts of urbanization and entrepreneurial interests among women from a global, regional and South African perspective.
- To explore and describe the entrepreneurial interests of women living in an urban community.
- To make recommendations for future studies on female entrepreneurship.

To inform policymakers and also facilitate the development of positive entrepreneurial attitudes amongst women in urban communities. Findings show that black women living in townships are interested in starting their own businesses. Women in townships have high levels of entrepreneurial self-efficacy and are ready to improve their economic conditions. Self-confidence indicates positive signs for rapid development of entrepreneurial attributes through training. Findings also clearly indicate that the urban community under investigation has entrepreneurial role models, which makes the environment favourable for entrepreneurship. Women in this community can acquire knowledge through social contact with these

entrepreneurs and pursue their entrepreneurial interests with a reduced sense of fear that the venture may fail. From the entrepreneurial interests they expressed, women in this urban community were interested in entrepreneurial activities like opening up beauty shops, retail shops and poultry projects. Finally, it was concluded that the socio-economic transformation of women in urban communities should be systematized and need-based entrepreneurship training programs should be organised with more emphasis on market orientation.

KEYWORDS: Entrepreneurship, urbanization, black women, entrepreneurial interests, South Africa

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LIST OF ABBREVIATIONS

CDE	Centre for Development and Enterprise
NYDA	National Youth Development Agency
GEM	Global Entrepreneurial Monitor
NEF	National Empowerment Fund
NSBC	National Small Business Council
SA	South Africa
SCT	Social Cognitive Theory
Stats SA	Statistics South Africa
SMMEs	Small, Medium and Micro-Sized Enterprises
TPB	Theory of Planned Behaviour

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CHAPTER 1

NATURE AND SCOPE OF THE STUDY

1.1 INTRODUCTION

This study investigated the entrepreneurial interests of black women living in urban communities of South Africa. The urbanization of black women in South Africa has been very difficult over the years and women living in urban areas face heightened socio-economic challenges, for instance lack of access to employment and education, compared to their male counterparts (Turok, Oldfield & Parnell, 2014:4). The study is significant because it describes black women's entrepreneurial interests within the existing support systems which are meant to assist them to contribute to entrepreneurial activity in urban communities, possibly through new start-ups. By starting new ventures, employment opportunities could be created in South Africa (Malebana & Swanepoel, 2015:104). The Social Cognitive Career Theory (SCCT) is used to underpin the study.

This chapter presents the background of the study, the problem statement, research objectives, research questions, research methodology and the significance of the study. The chapter further describes the key terms used in the study.

1.2 BACKGROUND

The importance of entrepreneurship in economic advancement and development is broadly recognized (Adeoye, 2015:49; Williams, Martinez-Perez & Kadir, 2017:733; Zahra & Wright, 2016:610). Lately, there has been a heightened increase in interest among business enterprise researchers with respect to how new business ideas emerge and what drives people to end up as entrepreneurs (Zhang, Duysters & Cloudt, 2014:623; Fayolle & Gailly, 2015:75). Several researchers have embraced the notion that new business ideas surface because of individual cognitive processes (Saeed, Yousafzai, Yani-De-Soriano & Muffatto, 2015:127; Farashah, 2015:452; Karimi, Biemans, Lans, Chizari & Mulder, 2016:187). This notion is substantiated by psychological models in literature such as the Theory of Planned Behaviour (TPB) in entrepreneurship research (Ajzen, 1991:180), Shapero's entrepreneurial event model (Shapero & Shokol, 1982:74), and the Social Cognitive Career Theory (SCCT) (Lent,

Brown & Hackett, 2002:255). These models are indispensable in clarifying individual entrepreneur's inclination towards the entrepreneurial profession of choice and how they eventually join the entrepreneurial processes (Miralles, Riverola & Giones, 2012:485). However, for the purpose of this study, the SCCT was adopted to explore entrepreneurial interest among black women living in urban communities in South Africa (SA).

There has been a rapid rate of urbanization ever since the 1950s (Reed, 2013:71). Currently, nearly two-thirds of the South African population reside in urban areas (Bakker, Parsons, & Rauch 2016:6). The rapid rate of urbanization brought about many socio-economic problems as it placed huge demands on employment and other basic services (Turok, Oldfield *et al.*, 2014:4). Apartheid made these problems of urbanization even more complex in South Africa (Nhlapo, Kasumba, & Ruhiiga, 2011:49). For generations, urbanization of black people was difficult because they were forced to live in townships far from the main cities (Bakker *et al.*, 2016:2). The South African Government has been unable to create employment, particularly for people living in townships (Muller, 2013:45). According to SA Statistics (2018), the unemployment rate in South Africa is approximately 64% for the age group 15 to 24 and 40 % for the age group 25 to 34. The unemployment rate in townships is high and aggravated by the unequal distribution of employment opportunities between different population groups (Mahajan, 2014:69). According to South African Statistics (2016), there is a higher rate of unemployment among black women in the urban areas of South Africa.

In response to the high unemployment rates, the South African Government has developed economic policies that place great value on entrepreneurship (Chinomona & Maziriri, 2015:835). Entrepreneurship is regarded as a significant driver of economic growth and employment creation in South Africa (Chimucheka, 2014:403). Entrepreneurship has hitherto been a male-dominated phenomenon, however, tables are turning and women are now also amongst the most outstanding entrepreneurs, even in previously male-dominated sectors, for instance, construction (Vinesh, 2014:473).

According to Deborah, Wilhelmina, Oyelana, & Ibrahim (2015:37), women in urban areas are increasingly becoming entrepreneurs in order to cope with obstacles that

have been hindering them from attaining managerial positions within organisations. Women in urban areas have discovered that entrepreneurship gives them more satisfaction and flexibility (Rahmatullah & Zaman, 2014:71). Lately, women have been very active both mentally and physically when it comes to business endeavours. Women are realizing that they are equally competent or even better-suited than men, when it comes to business ventures (Irene, 2017:2). Several studies have reported that, in as much as individuals can be convinced to become entrepreneurs, necessity and unemployment can make entrepreneurship a better career option and stimulate the intention to start a business (Noguera, Alvarez & Urbano, 2013:183; Dubravská, Mura, Kotulič, & Novotný, 2015:121; Krishna & Lakshmypriya 2016:96). Considering the high levels of unemployment mentioned earlier, there is a dire need for more studies on entrepreneurship, to facilitate the advancement of interventions that could encourage entrepreneurial activity aimed at reducing unemployment (Jordaan, 2014:2016).

Lewin (2015:1) defines entrepreneurship as a process whereby entrepreneurs identify, assess, and exploit opportunities in order to produce future commodities and services. (Kibler, Fink & Kautonen, 2014:995) add that the process of identifying opportunities is an intentional process. Entrepreneurs ought to have access to the required resources to exploit the identified opportunities and convert their interest into the act of establishing new ventures (Malebana & Swanepoel, 2015:92). Kautonen, Gelderen, & Fink, (2015:39) suggest that certain behaviours can be predicted with significant precision, based on entrepreneurial interest. In investigating entrepreneurial interest, several studies mostly focused on the factors associated with entrepreneurial intention, with less focus on the actual engagement in entrepreneurship (Kume, Kume, & Shahini, 2013:1857; Brownhilder 2014:542; Malebana, 2014:709). Entrepreneurial intention refers to the inclination of people, to engage in entrepreneurial activity in the future (Osakede, Lawanson, & Sobowale, 2017:2). There is paucity in the literature of studies that provide findings for determinants of entrepreneurial engagement, particularly among black women living in urban communities.

Therefore, in trying to create employment in SA and encourage entrepreneurship, it is imperative to embrace positive values concerning entrepreneurial activity and demonstrate appreciation for women entrepreneurs in urban communities. This will, in

turn, facilitate the development of entrepreneurial interests amongst women living in urban communities.

1.3 PROBLEM STATEMENT

Urbanization has brought new challenges in terms of socio-economic requirements in South Africa (Marange, 2017:100). There is a relatively wide-ranging engagement between issues of urbanization by social scientists (Ernstson, Lawhon, & Duminy, 2014:1565). Surely, much is on the scale and distribution of urban growth as well as the nature of urban poverty and inequality. Likewise, there appears to be significant research on entrepreneurship across South Africa, but much of the research remains segmented and rooted within certain disciplines and geographic settings (Hadebe, 2010). However, there is paucity in the literature of studies that investigate entrepreneurial interest among black women living in townships of South Africa. For generations, urbanization of black women was difficult because the majority of them had to come and join their husbands who migrated to urban areas in search of employment (Reed, 2013:74). These people were forced to reside far from the main cities because employment opportunities remained in the "white" cities (Camlin, Snow, & Hosegood, 2014:529). Currently, there remain high rates (41.2%) of unemployment among black women in SA townships (Viljoen & Dunga, 2014:43), considering women entrepreneurs are regarded as drivers of the economy. It is therefore imperative to investigate entrepreneurial interests among black women living in urban communities; as this will inform policymakers and also facilitate the development of positive entrepreneurial attitudes amongst women in urban communities.

1.4 RESEARCH OBJECTIVES

1.4.1 Primary objective

The primary objective of the study is to explore the entrepreneurial intentions of black women aged 18 to 64 years living in an urban community in the North-West Province, South Africa.

1.4.2 Secondary objectives

The secondary objectives of the study are:

- To conduct a literature study on the concepts of urbanization and entrepreneurial interests among women from a global, regional and South African perspective.
- To explore and describe the entrepreneurial interests of women living in an urban community.
- To make recommendations for future studies on female entrepreneurship.
- To inform policymakers and also facilitate the development of positive entrepreneurial attitudes amongst women in urban communities.

1.5 SCOPE OF STUDY

The scope of the study encompasses the field of the study and the geographical demarcation.

1.5.1 Field of study

The study falls in the field of entrepreneurship, women entrepreneurship and urbanization within South Africa.

1.5.2 Focus of investigation

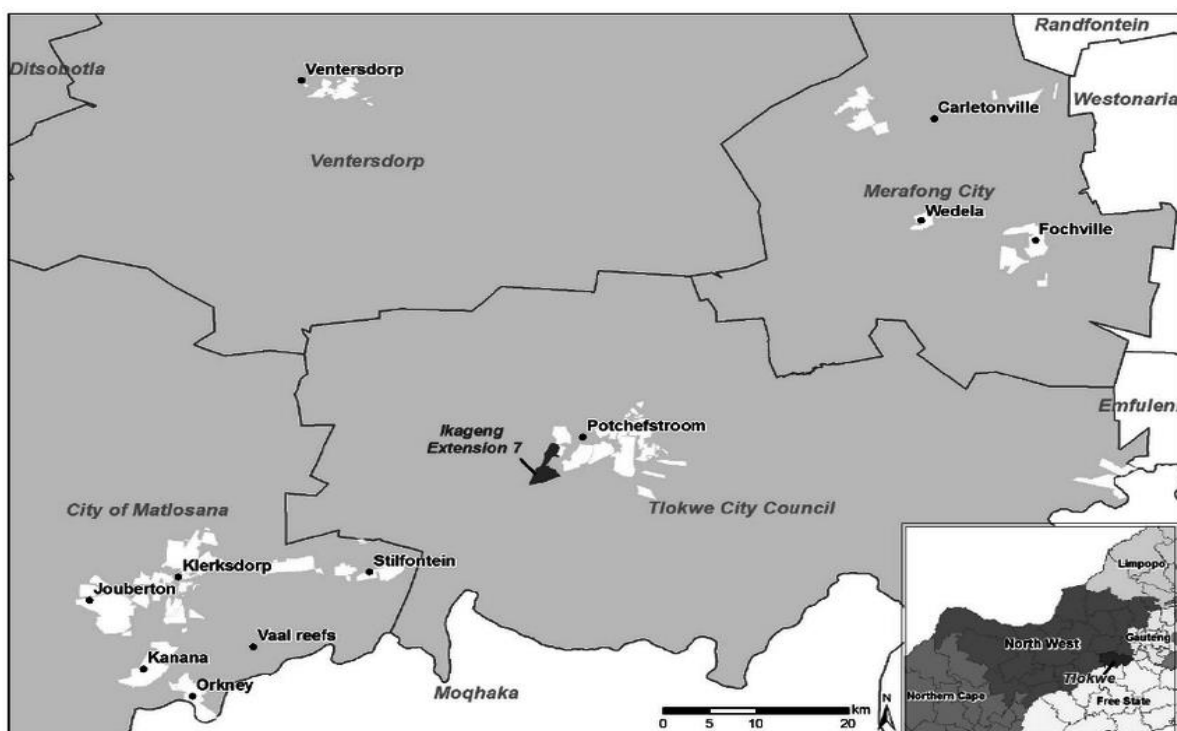
This study investigated the entrepreneurial interests of black women living in urban communities of South Africa. The urbanization of black women in South Africa had been

very difficult over the years and women living in urban areas faced heightened socio-economic challenges, for instance a lack of access to employment and to education, among other services, compared to their male counterparts (Turok, *et. al* 2014:4). The study falls within the sector of small and medium enterprises.

1.5.3 Geographic demarcation

The study was conducted in an urban community, in the JB Marks Municipality of the Dr Kenneth Kaunda District in the North West Province. The area under investigation has a high unemployment level (25%) and a female population of approximately 52%, most of whom are young, black, Africans living in townships (South African Statistics [SA stats, 2017]). The racial makeup is black African (98%), coloured (1.2%), Indian/Asian (0.2%) white (0.2%) and other (0.3%). This population is predominantly black because the new political dispensation in South Africa allows the global trends of rural to urban migration. Figure 1.1, is a map of the area where the population was sampled.

Figure 1.1: Map of Dr Kenneth Kaunda District



Source: Van Niekerk and Annandale (2013)

1.6 RESEARCH METHODOLOGY

The research was conducted in two phases. First, a literature review was compiled to give the necessary background and familiarise the reader with entrepreneurship in general and entrepreneurial interests in particular. The second phase was an empirical study that explored the entrepreneurial intentions among black women in an urban environment. These participants were selected from churches, which were randomly selected from different locations in the Dr Kenneth Kaunda District.

1.6.1 Literature review

To ensure a literature review that reflects a broad spectrum of insights, a wide range of sources were consulted. These sources include textbooks on the subjects, published articles, scientific journals and numerous electronic references, including sources from websites and search engines. To find relevant literature, keywords relevant to the subject area were used. These included keywords such as: women, entrepreneurship, urbanization and South Africa. The databases listed below provided articles from accredited journals such as the *International Journal of Business and Globalisation*, *Southern African Business Review*, *Environment and urbanization*, and *Curationis*, among other journals.

1.6.2 Empirical research

This study followed a qualitative research approach, using semi-constructed interviews to gather data. A qualitative design was chosen because little was known about the phenomenon and its context was poorly understood (Lewis, 2001:473). This enabled the researcher to acquire an in-depth understanding of black women's experiences as well as how to make meaning of entrepreneurship within the urban context (Creswell, 2009). From the literature review, interview questions were identified. During the interview probing by the interviewer was done, to ask additional questions where more information on a specific question was needed. The data gathered from the interviews was analysed using thematic analysis, utilising the Atlas ti software.

1.6.3 Research paradigm

The study followed an interpretive paradigm which is an approach that affirms that individuals create their own understanding of their world through reflecting on their lived experiences.

1.6.4 Research approach

The interviewer used a semi-structured interview schedule that allowed probing and discussion to gather additional information where necessary (Bryman, 2004). The interviews were transcribed, from which codes were identified. The codes were organised and grouped into themes and sub-themes.

1.6.5 Research instrument

The semi-structured interview guide was developed by the researcher. Experts in instrument development were consulted during the process. (Annexure A)

1.6.6 Study population and sample

The participants were females in the economically active age group (18-64 years), residing in a specific urban community in the Dr Kenneth Kaunda District in the North West Province. A non-probability (purposive) sampling technique was used (Etikan, Musa, & Alkassim, 2016:1). This type of sampling was chosen because the participants lived in a township where there were high unemployment rates and poverty. Patton (2015) describes that purposeful sampling involves the selection of information-rich sources. The urban community was chosen because it was an established township.

1.6.7 Data collection procedure

After the selection of the participants and collection of signed consent forms (Annexure B) which was done by an independent person (IP), the researcher contacted each participant to set up an appointment for the interview. The interviews were conducted at a time and place suitable for the participant, in facilities where the privacy of the

participant was secure and where disturbances could be minimized. These interviews were done at home, college and at the community centres. Participants were informed in advance that their participation was voluntary and that they were free to withdraw from the study if they wished to do so.

Questions from the potential participants were allowed for the sake of clarity as well as to ensure that the purpose of the study was clearly understood by all potential participants. The tape recorder was introduced and permission to use it was asked from the participants. Semi-structured interviews were then conducted, using an interview schedule (Annexure A), whereby data was gathered until data saturation was realized.

Data was collected qualitatively using semi-structured interviews (*Annexure A*). During the semi-structured interviews, all communication was tape-recorded to allow for proper analysis at the time of data analysis.

Hard copies of this study, such as informed consent forms and notes on the semi-structured interview, were stored in locked data storage cupboards. Access to the data was only granted to research team members.

All digital data, including the transcripts as well as digital audio tapes of the interviews, were stored on password-protected computers, enabling access to only the research team working with the data. Recorded data was downloaded, stored and backed-up onto password-protected computers as soon as possible and deleted from the recorder afterwards. Hard copies and digital data will be stored for five years and will be shredded, deleted and destroyed responsibly thereafter. These data sources will only be used for research purposes (Creswell, 2008).

1.6.8 Data analysis

Bryman & Bell (2014:342) indicate that the three most frequently used data analysis strategies are analytic induction, grounded theory, and thematic analysis. This study followed the thematic analysis approach. Bryman *et al.* (2014:350) defines thematic analysis as a flexible method that does not follow a specific philosophical orientation.

Braun & Clarke (2006:87) suggest that there are six phases in thematic analysis. Summarise the phases of thematic analysis.

Table 1.1: Phases of thematic analyses

Phase	Description of the process
Familiarising yourself with the data	Verbal data need to be transcribed first. Then read and re-read the data while noting down initial ideas
Generating initial codes	Systematically code interesting features of the data and collect data relevant to each code
Searching for themes	Sort codes in potential themes and gather all relevant data for each theme
Reviewing themes	Check if the themes work in relation to the coded extracts and the entire data set, then make a thematic map of the analysis
Defining and naming themes	Refine the specifics of each theme. Name and define each theme
Producing the report	Produce a scholarly report of the analysis by selecting vivid, compelling extract examples that relate back to the research question and the literature

Source: Braun & Clarke (2006:87)

From Table 1.1, it is clear that there is an emphasis on the coding process in thematic coding. There are three phases or types of coding that are used, namely open coding, axial coding, and selective coding (Bryman & Bell, 2014:346). Open coding is used in phase 2, axial coding in phase 3, and selective coding in phase 4 of thematic analysis. Data saturation was realized after 8 interviews; however, the researcher also included another 5 interviews as a quality control measure. The themes that emerged from the analysis are reported in Chapter 3.

1.6.9 Trustworthiness

According to Lincoln and Guba (2015), trustworthiness is an alternative construct for validity and reliability in qualitative research. Trustworthiness consists of four epistemological principles which were used as standards to enhance the value of findings according to the strategies and applied criteria to ensure rigour in this study (Cope, 2014). Below is a description of how these standards were applied:

Truth value – this constitutes confidence in the truth of the findings obtained through the use of a strategy of credibility, to improve the quality in the qualitative investigation. The researcher managed to establish self-rapport with participants through prolonged engagement with participants.

Applicability – is a generalisation of the study findings to a larger population, using the strategy of transferability to improve the quality in the qualitative investigation. There was randomisation during the selection of the locations of the study population and saturation of data was sought for and concluded from the sources in the study.

Consistency – this entails the possibility of having the same results should the investigation be conducted in a similar context with the same participants using the strategy of dependability to improve the quality of the qualitative investigation. The researcher was present during the entire process of data collection to ensure consistency.

Neutrality – constitutes freedom from bias amid the research process and describing the study findings, using the strategy of confirmability to improve the quality in the qualitative investigation. The researcher's work was supervised by the study leader who is an expert in qualitative research designs and ensured that the findings were as neutral as possible.

1.6.10 Ethical considerations

Ethical approval: Ethical approval was obtained from the Ethics department of the NWU. The research proposal was submitted to the Ethics Committee of the NWU in order to get ethical approval to conduct the study.

Informed consent: Participants completed an informed consent form prior to participating in the study. Informed consent is legally and ethically required before proceeding with any research to determine participants' capacity to understand the risks and benefits of participation in research (Grady, 2015:855).

Confidentiality: Participants were ensured that the information they provided was solely going to be used for the purpose of the research and nothing else. No names were captured on data collection instruments. Confidentiality can be defined as a clear or implied guarantee by a researcher to a respondent in research, whereby the participant is confident that any information provided to the researcher cannot be attributed back to that respondent (Lancaster, 2017:23).

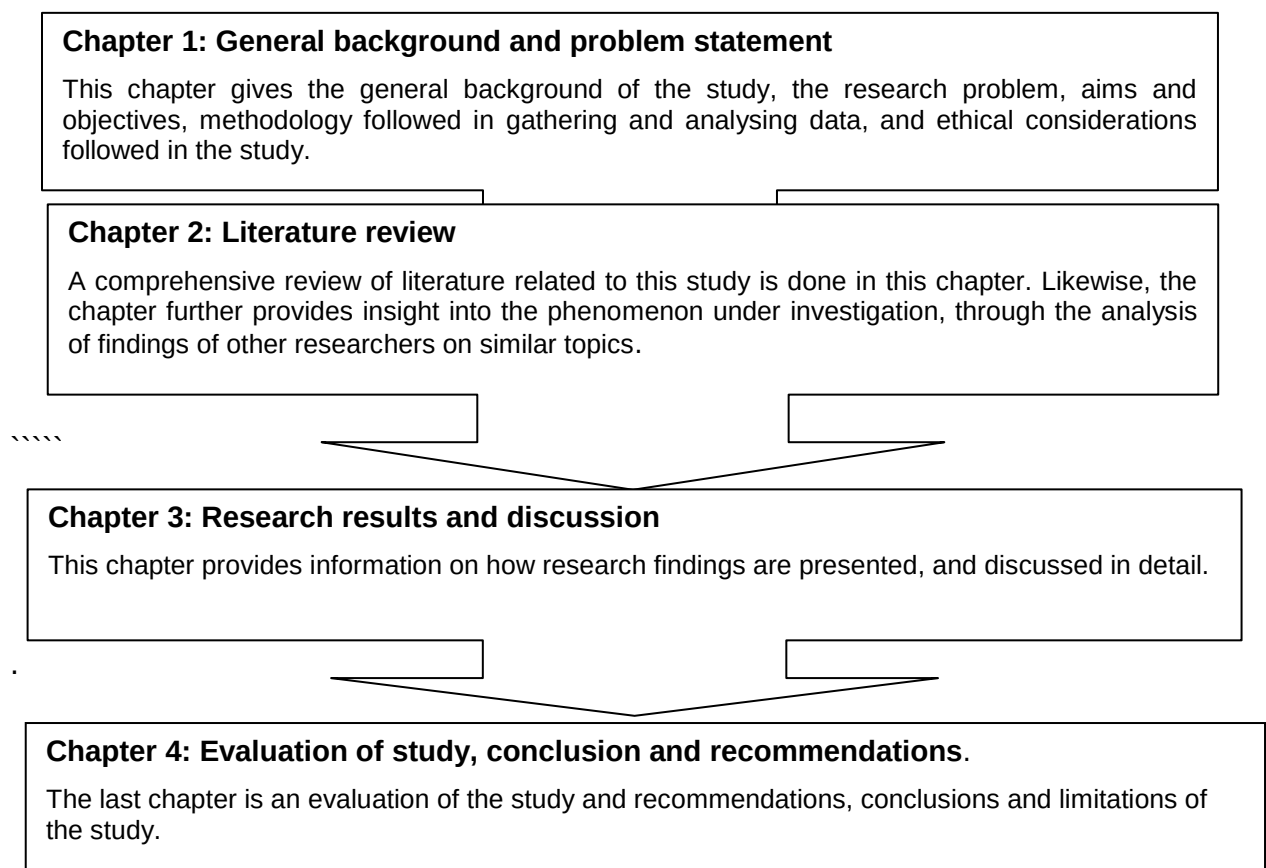
Privacy: Data collection was conducted in a private place (Vilke & Castillo, 2015:155).

Expertise, skills and legal competencies: High-quality research depends on the researcher's competence, skills, and expertise (Partin & Wise, 2016:12). The researcher engaged research consultants during data capturing and analysis.

Data management: Properly storing data is a way to safeguard research investment (Michener, 2015:1). All data collected will be kept in a locked cupboard at the NWU for 5 years and destroyed afterwards, as per the NWU policy.

1.7 Study layout

Figure 1.2 below is an outline of the chapters of this study.



1.8 Summary

This chapter was basically the motivation for what impelled the researcher to conduct this particular study. It also describes in detail the methods used to answer the research objectives. The following chapter outlines the state of knowledge with regard to the key concepts used in this study, namely black women, entrepreneurship interest, and urbanization within the South African context. An in-depth and comprehensive review of literature pertaining to female entrepreneurs in South Africa and the challenges that black women face is also supplied in this chapter.

CHAPTER 2

LITERATURE REVIEW

2. INTRODUCTION

This chapter provides the state of knowledge with regard to the key concepts used in this study, namely black women, entrepreneurship interest, and urbanization within the South African context.

The relevance of this chapter is to provide the research context, the theory applied and to illustrate how the current study fitted within the grand scheme of studies that were done on entrepreneurship. The chapter also highlights the gaps in the field as the researcher identified what has been done, where and how it was done.

This literature review allowed the researcher to generate ideas during the process, as the researcher realized the gaps in the study and got a more holistic view of the subject area.

2.1 DEFINITION OF ENTREPRENEURSHIP

Before delving into entrepreneurship, it is important to note the meaning of the word. The word entrepreneurship dates back to the 1700s with its roots being traced back to the French language (Tan, Williams, & Tan, 2005:353).

There have been several definitions of the word during the latter half of the 20th century as entrepreneurship gained greater popularity, with (Hitt, Ireland, Camp & Sexton 2002) giving a comprehensive summary of the various definitions that have been penned over time.

Main themes emerge in Hitt *et al.*'s (2002) summary of entrepreneurship definitions ranging from 1934 to 1999. These include: the introduction of something new innovation (Rumelt, 1987:137), the pursuit of opportunities, and a thought leadership-based

approach to problem-solving (Timmons, 1994:3). As such, entrepreneurs form the backbone of economic growth globally and have helped with the transformation of various communities, as they are able to create order within chaotic environments (Herrington, Kew, & Kew, 2010).

For the purpose of this study Kao's (1993:69) definition is adopted, which defines entrepreneurship as *"the process of doing something new and something different for the purpose of creating wealth for the individual and adding value to society."*

2.2 IMPORTANCE OF ENTREPRENEURSHIP

Entrepreneurship has been lauded as one of the main contributors to economic growth (Marvel, Davis & Sproul, 2016:599). Identified as a vital variable in the wellbeing of any economy, entrepreneurship earned a positive reputation as an employment provision tool and a means of alleviating poverty (GEM, 2019). This led to the recognition of small business owners and entrepreneurs as important drivers of economic growth, an idea that started gaining more traction from as early as the 1980s, but been explored since much earlier (Herrington, *et al.* 2010).

Recently, there has been further evidence that long-term economic growth requires that more entrepreneurs participate in the economy, thus leading to government authorities focusing more on encouraging and supporting entrepreneurial ventures to mitigate the impact of an economic crisis (Afolabi, 2016:50).

The South African Government is no different in that sense - constantly calling for the youth and other South Africans to empower themselves and help grow the economy through entrepreneurial ventures. More than just calling for an increase in entrepreneurial ventures, the South African Government has also made certain grants, such as the National Empowerment Fund (NEF) and the National Youth Development Agency (NYDA) accessible to citizens who are interested in entrepreneurial ventures.

These are just two out of a number of grant programs aimed at providing both financial and non-financial business support to young entrepreneurs, especially young, black female entrepreneurs (Crampton, 2018). The main reason for that being that small to

medium enterprises provide employment to most South Africans and thereby ease the Government's load in terms of providing employment for its citizens (Moos, 2014). However, despite these efforts, the Global Entrepreneurial Monitor (GEM: 2016/17) has reported that South Africa lags behind other African countries in terms of its entrepreneurial zeal; a concerning declaration for a developing country like South Africa.

2.3 DETERMINANTS OF ENTREPRENEURSHIP

Studies reveal that individual's interest to venture into entrepreneurship is affected by several factors which include necessity, time and location flexibility (Olateju, Aminu, Shehu, & Danmola, 2017:793). According to Inman (2016:1), , there has been an increase in the number of African American (black) women venturing into business in America. Inman (2016:5) reports that African American women have always worked hard because they were previously marginalised, and now, with the Government offering extensive support to those who want to start their own businesses, African American women are grabbing the opportunity with both hands.

On the other side, entrepreneurship provides these women with a sense of independence, accomplishment, and satisfaction with their professions. It also provides those women with families time to take care of their children and fulfill other domestic duties (Thébaud, 2015:671). Some of the main reasons why women start their own businesses are described in detail in the following sections.

2.3.1 Changing personal worth

According to Semega, Fontenot and Kollar (2017:3), even though there has been a steady increase in the salaries earned by women in the United States, men still earn a little bit more. According to Hill (2015), if the rate at which the salaries for women increase continues, it will take about a hundred years to reach pay equity and this is exactly why the organisation, American Association of University Women (AAUW), is advocating entrepreneurship. They believe that if women become their own bosses they will be in a unique position to set their own rates and charge what they are worth (Hill, 2015:1).

2.3.2 To determine their own future

According to Kerr, Kerr, & Xu, 2018:279, it is not always true that working for a company offers the greatest stability. With the advances in technology and restructuring, among other factors, a significant number of women have experienced a layoff, buyout or a variation of those at a stage in their corporate life (Olsson & Tåg 2017:697). Such incidences often lead to changes within the organisations which are beyond an employee's control, and can negatively impact on one's career. In becoming entrepreneurs, women take control of their own future, and have an influence on whom to work with (Randolph-Seng, Mitchell, Marin, & Lee 2014).

2.3.3 Quick advancement

More women turn to entrepreneurship to escape the glass ceiling. (Turban, Freeman, & Waber 2017:23) did a study to test the theory that women do not get opportunities as quickly as men, due to differences in behaviour. The study found that both men and women spent the same amount of time at work and no differences in behaviour were noted. The results only suggested that the differences in their promotion rates were due to how they were treated. Another study by (Blau & DeVaro 2007:511) shows that even though both men and women say they want equal chances of promotion at work, women are less likely to get promoted compared to their male counterparts. This is also, amongst other reasons, why more women are turning to entrepreneurship, namely to advance faster in their careers.

2.3.4 Following their passion

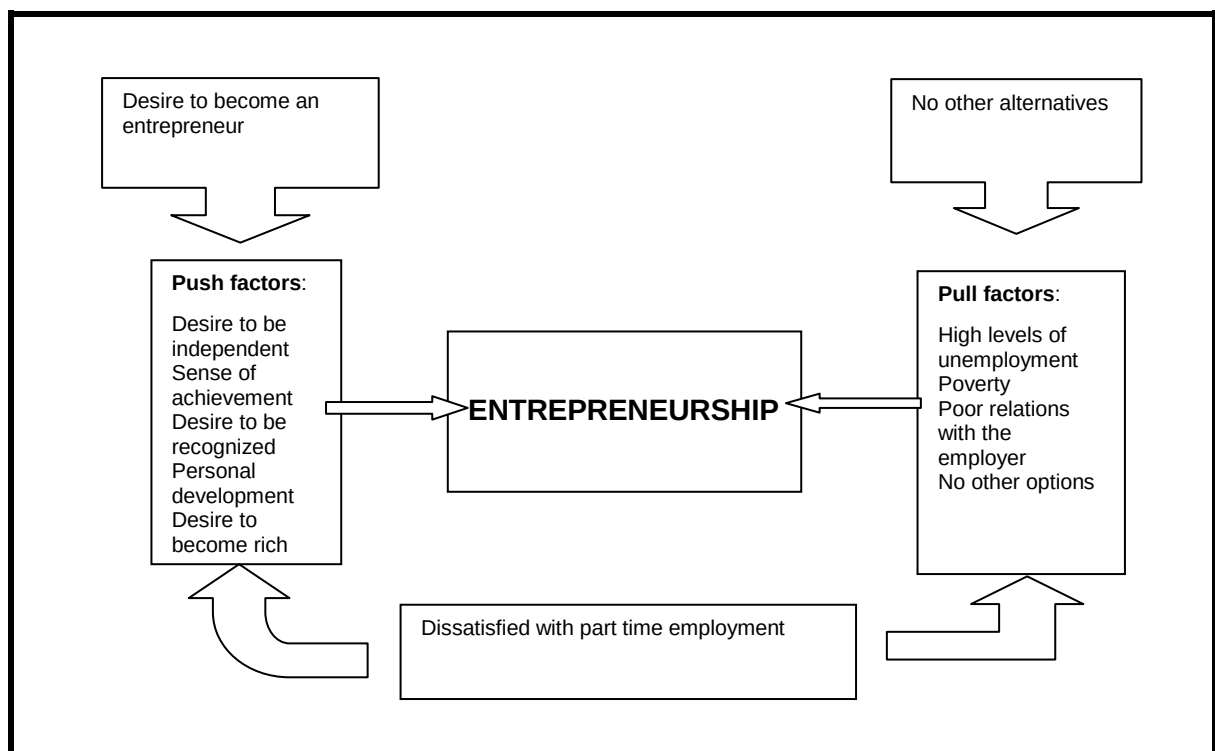
One of the reasons why a significant number of women are leaving their jobs is because their jobs are not inspiring them (Goler, Gale, Harrington, & Grant, 2018:2). Becoming an entrepreneur allows women to find meaning and provides them an opportunity to leave behind a legacy that they can be proud of. For someone to be really successful,

they need to follow something that they are passionate about (Tjan, Harrington, & Hsieh, 2012).

2.4 THE PUSH AND PULL FACTORS OF ENTREPRENEURSHIP

Nieman & Nieuwenhuizen (2003: 31) classify the reasons why people venture into entrepreneurship into push and pull factors. Figure 2.1 is an illustration of how both push and pull factors influence an individual to venture into entrepreneurship.

Figure 2.1: The push and pull factors of entrepreneurship.



Adopted from Nieman & Nieuwenhuizen (2003: 31)

There is a small difference that exists between push and pull factors. Pull factors refer to those influences which inspire potential entrepreneurs by “*virtue of the attractiveness of the option*”. These, among other issues, include the desire to become rich, the desire to be independent, a need to be recognized and being innovative (Van der Zwan, Thurik, Verheul, & Hessels, 2016:273). While push factors refer to the influences which promote entrepreneurship due to issues which, among others, include being unhappy with the current job, high levels of unemployment, poor relations with the employer,

uncertainty within the organisation and the need for personal development (Patrick, Stephens, & Weinstein, 2016:365).

According to Dalborg and Wincent, (2015:974), people get into entrepreneurship due to a combination of push and pull factors. As a result, an individual can be pushed into entrepreneurship because they are not satisfied with their current job and they can be pulled into entrepreneurship because they want to be recognized for their work (Devece, Peris-Ortiz, & Rueda-Armengot, 2016:5366). According to Virick, Basu and Rogers (2015:450), the pull and push factors can either be positive or negative. Positive pull factors refer to the influences that result in one deciding to explore entrepreneurship (Van der Zwan, Thurik, Verheul, & Hessels, 2016:274). The positive pull factors normally come from a prospective partner, a family member or an investor (Rodríguez-Gutiérrez, Moreno, & Tejada, 2015:194). On the other hand, the positive push factors emanate from a career path that provides opportunities for one to become an entrepreneur. It could for instance be an education that provides an individual with the relevant skills and knowledge to venture into entrepreneurship (van der Zwan *et al.*, 2016:275).

Apart from the pull and push factors described in the above sections, the interest of an individual to venture into entrepreneurship can also be influenced by several other factors that are described through the social cognitive theory, which was adopted in this study. The following section describes the social cognitive theory and how it was used to explain the processes that occur before an individual can venture into entrepreneurship.

2.5 SOCIAL COGNITIVE THEORY AND ENTREPRENEURIAL CAREERS

This study used the social cognitive career theory to explain the processes that underlie the decision, for a woman in an urban area, to decide to become an entrepreneur. The social cognitive theory considers the variables that play a role when one is in the process of deciding to go into a specific career field (Sheu, Lent, Brown, Miller, Hennessy, & Duffy, 2010: 252). Specific variables of interest covered in this theory include one's background which is part of the history of something that you need to know in order to understand a situation, self-efficacy how well one can execute courses

of action required to deal with prospective situations, one's expectations of your career outcomes and how these variables feed into one's vocational interests specific to the workplace, can be thought of as having three important characteristics, one's work performance and one's level of work satisfaction (Foley & Lyle, 2015:200). The youth and women who are successful entrepreneurs are able to perceive and discover market opportunities and leverage this for business purposes. It is not so much about creating something new, but about exploring an opportunity in a new way (Ahmad, & Seymour, 2017:173).

The background aspect of the social cognitive career theory includes career influences, i.e. who they were surrounded by while growing up. In terms of entrepreneurship, entrepreneurial role models have been identified as being positive role models in a decision to become an entrepreneur (Rahman & Day 2014). Knowledge acquired through social contact with other entrepreneurs encourages other prospective entrepreneurs to pursue their entrepreneurial interests with a reduced sense of fear that the venture may fail (McGee, Peterson, Mueller, & Sequeira, 2009). There is also a sociopsychological aspect to entrepreneurial role modelling, where the observation of an individual who has made a successful career out of entrepreneurship, may encourage another to pursue entrepreneurship as a lucrative career option (Wyrwich 2015). Consistently seeing successful entrepreneurs in one's environment may lead to greater self-efficacy in the budding entrepreneur, which, according to (Wilson, Kickul, & Marlino, 2007), leads to higher levels of job satisfaction as these entrepreneurs anticipate that they will be able to meet the requirements for being a successful entrepreneur.

According to Rodgers (2014:527), self-efficacy is related to competency and high self-efficacy. Competence is important for entrepreneurs, as they need to have a strong belief that they are equipped with the relevant skills and tools needed to be successful in their business, i.e. that they are competent. Competence is especially vital for the success of a small business. This is a position that is affirmed by (Irene, 2017) who in fact states that competencies of the entrepreneur can translate to the business's competencies. Entrepreneurial competence, according to Noor (2007:22), refers to the characteristics of an individual, including their attitudes and behaviours, that ensure the achievement and maintenance of business success.

This is very important as it is quite common for a start-up business to fail. Female-owned businesses seem to be particularly affected by this, with reports stating that 20% of female-owned businesses fail annually (Irene, 2017).

2.6 ENTREPRENEURSHIP WITHIN THE SOUTH AFRICAN CONTEXT

The South African economy is faced with the triple challenge of poverty, inequality, and unemployment (Centre for Development and Enterprise [CDE], 2017:5). These three factors constantly come up during addresses regarding the economy and the issues that hinder the ultimate growth potential of the country. Not only is there a scarcity of jobs, but there is also a scarcity of skilled labour, poor education and a lack of work opportunities in the country. Consequently, the South African Government has prioritized the support of small to the medium enterprises, as these have been identified as the main providers of job opportunities for the growing number of unemployed people of working age (GEM, 2019).

Given that factors like culture, education, the social environment and the demographics of the nation, all play a part in shaping entrepreneurship within a country, South Africa runs the risk of being negatively impacted by these factors.

The lack of early age entrepreneurial activity is mainly a the result of the poor levels of education and training as well as the social and cultural norms of the country. This finding is not consistent with findings from other developing countries though, where education does not play such a significant role in entrepreneurial decisions as it does in South Africa (GEM, 2016-2017:7). In fact, the Global Entrepreneurship Monitor has reported that South Africa lags behind other developing countries in the promotion of the early-stage entrepreneurial activity. For example, when compared to Nigeria, South Africa fails dismally in entrepreneurial activity, as evidenced by data from the 2012 GEM report which provided empirical evidence that about a third of Nigerians are engaged in some form of entrepreneurship (Afolabi, 2015:50).

South Africa on the other hand, although showing improvement, only achieved an 11% rate of early-stage entrepreneurial activity, a far cry from the rates seen in other African countries (Business report, 2018). Moreover, South Africans have also shown lower entrepreneurial intentions compared to the whole African region, with the regional average being four times greater than the South African average (GEM, 2016-2017:6).

2.7 WOMEN ENTREPRENEURS IN SOUTH AFRICA

Although entrepreneurship is viewed as a means of bridging the unemployment gap, the GEM 2016/17 report shows a decrease in the number of entrepreneurs in South Africa, from 63% to 57%, from the year 2015 to 2016. The findings from Brand South Africa also reiterated the above but also noted a decrease in the gap between male and female entrepreneurs within the country, as per the findings of the Seed Academy's Real State of Entrepreneurship Survey 2017. According to the findings of this survey, female representation increased from 35% to 47% in the years 2015-2017 (Brand South Africa, 2017).

Globally entrepreneurship has been recognized as indispensable in stirring economic activity, employment creation, reducing poverty and promoting better standards of living (Malecki, 2018:71). South Africa is among the developing countries characterized by heightened unemployment rates, along with low levels of formal and higher education (Bhorat, Cassim, & Tseng, 2016:312). As a result, there is a dire need to promote entrepreneurship in South Africa so as to curb the high levels of unemployment in the country (Chinomona & Maziriri, 2015:835).

Women entrepreneurs are gradually being recognized as important for economic development. Apart from job creation they also contribute to several entrepreneurial activities for development (Kot, Meyer, & Broniszewska, 2016). One of the reasons why there has been steady economic growth in developed countries is the significant contribution of women entrepreneurs. Women entrepreneurs in developed countries are more advanced compared to those in developing countries where women's entrepreneurial activities are slow (Acs, Szerb, & Autio 2015:39). In South Africa, a significant number of entrepreneurs face challenges in developing their businesses, but

women face particular gender-based challenges (Irene, 2017:1-9). Unfortunately, women are responsible for domestic duties, which limit their capacity to generate income outside their homes (Magidimisha & Gordon, 2015:25).

According to Neneh, Van Zyl, & Van Noordwyk, 2016 (2016:987), men have hitherto controlled the community and this gender approach does not promote women entrepreneurship. The narrative that women are not competent is biased and baseless, because most of the research done on entrepreneurship focus on men. It is only now that an increase in research on women entrepreneurship is realized (Poggesi, Mari, & De Vita, 2016:735).

2.8 URBANIZATION AND WOMEN ENTREPRENEURSHIP

Entrepreneurship is to a great extent an urban phenomenon and co-develops over time with urban communities (Naudé, 2018:29). In the emerging urban communities, the greatest obstacle for creating an entrepreneurial environment is the setting up of infrastructure for business networks (Urban, 2011:1). There is a dire need for sound urban planning and management skills, as well as the development of urban policies and effective handling of land disputes (Irene, 2017:2). Meek (2017) adds that there are other critical challenges which hinder entrepreneurship in urban areas, including skyrocketing of property prices and rentals, overcrowding and competition.

Technology has also been reported to influence entrepreneurship in urban communities in two ways: (i) people might find it unnecessary to go to urban areas to do business as they might still be able to access goods and services from wherever they are (Chinyamurindi, 2016:2), and (ii) some people actually migrate to urban areas where there is access to technology that they can use to start or grow their businesses (Chinyamurindi, 2016:2). Women's migration from rural to urban areas generates a large range of advantages that can be linked to financial and social empowerment, for example independence, economic emancipation through trade, and leveraging for economic opportunities (United Nations Department of Economic and Social Affairs [DESA], 2019).

The issue of women migrating into urban areas can in some way help them to achieve their economic goals instead of simply uniting with their husbands (Woodward, Rolfe, Ligthelm, & Guimaraes, 2011:65). The migration of women can help indirectly to reduce poverty by raising the productivity, education, and health of the females and their families. These are all critical when it comes to reducing inequality and poverty in the home. It also provides opportunities related to marriage or remarriage for single, divorced or widowed women (Spaull, 2015). On the other hand, migration can also disempower women through isolation and dependency in the receiving place (Spaull, 2015).

2.8.1 Defining urban within the South African context

According to McGranahan (2014), there is globally no standard definition for 'urban'. It appears as though each country defines urban-based criteria as relating to some characteristics of a specific area's population, economy or infrastructure. However, there are some fundamentals which most countries consider when defining 'urban', which normally include defined geographic zones of dense human settlement and a high concentration of employment in secondary and tertiary industries (Goodall, 2013:20). In this study an urban area is characterized by large and medium-sized towns (>300,000 people), employment in secondary industries, geographically defined middle-class housing areas and defined townships. In South Africa, a township is defined as an isolated residential settlement for black people, situated outside a city or town (Pernegger & Godehart, 2007:7).

2.8.2 Socio-economic challenges in urban areas

Socio-economic problems in urban areas of South Africa have long been predominantly associated with unemployment and poverty (Van der Westhuizen & Swart, 2015:731). These problems are particularly pronounced in townships (Jürgens, Donaldson, Rule, & Bähr, 2013). These problems were made even more complex by apartheid (Lephakga, 2017:1). For many years, the urbanization of black people was problematic because they were forced to settle far from the main cities (de Beer, Rothmann & Pienaar, 2016:427).

When employment opportunities remained in the "white" cities, a number of black men, moved to the cities to look for employment, leaving their families behind (Camlin, Snow, & Hosegood 2014:529). According to Reed (2013:74), after the lifting of racial boundaries that used to determine where people could live and work, a significant number of the men who had migrated, brought their families to the townships as well.

2.8.3 Poverty in urban areas

South Africa's effective political change, following the politically-sanctioned racial segregation, raised hopes for an economic future characterized by extensively shared development, more significant access to most of the public resources, and consequently, employment opportunities (Tomlinson, 2017:1). Economic strategies have been developed towards guaranteeing large-scale financial security and expanding access to fundamental services (Lewis, 2001).

The South African Constitution (1996) and the White Paper on Local Government (1998) encourage initiatives that strive to address poverty and unemployment, especially in the townships. Several statutory, institutional and administrative reforms were put in place to create an environment favourable for the improvement of the quality of life of black people in South Africa (Clark & Worger, 2016). Despite these reforms, the majority of the black people in South Africa are still living in poverty (Mohlakoana, de Groot & Knox 2017:61). In South Africa, apartheid has to a large extent shaped the present patterns of poverty and opportunities along racial lines. Black people were systematically left with relatively little when it came to land and other resources and did not have access to good quality education, compared to their white counterparts (Moses, van der Berg & Rich, 2017:42).

A significant number of black workers from the townships had to travel long distances to work every day. With the current rate of urbanization, the situation is most likely to worsen. Recent studies show that approximately two-thirds of South Africa's population live in urban areas (Bakker *et al.*, 2016:6). Turok *et al.* (2014:4) add that this rapid

urbanization will continue to place huge demands on infrastructure, transport and employment.

2.8.4 Unemployment in urban areas

The most recent unemployment statistics from StatsSA (2018) show that approximately 6-million people are unemployed in South Africa. It was reported that more than 75% of these unemployed people have been unemployed for more than a year (StatsSA, 2018). The unemployment rates are disproportionally distributed amongst men and women in South Africa. According to Mhlanga (2018), the unemployment rate for women is higher than for men.

Black women are the most affected with an unemployment rate of 34.2%, followed by coloured women at 23.5% and 6.7% for white women (Mhlanga, 2018). The unemployment rate amongst young people is greater, regardless of their level of education, nonetheless, those who do not have at least matric are more likely to face serious challenges when looking for a job. The report by StatsSA (2018) adds that out of the young people who are between the ages of 15 and 24 years, approximately 30 million are not employed, do not have an education or do not have any vocational training. The situation is worse for women. The StatsSA (2018) report shows an uneven concentration of women in a small number of economic sectors and professions. Even though there is an increase in the number of women who are progressing into higher occupations, this progress is invariably limited to white women (Anand, Kothari & Kumar 2016). Furthermore, the levels of unemployment among black women are significantly higher than those for men and these levels continue to soar, particularly in the townships (Sekhampu, 2013:145).

2.8.5 The role of the SA Government in empowering female entrepreneurs

According to Okeke-Uzodike, Okeke-Uzodike and Ndinda (2018), South Africa lacks viable programs or initiatives at different levels of Government (national, regional and municipal) that can assist female entrepreneurs' new and growing enterprises.

Entrepreneurs are either not cognisant of existing projects, or do not utilise the available networks. As indicated by Orford, (2004:55), the following constraints are experienced by female entrepreneurs regarding Government programs: (i) lack of access to capacity building programs; (ii) lack of national Government support for starting enterprises; (iii) lack of appropriate motivators provided by the Government to those who are starting businesses so that they would not try to run the enterprises themselves; and (iv) slow and insufficient taxpayer driven organisations to help private ventures. However, there are several initiatives that have been implemented to encourage entrepreneurship in South Africa.

2.9 GOVERNMENT INITIATIVES TO ENCOURAGE ENTREPRENEURSHIP

The 1995 publication of the White Paper on the Development of Small Businesses (South Africa. Department of Trade and Industry, 1995.) indicated that the Government realized the importance of developing entrepreneurship and small businesses, to help address the challenges of job creation, economic growth and equity. Following this, the DTI, through the Centre for Small Business Promotion, was entrusted with coordinating the implementation of the Government's initiative to develop and support SMMEs. The Centre's major focus is to provide a platform for all levels of Government, to align their policies and support measures for SMMEs. Additional development bodies established were:

2.9.1 National Small Business Council (NSBC)

The NSBC is a legislative body that was established to encourage and represent the interests of SMMEs, especially to allow SMMEs to be meaningfully involved in the development of Government policies. It was established in terms of the National Small Business Act, 1996 (South Africa. Department of Trade and Industry, 1996:3). The other bodies that were also established according to this Act were Khula Enterprise and Ntsika Enterprise Promotion. However, amongst these bodies, it was the NCB that presented the main pillars of the Government's strategy, which were to promote a strong SMME sector and female entrepreneurs.

2.9.2 Khula Enterprise Finance Ltd (Khula)

This is an organisation that was started by the Department of Trade and Industry to ensure better access to loans and equity capital for SMMEs (Nigrini & Schoombee, 2002). Khula is a wholesale lending organisation. Its subsidiary, Khula Institutional Services, recognized specific financial problems among female entrepreneurs and therefore started the Khula Start and Micro-Start programs to boost the distribution of microcredit to female entrepreneurs (Makina & Malobola, 2004). Khula only lends money to SMMEs through intermediaries, for example banks, retail financial intermediaries and micro-credit outlets. Khula also has a mentorship program to support entrepreneurs in running their businesses.

2.9.3 The Isivande Women's Fund (IWF)

This is a Government initiative that is aimed at speeding up the process of women's economic empowerment through the provision of funding that is cost-effective, user-friendly and responsive (Buckley, 2014:24). The Isivande Women's Fund provides support services to improve the success of women-owned enterprises (Mandipaka, 2014:127).

The focus of IWF is on enterprises that are still in their budding stage, those that are growing, those that need rehabilitation, franchises, as well as those which require bridging finance. Its ultimate goal is to establish black women-owned enterprises that are self-sustained (Mandipaka, 2014:127).

2.10 CONCLUSION

This chapter provided the state of knowledge with regard to urbanization and entrepreneurial interest amongst black South African women. It also gave an overview of what the Government of South Africa is doing to promote female entrepreneurship. The rationale of the chapter was to provide the research context and show how the current study fits within the grand scheme of studies that were done on the key

concepts of this study. The following chapter discusses the research methodology that was used to answer the research objectives of this study.

CHAPTER 3

RESEARCH RESULTS AND DISCUSSION

3.1 INTRODUCTION

This chapter presents the findings of the study based on the research questions (*see* Annexure A). The study's findings were obtained from 13 semi-structured interviews. The first section of this chapter provides a brief overview of the urban community where the study was conducted and the basic demographic characteristics of the participants. This is followed by a presentation and description of the different themes and sub-themes that emanated from the interviews. These themes are discussed with literature integration to allow a review of the study findings in comparison to other similar studies and to show how this study contributes to the gap that was identified in the literature.

3.2 GATHERING OF DATA

The participants were recruited through purposive sampling. This type of sampling was chosen because the researcher had to include participants living in a township where there are high unemployment rates and poverty. Data was collected through semi-structured interviews (see attached data collection instrument, **Annexure A**). The interviews were conducted at a place that was convenient for both the interviewee and interviewer. In facilities where the privacy of the participant was secure and where disturbances could be minimized. These interviews were done at home, college and at the community centres. Participants were informed in advance that their participation was voluntary and that they were free to withdraw from the study if they wished to do so. The interview was recorded so that it could be transcribed to written form after the interview. The transcribed interview was used for data analysis.

3.2.1 Development of the data collection instrument

The data collection instrument was developed by the researcher and experts in qualitative research and instrument development were also consulted to validate the instrument.

3.3 STUDY FINDINGS

3.3.1 Overview of the study participants

As discussed in Chapter 1, the study participants comprised of black women living in a township in the North-West Province in South Africa. Table 3-1 portrays the demographic information of the participants of the study. Thirteen participants were involved, of which one was gainfully employed. Regarding their levels of education, most of the participants (5 out of 13) had Matric, followed by those who had reached Grade 12 (3 out of 13), and those who had a Degree (3 out of 13). (2 out of 13) participant indicated they had a college Diploma . The majority (8 out of 13) of the participants were between the ages of 20–30. These participants were selected from churches, which were randomly selected from different locations (extensions) within a township in Dr Kenneth Kaunda District in the North West Province of South Africa.

Table 3.1: Basic demographic characteristics of participants

Participant No.	Level of education	Employment status	Location	Age group
001	Degree	studying	Extension 7	30 – 40
002	Matric	Not employed	Extension 11	20 - 30
003	Grade 12	Not employed	Extension 11	20 – 30
004	Matric	Not employed	Extension 9	20 – 30
005	Grade 12	Not employed	Extension 9	20 – 30
006	Diploma	Not employed	Extension 7	20 – 30

007	Matric	Not employed	Extension 9	20 – 30
008	Degree	Studying	Extension 7	20 – 30
009	Diploma	Not employed	Extension 9	20 – 30
010	Matric	Not employed	Extension 10	30 – 40
011	Grade 12	Not employed	Extension 11	Below 20
012	Degree	Not employed	Extension 9	20 – 30
013	Matric	Not employed	Extension 7	30 – 40

3.3.2 Overview of the study area

The study was conducted in an urban community, that falls under the JB Marks Municipality of the Dr Kenneth Kaunda District in the North West Province. The area under investigation has a high unemployment rate of 25% and a female population of approximately 52%, most of whom are young black African and living in townships (South African Statistics [SA stats, 2017]).

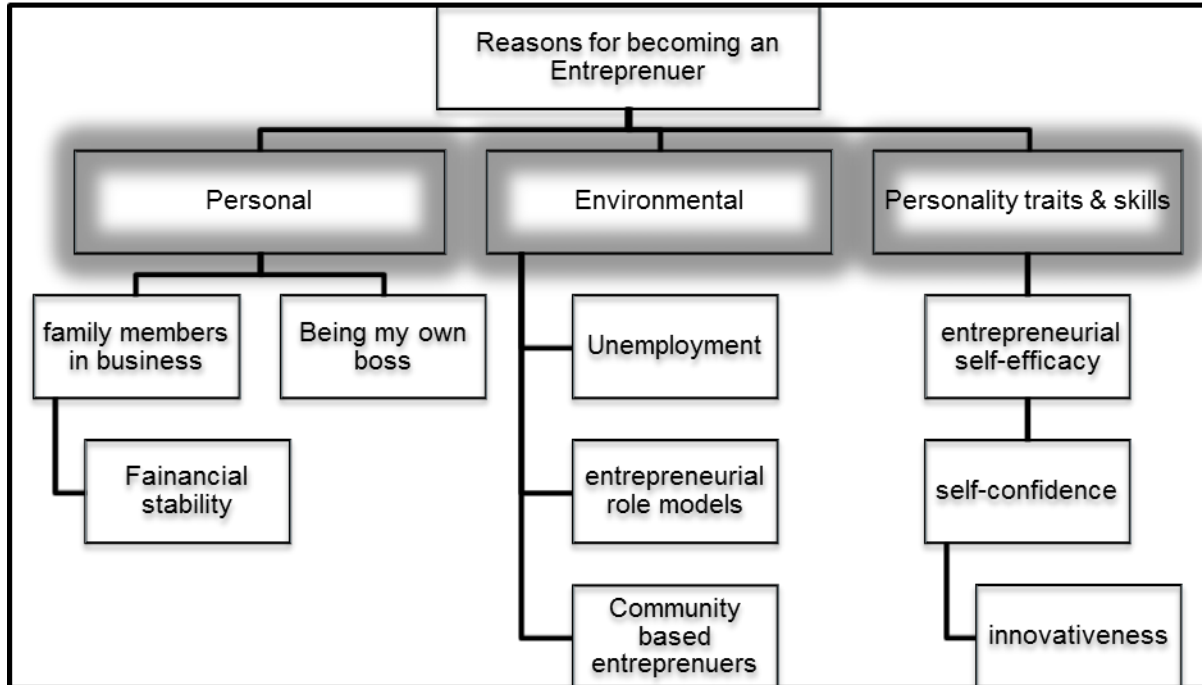
The racial makeup is black African (98%), coloured (1.2%), Indian/Asian (0.2%) white (0.2%) and other (0.3%). This population is predominantly black because the new political dispensation in South Africa allows the global trends of rural to urban migration. The major languages spoken in the area are Setswana, Afrikaans and English (Tlokwe City Council, 2017:6). While there is an increase in business development support for the technical aspects of enterprise creation in most urban areas around South Africa, this study explores the entrepreneurial interests of black women in an urban community.

3.4 Entrepreneurial interests

Data on the entrepreneurial interests of black women in an urban community was captured during the interviews and presented based on themes that emanated from the 13 questions as per the interview guide (**see** Annexure A).

3.4.1 Findings: Reasons for becoming an entrepreneur

Figure 3-1: Diagrammatic presentation of themes that emanated from the interviews



From the findings, almost all participants except one could envision themselves starting their own businesses. The following were listed by the participants as their business interests:

- Beauty shops
- Poultry
- Retail shops
- Bars
- Saloons
- Dressmaking
- Restaurants
- Confectionery

The participants were asked whether they could see themselves starting their own business and to provide reasons for their responses. Different themes emanated from

the interviews and grouped into three different categories: *personal reasons for becoming an entrepreneur, environmental reasons and personal attributes*. These themes are briefly described below.

3.4.2 Personal reasons

Theme: Being my own boss:

This simply means being self-employed and not working for someone else. Lately, there has been a notable increase in the number of female entrepreneurs in South Africa (Chinomona *et al* 2015:835). The gap between male and female entrepreneurs is gradually closing. Some of the reasons why women want to become their own bosses include the desire to be independent, to control and influence others, and flexibility. In this study this is evidenced as per the following quote:

“Yes, I can see myself starting a business because there is no employment in South Africa so I would like to open my own business to become my own boss and help others.”

Hill (2015) adds that women who start their own businesses are in a unique position to determine their own worth, unlike those who work for someone else whose salary rates are determined by their bosses.

The following quote shows the need for independence in business:

“I think to own my own business because when you manage somebody’s business you are still an employee and when you manage your own business it’s your business you will get to know how many sacrifices and how much you will need to make that business succeed.”

These two quotes complement each other, as being your own boss puts one in a position where one has that sense of ownership, and it pushes a person to give more than what they can give to someone else’s business, to succeed.

Theme: Financial stability

At the individual or family level, financial stability can mean sufficient income to meet basic needs. Research on socio-economic aspects has shown that the majority of the people living in townships are poor and unemployed (Ward & Shackleton, 2016:80). For example, in some families, it was reported that the monthly income in some households is less than R3000. According to Mahajan (2014:115), there is unequal access to finance. A total of 54% of the adults in townships do not have a bank account and those who have a bank account most likely do not qualify for packages, such as loans and other credit facilities. They normally rely on friends and family when they need some money. This affects entrepreneurs and discourages those who would like to start their own businesses. Below is a quote showing how some people who would want to become entrepreneurs could be affected by financial instability:

“I could because I grew up in a family where my mother had her own business and it’s something I learned from an early age, I can do it but now we are struggling financially.”

“You see; the problem is with capital. I think we do have enough money to start our own businesses because we tried and the bank did not allow us to borrow because I am not working. They want someone who will be able to pay back.”

“I wish we could get help for the government to start our business, even the bank can assist too but I don’t have a job for me to qualify for a loan.”

Theme: Family members in business

People can be influenced by their close social environment to start their own business, which comprises of associations with family or friends. People who come from a family where a member was the founder are most likely to develop their own businesses (Carr & Sequeira, 2007). According to Ozaralli & Rivenburgh, (2016), parents who own businesses seem to positively influence the probability of their children starting businesses. Two of the participants had the following to say:

“I see myself starting a business because I come from a business-minded family”

“Yes, there's a lot of people in my family that have businesses so they would help me as they also want us to grow tall together they will help me.”

“I have a cousin that is interested in doing business and he has been pursuing me to do this business idea that I have because he thinks it's a good idea that I have so I think I will have support from family and friends and also my friends are into beauty products so I think I will get a lot of support from them”

3.4.3 Environmental reasons:

As to the environmental dynamics of entrepreneurship, this study focused on the influence of immediate environmental factors, which the participants were exposed to. By immediate environmental factors, the researchers mean experiential *social factors*, *economic factors*, and the *political environment*, that influence entrepreneurship within the township. Unemployment and entrepreneurial role models emerged as the main themes when the participants were asked the reason why they would want to start their own business.

Theme: Unemployment

South Africa as a country is facing high levels (60%) of unemployment especially amongst the historically disadvantaged communities (Mahajan, 2014). Out of the total of 6,2 million unemployed people in South Africa, approximately 90 % are black (Stats SA, 2017). Participants spoke about how difficult it is to get a formal job in South Africa. They chronicled the challenges they face in the job markets and mentioned that being unemployed has consequences which include, among others, stigma and marginalization. Starting a business is regarded as a way out of the problem of unemployment. Some of the participants had the following to say:

“Yes, I think being your own boss is good as you need to start your own things as jobs are scarce.”

“Yes, I do so much. Currently, there is high unemployment. So I'm thinking you know I think almost 70 % of the people thinking of setting their own business.”

Theme: Community based entrepreneurs

Community-based entrepreneurs refer to those people who have managed to establish their own businesses within the townships, and are well known by the participants. These entrepreneurs can be motivation for others who would want to start their own businesses. People can also learn a lot from them because they are easily accessible. Participants were asked whether they knew someone in the township who had successfully started their own business. The following were their responses:

“I might have a few and they started their business from nothing. Some were selling food and alcohol from their yards and now they have big businesses. They sell to other people in their business but they started from nothing.”

“I know a guy who has opened a club and he has been very successful.”

“I have seen a lot of people in our community who have started from nothing to something.”

Theme: Entrepreneurial role models

Successful entrepreneurial role models in the townships can positively affect the relationship between self-efficacy and entrepreneurial interests (Zhao, Seibert, & Hills, 2005). Participants were asked whether they had good role models and the following were their responses:

“There is this disabled man in our community who is into business and his business is going well. You can do what despite your disability. The sky is the limit.”

“I think it's my mother because she became a single parent to three kids and she had nothing she wasn't employed but she started her own business and she

makes it because she was a parent and at the same time a businesswoman so I got an opportunity to see her struggles and her sacrifice and how much she benefited from those.”

3.4.4 Personality traits and skills

According to Baum and Locke (2004:587), personality traits refer to distinctive qualities or characteristics that epitomize a person. These can be an individual's habitual patterns of behaviour, disposition or emotion (Cobb-Clark & Schurer, 2012:11). Conversely, skills are the learned ability to perform a particular task.

Theme: Entrepreneurial self-efficacy

Entrepreneurial self-efficacy refers to the extent to which individuals perceive themselves as being capable of successfully performing different roles and tasks of entrepreneurship (McGee & Peterson, 2017). There are several factors, which can influence an individual to pursue entrepreneurship; this could be a combination of personal traits, and skills, among others.

Skills:

Participants were also asked to list the skills they perceived as necessary for one to become a successful entrepreneur and the following were recorded:

- Financial management
- Business management skills
- Leadership skills

Most of the participants believed that they have what it takes to become a successful entrepreneur. This is evident in the following quote:

“I think I have what it takes to do business and just like those who are doing it. I can do it and become successful. We are all the same and can do it too.”

Participants were further asked to describe the skills they have concerning entrepreneurship. The following quotes summarize their attributes:

“Good communication skills, a listening ear, and respect and be approachable”

“Yes. I have auto management skills which is dealing with problems to overcome the challenges which we face in my business.”

“Yes, I think I do because I once went to SIDA and did a start-up training and I received a certificate after that program and then I was once in a learnership that was about business even though I didn’t have the certificate because the learnership was not that right but I have the information.”

Theme: Self-confidence

Self-confidence is a very important personality trait when it comes to being a successful entrepreneur. Almost all participants indicated that they were confident that they could start a successful enterprise. This is evidenced in the following quotes:

“I am very much confident that I will succeed when I start my own business because it’s around the location and a lot of people would be able to access it especially those who call themselves slay queens will come to my beauty spar.”

“I am confident because I know I will be working with people who are confident and committed to actually help me reach my goal and my dream and why actually I believe in teamwork I wouldn’t do everything alone at requiring help from other people.”

“I am studying business management so I am confident enough that my business will grow.”

Theme: Innovativeness

According to Koellinger (2008:21), entrepreneurs in highly developed places have a significant probability of engaging in innovative instead of purely imitative enterprises.

Even though the participants in townships do not have equal access to the socio-economic resources that they might need to start or grow their businesses, they can learn from other businesses, outside their township, but still within the same urban environment and be innovative.

“Yes I can see myself starting my own business and my business ideal is different I have not seen it around.”

3.5 CHALLENGES

Theme: Financial challenges:

With financial institutions becoming increasingly reluctant to approve loans, many entrepreneurs in South Africa, especially those in townships, resort to friends and family to get capital. Even those who are employed struggle to get loans because they do not qualify as their income is low. Financial challenges emerged as the main theme when participants were asked to describe the challenges faced when trying to start a business. Some participants had the following to say:

“The challenges that we face when we start a business the first thing is the money capital that you will start with and then sometimes it goes by changing maybe you do something like a cleaning service you don’t know how to charge.”

“Having money to start a business and I think to make the successful like to be able to win the customers to the business and the place to locate the business.”

3.6 NEEDS AND RESOURCES FOR ENTREPRENEURSHIP:

Theme: Entrepreneurial training needs:

Participants indicated that they needed some training in different areas of business, for instance, mentorship, financial management, leadership and accounting. As a result, entrepreneurial training needs emerged as a theme. The following quotes show the needs as indicated by the participants:

“Maybe I need someone with experience to teach me.”

“I think if I can get help in terms of how to manage the money that will be coming into the business, how to invest and make the business grow, that will be good”

“If you don’t know how to do the accounts the business will not grow because you need to know when you are making a profit or not. That is very important because that is the whole purpose of doing business.”

Theme: Support from the Government:

A significant number of black enterprises face challenges, especially when trying to get capital to start their businesses. The Government of South Africa has several funding channels and grants that could help those who are interested in starting their own businesses (Ladzani & Netswera, 2009:225). The grants do not generate interest and have specific procedures that one must be followed in applying. These grants came about as a way of empowering black people in South Africa. Some of the grants or funding programs are listed below:

- Critical Infrastructure Programme (CIP)
- Film Incentive Programme (FIP)
- Business Process Services (BPS)
- Capital Projects Feasibility Programme (CPFP)
- Support Programme for Industrial Innovation (SPII)
- National Youth Development Agency (NYDA)
- National Empowerment Fund (NEF)

Despite having all the listed funding initiatives, participants indicated that they do not have access to funds to start their own businesses and would want the Government to intervene. Some of the participants had the following to say:

“Definitively because the government is the one which should empower its citizens so support from the government is necessary.”

“I think I do because before starting your own business you should have a business plan know who to approach and then know where to begin and identify a place for your business so in a way you do you do need them in order to start a business.”

3.7 DISCUSSION

From the findings, it is clear that most women are interested in becoming entrepreneurs. They want to start their own businesses because they want to be independent and do not want to work for somebody else. Historically, the apartheid Government marginalized this community socially and economically (Sihlongonyane, 2015:83). This led to poverty, which in turn has led to a great need for economic development and entrepreneurship. Entrepreneurship is one of the vehicles, that the democratic Government is trying to use to promote economic growth and to alleviate poverty in the townships (Mahadea & Kaseeram, 2018:2). Even though the constitutional democracy has hitherto been promoting gender equality, the level of entrepreneurship among men and women in South Africa remains unequal. According to Irene (2017:1), women must compete harder to gain access to available Government entrepreneurship funds than their male counterparts.

Even though findings indicate high levels of entrepreneurial self-efficacy, presence of role models in society, and support from family, participants acknowledged that they still need to be equipped with certain skills and training for them to run successful enterprises. Training is indispensable for entrepreneurs in order to compete in this era of globalization of enterprises, along with the changes in technology. They also need the ability to use information communication and technology (ICT) applications in business (Mutalemwa, 2015:164). In addition to training needs, the findings also indicate that access to funding remains the greatest challenge and that Government should intervene particularly for women living in townships.

CHAPTER 4

EVALUATION, CONCLUSION, AND RECOMMENDATIONS

4. INTRODUCTION

This chapter presents an overview of the study's findings, entrepreneurial interests amongst black women living in an urban community, in South Africa, and the relationship of the study's findings to other studies on female entrepreneurship from both a South African and global perspectives. The majority of women who participated in the study were mostly not working. The chapter also presents the possible reasons for the findings obtained, limitations of the study, the implication of the research findings and recommendations for future studies.

4.1 CONCLUSION

It can be concluded from the findings of the study that the majority of black women living in townships are interested in starting their own businesses. Women in townships have high levels of entrepreneurial self-efficacy and are ready to improve their economic conditions, one's background which is part of the history of something that you need to know in order to understand a situation, self-efficacy how well one can execute courses of action required to deal with prospective situations (Hill, 2015). vocational interests specific to the workplace, can be thought of as having three important characteristics, one's work performance and one's level of work satisfaction (Foley & Lyle, 2015:200) Possession of self-confidence indicates positive signs for rapid development of entrepreneurial attributes through training. According to the social-cognitive career theory, an individual's career interest is influenced by whom they were surrounded by while growing up. Entrepreneurial role models have been identified as being positive role models in one's decision to become an entrepreneur (Sheu *et al.*, 2010: 252).

Findings clearly indicate that the urban community under investigation had entrepreneurial role models, making the environment favourable for entrepreneurship (Zhao *et al.*, 2005). Women in this community can acquire knowledge through social

contact with these entrepreneurs and pursue their entrepreneurial interests with a reduced sense of fear that their venture may fail (Tlokwe City Council, 2017:6). From the entrepreneurial interests they expressed, women in this urban community were interested in entrepreneurial activities like opening up beauty plazas, pubs and poultry projects. Ahmad *et al.* (2017) conclude that the socio-economic transformation of women in urban communities should be systematized and that need-based entrepreneurship training programs should be organised with more emphasis on market orientation.

4.2 RECOMMENDATIONS

Seemingly, most of the few studies on female entrepreneurship in South Africa focused on women in general. There is a dearth in the literature on entrepreneurial interest among black women in South Africa. For years urbanization of these women was difficult as they were excluded from the mainstream economy:

- It is clear from the research results that those women in Dr Kenneth Kaunda District's greatest needs are finance and networking opportunities.
- Women must have the courage to ask for help, whether it is with a particular business issue, specific expertise, and securing funding.
- Women in South African townships should be encouraged and supported by the local government for establishing small enterprises of their interest which may subsequently lead to prosperity.
- There should be local representative support structures which provide guidance and development of business ideas. These structures should be coordinated and facilitated to see that these women are well equipped to start their own businesses.
- Existence of these structures may restore confidence and eagerness to these aspiring women.
- Women who want to venture into business or explore their interests should be encouraged to improve their level of education.
- There should be an introduction of entrepreneurship modules from an early educational level, to familiarize women with fundamentals of

entrepreneurship. The education system should be used as a tool to introduce young girls to entrepreneur opportunities and skills at a young age.

- Women in Dr Kenneth Kaunda should be a priority, as there is a shortage of women entrepreneurs in the District. The Government must strongly intervene by ensuring that necessary support is provided to these women to start their own enterprises.
- There should be an awareness of the importance of women entrepreneurship in building economies and improve the lives of their families.
- Strategies should be developed to create a link between women in townships and institutions which are providing economic and training support for entrepreneurship development in the urban areas.
- Local government should ensure that women are not oppressed and are given fair opportunities to explore entrepreneurship. Women should break barriers and enter previously male-dominated spaces.
- Women should be encouraged through seminars and workshops to participate in entrepreneurial activities, by thinking big and have knowledge in the current status of the economy.
- Local education institutions can also contribute by offering short-term courses on business management and entrepreneurship management. The Government can finance these initiatives in the form of supporting the community at large.
- Training is indispensable for entrepreneurs in order to compete in this era of globalization of enterprises, along with changes in technology. Entrepreneurs must have the ability to use information communication and technology (ICT) applications in business.
- Follow-up studies should try to compare the entrepreneurial interests of women in both rural and urban communities in South Africa.
- There is a need for organisations supporting entrepreneurship to ensure that they also advertise themselves to people living in townships.
- Women need to also strike a balance between family and business.
- Women must not let their insecurities keep them from dreaming big.
- Support and mentorship for emerging entrepreneurs in the townships are very important.

- Local media platforms can be used to advertise and raise awareness of women entrepreneurship in the urban community. There should be transparency in the process of facilitating these initiatives.
- It is again also important for women to realise that potential is lying within themselves to take every opportunity that comes their way.

4.3 ACHIEVEMENT OF OBJECTIVES

The study findings revealed high levels of entrepreneurial interest amongst black women living in the township. Amongst the reasons cited for desiring to start a business was the need to be independent, the need to be financially stable and being their own boss. Participants also indicated some environmental issues like high levels of unemployment being a push factor. Despite the fact that this community was previously marginalized from the mainstream economy, some community members have made it in business and serve as role models for others who would want to start their own businesses too. High levels of entrepreneurial self-efficacy were also found in this community. Table 5.1 shows how the findings of this study align with research on innovative approaches followed elsewhere.

Table 4.1: How the study findings align with other studies on entrepreneurship

Findings of this study	Other studies on entrepreneurial interests with similar findings	Focus or scope
Thaker & Ahlawat (2016).	Entrepreneurial interest and training needs of tribal farm women of Amirgadh and Data Talukas of Banaskantha District (Gujarat).	Explore entrepreneurial interest, related training needs, factors associated with entrepreneurial interests and training needs. The study was conducted on economically deprived women.
Halkias <i>et al.</i> (2011)	Challenges facing women entrepreneurs in Nigeria.	This study explored the business and social profiles of female entrepreneurs in Nigeria so as to identify forms of entrepreneurship and socio-economic challenges faced by the female in Nigeria.
Lebakeng (2008)	An exploration of women entrepreneurship in Lesotho.	The aim of the study was to explore female entrepreneurship in Lesotho and to make practical recommendations to stimulate the growth and success of female entrepreneurs.

Gough <i>et al.</i> (2014)	Researching entrepreneurship in low-income settlements: the strengths and challenges of participatory methods.	This study focuses on entrepreneurship in a low-income settlement, which combined participatory quantitative and qualitative approaches, highlighting the strengths and challenges of using participatory methods.
Bello-Bravo (2015)	Rural-urban migration: A path for empowering women through entrepreneurial activities in West Africa.	This study answers the question of entrepreneurial empowerment (perceived as positive economic impact even when women did not participate in the decision of migrating to another place) based on the answers of a group of women living in Ibadan, Nigeria.
Cinar & Ugur-Cinar, (2018).	What the City Has to Offer: Urbanization and Women's Empowerment in Turkey.	This study analysed the prospects and limits of urbanization for women's empowerment.
Hernandez <i>et al.</i> (2012)	Female entrepreneurship in China: opportunity-or necessity-based?	This study investigates the inequalities within entrepreneurship, which are hindering Chinese socio-economic development.
Irene (2017).	Women entrepreneurship in South Africa: Understanding the role of competencies in business success.	This study offers a comprehensive analysis of the competency variable in understanding the factors that influence business success in the context of South African female entrepreneurs.
Hentschel <i>et al.</i> (2018)	Kick-starting female careers: Attracting women to entrepreneurship programs.	This study investigated how advertisements for entrepreneurship programs can be designed to increase women's application intentions.

The studies listed in Table 4.1, relate to findings of this study in the sense that some of them were conducted within similar contexts and identified the same challenges faced by women when they want to venture into entrepreneurship. For example, the study done in India by Thaker & Ahlawat, (2016), explore entrepreneurial interest, related training needs, and factors associated with entrepreneurial interest and training needs. This study was conducted on economically deprived women and it was reported that women in economically deprived communities have several entrepreneurial interests but they lack skills, hence they need to be trained.

4.4 LIMITATIONS OF THE STUDY

The limitations of the study might include the following:

- The qualitative study design was contextual, and the findings cannot be generalized to other settings.

- The qualitative study requires considerate planning to ensure the obtained results are accurate.
- The limited time to conduct the study might have excluded some women who want to explore entrepreneurial interests from the study.
- Limited information is available on women who want to be entrepreneurs.
- Some women are not willing to participate in the study.
- The degree of literacy might be a problem.
- No previous empirical research on women who are interested in becoming entrepreneurs has been conducted in Dr Kenneth Kaunda District.
- The research was conducted in an urban community, which are under the JB Marks Municipality of the Dr Kenneth Kaunda District and thus not representative of the whole of North West Province.

4.5 SUGGESTION FOR FUTURE RESEARCH

As more women are getting into business in South Africa, self-employment will become a more visible and credible option for women in urban areas. These women were historically marginalized from the mainstream economy and up to now, unemployment remains a major problem affecting them. Women who have entrepreneurial interests must prioritise by hiring women so that there will be a great and unique opportunity to mentor, advance and promote a future generation of entrepreneurs. The employed women will either stay or move on to create their own businesses, enter leadership positions and serve as a role model to their kids. The Government should capitalize on high levels of entrepreneurial interests within these communities to bring socio-economic transformation to the people of South Africa.

Dr Kenneth Kaunda District must investigate effective methods of promoting seminars, workshops and training platforms for women who have entrepreneurial interests. It is also the local government's responsibility to ensure that the status of women is better than previously, especially where business opportunities are concerned, and to investigate systems in place that deal with teaching women entrepreneurship skills in training institutions. Big local cooperatives around Dr Kenneth Kaunda should take it upon themselves to contribute by uplifting women offer training, skills sharing and entrepreneurial networking opportunities. Through the findings, there should be

strategies in place to help maintain records and what impact on or to what extent these initiatives will help the community at large.

4.6 SUMMARY

This chapter was basically an evaluation of the study. The researcher wanted to see if the research objectives were answered and whether conclusions were reached based on the findings of the study. It is clear that the researcher did meet all the objectives of the study and ensured that quality control measures were in place. The researcher also applied reliable strategies to ensure the trustworthiness of the research findings as reported in Chapter 1. Recommendations were formulated based on the findings of the study.

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Annexure A: Data collection tool
Exploring the entrepreneurial interests among black women in an urban community

Participant Name _____

Date: ____ / ____ / ____

INTRODUCTION/OPENING

(Establish Rapport) [shake hands] My name is Baby-Joyce Sonjani, I am a Masters Student at the North-West University, Potchefstroom Campus. As a Master student in Business Administration, I am conducting research that has been approved by the Ethics Committee of the North-West University. The aim of my research is to explore the entrepreneurial interests of women living in an urban community.

(Purpose) I would like to ask you some questions about entrepreneurial interest.

(Motivation) I hope to use this information to inform policymakers and organizations promoting entrepreneurship in South Africa.

(Time, confidentiality, tape recorder) The interview should take about 15 minutes. If you agree I would like to tape the interview in order not to lose any information. There are no right or wrong answers. Everything that you tell me will be handled confidentially. Your participation is voluntary and you can withdraw at any given time. Are you available to respond to some questions at this time?

(Questions) Do you have any question before we begin the interview?

INTERVIEW QUESTIONS

1. How old are you?
2. Tell me as much as you can about your background.

3. What is your educational background or qualifications?
4. Can you see yourself starting your own business? Why? Why not?
5. Are you confident you would succeed if you start your own business? Why? Why not?
6. Can you spot a good opportunity long before others can? Why? Why not?
7. Explain how starting your own business would probably be the best way to earn an income (if you are unemployed) or to supplement your current income.
8. Which one do you prefer? To own your business or be a manager of another business?
9. Do you have a family member who is into business? Do you think you can get support from friends and family? Why? Why not?
10. Which skills/abilities do you think is important for an entrepreneur to have?
11. Do you have the skills and capabilities required to succeed as an entrepreneur?
12. Describe if you know people in your community who have successfully started their own business?
13. Discuss if you can spot entrepreneurial skills and capabilities in others?
14. What challenges do you face if you plan to start your own company?
15. Do you have a good role model? Why? Why not?
16. How would you describe the view of Entrepreneurship in South Africa?
17. Do you have any training needs to prepare yourself to be a successful entrepreneur? Explain.

18. Do you need any support from the government or your municipality to succeed as an entrepreneur? Explain.

CLOSING

(Summary and clarification) Well, it has been a pleasure finding out about our entrepreneurial interests. Let me briefly summarize the information that I have recorded during our interview.

(Maintain rapport) I appreciate the time you took for this interview. Is there anything else you think would like to add?

(In case of follow-up) I should have all the information I need. Would it be alright to call you at home if I have any more questions? If yes, please provide your contacts: +27 (0)_____

Annexure B: informed consent



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06 September 2018

To whom it may concern

INFORMED CONSENT TO PARTICIPATE IN AN INTERVIEW

To: Potential interview participant

From: Baby-Joyce Sonjani

Subject: Informed consent to participate in the study

Date: _____

Dear: _____

My name is Baby-Joyce Sonjani and I am an MBA student at the NWU Business School, North-West University. The aim of this study is to explore the entrepreneurial intentions of women in the North-West province in South Africa.

This study forms part of a mini dissertation to be submitted in partial fulfilment of the requirements for the degree in Master in Business Administration at the North-West University. It is an internationally accredited degree that requires adherence to strict ethical standards as a prerequisite to conducting this research.

Thank you for your willingness to participate in the interview. Your participation is voluntary. You do not have to answer any questions you do not want to answer. If at any time you do not want to continue with the interview, you may decline. Your time and involvement are profoundly appreciated. The entire interview will take approximately 60 minutes. To maintain the essence of your words for the research, I will record the information. At any time, you may request to see or hear the information I collected.

The interview will be voice-recorded, however, your name will not be recorded. The interviewer will take notes. This is done for data analysis. The recording will be transcribed by the interviewer and kept confidential in a password-protected computer. All individual identification will be removed from the hard copy of the transcript. Participant identity and confidentiality will be concealed using coding procedures. Please note that excerpts from the interview may be included in the final dissertation report or other later publications. However, under no circumstances will your name or identifying characteristics appear in these writings.

Limited biographic information will be collected with the purpose to form a profile of the participants, but will not be used to make comparisons between groups or for further statistical analyses. If at a subsequent date, biographical data were relevant to a publication, a separate release form would be sent to you.

Your input is of great value to this research and I appreciate your help in providing this information. I would be grateful if you would sign this form on the line provided below to show that you have read and agree with the contents.

Your signature above

The study has been approved by the Scientific Committee of the NWU School of Business and Governance. The Chair of the Scientific Committee is Dr Joseph Lekunze. He can be reached at the following email address: joseph.lekunze@nwu.ac.za.

Ethical clearance has been obtained by the Faculty of Economic and Management Sciences Ethics Committee (FEMSREC) and the following ethical clearance number is allocated: [Put in number here]. The Chair of the Ethical Committee is Prof Bennie Linde. He can be reached at 018 299 1427 and his e-mail address is bennie.linde@nwu.ac.za.

The supervisor of the dissertation is Prof Stephan van der Merwe. He can be reached at 018 299 1414 (Email address: Stephan.VanDerMerwe@nwu.ac.za) for further questions or concerns about the research project.

Yours sincerely

Baby-Joyce Sonjani

NWU Business School

North-West University, Potchefstroom Campus

ANNEXURE C: TRANSCRIPTION

Participant 003

How old are you?

I'm 30 years old

Tell me as much as you can about your background

I'm Xhosa and I was born in Khuma, I went to school in vianeengdale , now I am a parent but I go to school so I'm a student as well.

Parent of how many kids?

2 girls

How old are they?

11 and 9

What are you currently studying?

Electrical engineering

What's your educational background?

I ended up in grade 12 then I applied for a learnership, then I went for a learnership for electrical engineering

How long is the learnership

level 2 is for 3 months and then level 3 n 4 its 12 months

Can you see yourself starting your own business? Why and why not?

I could because I grew up in a family where my mother had her own business and it's something I learned from an early age, I can do it but now we are struggling financially

Are you confident that you will start your own business? Why and why not?

I could because I got an opportunity to be able to see how to know how to start a business, how to break even and when to know when you are at a loss as I had that chance to experience those things

Can you spot a good opportunity long before others do so? Why and why not?

It differs, sometimes I spot a good opportunity where people will not be aware of it but there those ones you can't do, you only see it when someone comes up with the idea.

Explain how starting your own business would probably be the best way to earn an income or supplement an income

Because when you have your own business you are driven by your own goal you are not answerable to anyone, u are only answerable to yourself. Your budget, you save and you know how much time you have to put out and you know how much you have to sacrifice so you push as hard as you can to earn what you want and be in a way that you are satisfied.

Which one do you prefer? To own your business or to become a manager of another business?

I think to own my own business because when you manage somebody's business you are still an employee and when you manage your own business it's your business you will get to know how many scarifies and how much you will need to make that business succeed.

Do you have any family members who are into business? Do you think you can get support from friends and family? Why and why not?

I have family who is into business but the thing is in our family you can get other people to support u if you have a dream. But at the same time, people differ because others don't feel like they need to enrich other people to know about the business. They become a little bit selfish and then there are those who are willing to help

Which skills and abilities do you think are important for an entrepreneur to have?

I think you should be able to know how to manage how to lead and how to take care of your finances.

Tell me do you have the skills and capabilities required to succeed as an entrepreneur?

Not yet but it's something I would really like to have. I did really like to be in management skills but because of financial reasons, I could not. It's something I'm aspiring so, for now, it's an opportunity which I was given because I was doing nothing. So if I can I would.

Describe if you know people in your community who have successfully started their own businesses.

I might have a few and they started their business from nothing. Some were selling food and alcohol from their yards and now they have big businesses. They sell to other people in their business but they started from nothing.

Discuss if you can spot entrepreneurship skills and capabilities in others?

I can because when you are interested in something you are able to see a person who does something because they have the patience for it. So a person who is patient for it, if she is born an entrepreneur there is no question about it you can tell from how patient they are when they are talking

What challenges do you face if you want to start your own business?

Lack of finance and support.

Support from where?

Family and sometimes not having enough information on how to go about starting your own business

Do you have a good role model? Why and why not?

I think it's my mother because she became a single parent to three kids and she had nothing she wasn't employed but she started her own business and she makes it because she was a parent and at the same time a businesswoman so I got an opportunity to see her struggles and her sacrifice and how much she benefited from those

How would you describe the view of entrepreneurship in South Africa?

Entrepreneurship in South Africa it differs, those who have do not want to help and those who want to learn they don't have enough knowledge about entrepreneurship

Do you have any training needs to prepare yourself to be a successful entrepreneur? Explain

I once attended a workshop and they taught us a little bit about businesses and at the same time, it was business combined with health. They taught us how health can also affect a business if you don't consider people for example with TB and they work for you

Do you need any support from the government or your municipality to succeed as an entrepreneur?

I think you do because before starting your own business you should have a business plan know who to approach and then know where to begin and identify a place for your business so in a way you do need them in order to have a business.

Thank you very much for participating and thank you very much for your time
Thank you

