

An investigation into the determinants of women entrepreneurship

N MEYER

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Supervisor: Prof SP van der Merwe

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ABSTRACT

The important role that entrepreneurship plays to combat unemployment should not be underestimated, especially in countries with growing unemployment rates such as South Africa. Women entrepreneurs can contribute significantly to economic development in South Africa, but their contribution has not been adequately studied and developed.

In the South African context, it is challenging for men and women to start a business, but women face unique challenges in starting and growing a business, such as obtaining credit, lack of experience and management skills and family constraints. The profile, difficulties and needs of women entrepreneurs in South Africa should be fully explored and understood before effective support systems can be implemented. Research on women-owned businesses in South Africa is limited and still requires a lot of exploration.

The research for this study was conducted in Emfuleni, situated in the southern region of the Gauteng province. The poverty level in the area is high, although large industries are situated in this region. Despite the fact that Emfuleni has the highest unemployment rate in Gauteng, local stakeholders believe that the area has strong development potential.

The objective of this study was to investigate women entrepreneurship in the Emfuleni district in South Africa and to make practical recommendations to enhance women entrepreneurship in Emfuleni and in South Africa. A survey that included 36 women-owned businesses was conducted. A detailed profile of the woman entrepreneur in Emfuleni was compiled from the empirical research.

Furthermore, the structure of the women-owned businesses in Emfuleni was investigated, followed by the women entrepreneurs' path to business ownership, factors that motivate women into self-employment, views of the women entrepreneurs with regard to support offered by Emfuleni, obstacles faced by women

entrepreneurs during business start-up and during business operation as well as the business needs of the women entrepreneurs.

The most urgent needs of women entrepreneurs in Emfuleni are marketing and financial support and networking with other business owners. It is recommended that these needs are addressed through a support initiative especially implemented for women entrepreneurs. Another option is to utilise the organisations that are currently functioning in Emfuleni for women entrepreneurs more efficiently to support women entrepreneurship.

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CHAPTER 1

NATURE AND SCOPE OF THE STUDY

1.1 INTRODUCTION

The important role that entrepreneurship plays in economic development and the combat against unemployment world wide, should not be underestimated, especially in countries with growing unemployment rates, as in the case of South Africa. Despite the economic growth experienced over the last few years in South Africa, the formal sector has decreased in size, and as a result more and more men and women turn to self-employment.

Women entrepreneurs can contribute significantly to economic development in South Africa, but this contribution has not been adequately studied and developed. Although women represent more than 50% of the South African adult population, they own only about 33% of existing businesses (O'Neill & Viljoen, 2001: 38).

According to Maas and Herrington (2006:38), only 41% of the adult women in South Africa are part of the active working population. The TEA index (Total Early-Stage Entrepreneurial Activity index) measured the percentage of women entrepreneurs between the ages of 18 and 64, involved in starting a business, at only 4.83% for South Africa. This is below the average of 7.72% as calculated for all countries (Maas & Herrington, 2006:44).

In the South African context, it can be challenging for both men and women entrepreneurs to start a business, but women face certain unique challenges and barriers to start and grow a business.

The profile, difficulties and needs of the woman entrepreneur in South Africa should be fully explored and understood before effective support systems can be implemented. Research on women-owned businesses in South Africa is limited. It was only over the recent few years, that more scientific based research on women entrepreneurs was done in various geographic areas in South Africa (refer to studies

done by Kock, 2008; Lebakeng, 2008; Botha, 2006). This study field still requires a lot of exploration to understand the needs of women entrepreneurs in order to support the contribution of these women to the South African economy.

The focus of this study was micro, very small, small and medium-sized women-owned businesses. For the purpose of this study, a women-owned business is defined as a business where the majority stake (more than 50%) is owned by a woman. The South African National Small Business Act (1996) and National Small Business Amendment Act (2004:2) classify micro, very small, small and medium-sized businesses as businesses that employ less than 200 full-time equivalent of paid employees.

1.2 PROBLEM STATEMENT

Women make up a large part of the adult population in South Africa, while a relatively low percentage of women actively take part in economic activities and own businesses.

Furthermore, limited information is available in South Africa regarding women entrepreneurs. It is necessary to first obtain information regarding women entrepreneurs to determine how women entrepreneurship can be stimulated and supported.

Women face unique challenges when starting and growing a business. Women entrepreneurs wanting to start a business will find themselves in a relative unknown environment, with unpredictable difficulties (O'Neill & Viljoen, 2001:39).

As recommended by Botha (2006:293) in previous research, it is important to determine the factors that motivate women to start their own business. This knowledge regarding the profile of the woman entrepreneur might enable policy makers to create an encouraging environment for women entrepreneurs to start their own business.

Furthermore, it is essential to determine the factors that might inhibit entrepreneurial activity among women, taking into consideration the large contribution women entrepreneurs can make to the South African economy.

If information regarding the needs, challenges and barriers to business start-up and growth for women entrepreneurs is available, effective programs can be developed and implemented to support women entrepreneurship in South Africa (Maas & Herrington, 2006:39). Kock (2008:115) recommended that information should be gathered to ensure that relevant programs are developed to support women entrepreneurs. Factors that might give women the advantage in a business environment should be determined. If these factors are known, they might be positively incorporated in business start-up and growth.

The geographical area called Emfuleni is a densely populated industrial area with a high potential for entrepreneurship. This study will aim to gather information that can be applied in the development of women entrepreneurship in this area.

1.3 OBJECTIVES OF THE STUDY

The objectives of this study are divided into primary and secondary objectives.

1.3.1 Primary objective

The primary objective of this study is to investigate women entrepreneurship in the Emfuleni district in South Africa and to make practical recommendations to enhance women entrepreneurship in Emfuleni and in South Africa.

1.3.2 Secondary objectives

To address the primary objective, the following secondary objectives were formulated:

- To gain insight into women entrepreneurship by means of a literature study.
- To study the profile of women entrepreneurs in the Emfuleni district.

- To determine what motivate women to start their own business.
- To determine the unique challenges women face in starting and growing a business.
- To examine development and support programs with regard to women entrepreneurs.
- To determine the needs of women entrepreneurs in Emfuleni with regard to support, training and development.
- To suggest practical recommendations to enhance women entrepreneurship in the Emfuleni district.

1.4 SCOPE OF THE STUDY

1.4.1 Field of the study

This study will focus on women entrepreneurship, a section of the major study field of entrepreneurship.

1.4.2 Geographical demarcation

1.4.2.1 Emfuleni demographics

The research was conducted in the Emfuleni district, the largest of the three Sedibeng local municipalities. Sedibeng is situated in the southern region of the Gauteng province, economically the strongest province in South Africa. Emfuleni (which means “by the river”) includes the major towns of Vereeniging, Sharpville, Vanderbijlpark, Evaton, Sebokeng, Bophelong and Boipatong.

Large industries are situated in the area and provide various business opportunities for women entrepreneurs, while international airports and major cities are in the immediate vicinity. See Figure 1.1 below for a map of Gauteng, showing the larger towns situated in the Emfuleni district.

Figure 1.1 Map of Gauteng



Source: Dining-out: South African restaurants (2008)

The foundation of towns in the region was related to the discovery of large coal deposits near Vereeniging at the end of the 19th century. This became the location for the first African smelting industry for scrap metals. Thus, the development of towns in the Emfuleni district was related to the mining of coal and the establishment of iron and steel works by USCO and ISCOR. Gold mining and commerce on the Witwatersrand also stimulated the economy of Emfuleni (Pelupessy & Slabbert, 2001:36).

Emfuleni is the western-most local municipality of the Sedibeng district, which covers the entire southern area of Gauteng axing along a 120 km axis from east to west. It covers an area of 1 277 square kilometers. The municipality shares boundaries with the Metsimaholo Local Municipality in the Free State to the South, Midvaal Local Municipality to the east, the city of Johannesburg metropolitan area to the north and

Westonaria and Potchefstroom Local Municipalities to the west (Government Digest, 2004:15).

1.4.2.2 Emfuleni economics

According to Slabbert (2004:118), the Emfuleni economy forms an integral part of the Gauteng economic sub-region. The Gauteng Province represents the largest economic sub-region in South Africa: it accommodates 19.7% of the total population of the country and accounts for about 40% of the national product. Emfuleni is characterised by a high degree of interdependence with the other sub-systems housed by the Gauteng metropolitan complex.

Although Emfuleni contributed 6% of the gross geographical product of Gauteng, the local unemployment rate reached 48% in 2001 (Oberholzer & Ziemerink, 2004:179). Emfuleni has the highest unemployment rate in the province, with 60 000 informally unemployed and 227 207 unemployed people. The area thus has a high level of poverty, with 24% of the population having no monthly income and 16.1% earning between R801 and R1 600 per month. Of the total working population, only 0.3% of households earn above R51 000 per month.

Main contributors to the gross domestic product (GDP) in the Emfuleni district are: manufacturing (41.3%), services (20.0%), financing (12.4%), transport (8.8%), trade (8.1%) and tourism and education (2.7%). Although 51.3% of the economically active households were unemployed in 2004 (Government Digest, 2004:17), local stakeholders believe that the area has strong development potential, particularly in terms of the entertainment and tourism sector (Slabbert, 2004:133).

1.5 RESEARCH METHODOLOGY

The study consists of two phases, namely a literature review and an empirical study.

1.5.1 Literature review

The literature review will define entrepreneurship in general. The literature review will then investigate women entrepreneurship, as well as the characteristics of women in business, factors that motivate women to start a business and unique challenges that women entrepreneurs face. It will also look into the growth of women-owned businesses and support needed by women entrepreneurs to start and grow their businesses.

Sources that will be consulted to give a complete review of the topic are:

- Website articles.
- Scientific journal articles.
- Textbooks.
- Reports on previous research done.

1.5.2 Empirical study

The empirical study was done by means of selecting a sample of women-owned businesses, and distributing a standard questionnaire to these businesses.

1.5.2.1 Questionnaire used in this study

A standard questionnaire, developed by the Potchefstroom Business School (Lebakeng, 2008; Kock, 2008), was used in this study. The questionnaire consists out of five sections. Refer to Appendix 1 for a detailed layout of the questionnaire.

Section A was developed to gather bibliographical data from respondents. Seven questions on age group, marital status, highest academic qualification, number of children, age of children, experience before self-employment and number of years in

self-employment are included in this section. Respondents have to indicate the applicable option with a cross (x).

Section B was developed to measure the characteristics and structure of participating women-owned businesses. The characteristics include: the industry in which the business operates, the legal status of the business, the age of the business, the respondent's path to business ownership, the source of start-up funding, the business premises, the amount of permanent employees, turnover generated annually, exposure to business in childhood and whether it is the first business that is owned by the respondent. Respondents were asked to indicate the applicable option with a cross (x).

Section C was developed to measure factors that may motivate women entrepreneurs to start their own business. This section includes sixteen questions on personal motivating factors and six questions on demographic factors. Respondents were asked to indicate the most applicable motivating factors with a cross (x) on a Likert scale ranging from one to seven. The scale indicates the level of agreement with one indicating "strongly disagree" and seven indicating "strongly agree".

Section D was developed to measure factors that might inhibit women entrepreneurship. Fourteen questions were asked with regard to difficulties experienced during start-up of the business, while twelve questions refer to difficulties experienced while running the business. Respondents were asked to indicate the most applicable obstacles with a cross (x) on a Likert scale ranging from one to seven. The scale indicates the level of agreement with one indicating "strongly disagree" and seven indicating "strongly agree".

Section E was developed to determine the needs of the participating women entrepreneurs. Questions on the following were asked: training done by a government agency or the private sector, established organisations for women entrepreneurs and specific needs. Respondents were requested to indicate the most applicable options with a cross (x).

1.5.2.2 Study population and sampling method

The target population of this study was micro, very small, small and medium-sized women-owned businesses in the Emfuleni district. A convenience sample was used, by means of a snowball sampling technique, to identify women-owned businesses that participated in this study. To generate a preliminary list of women-owned businesses, well-known women-owned businesses in Emfuleni were contacted. These businesses acted as informants and identified other potential women-owned ventures for inclusion in the sample. All the women-owned businesses were visited to gauge their willingness to participate in the study. A list of 60 women-owned businesses willing to participate in the study was compiled as a result of these efforts.

1.5.2.3 Data collection

The techniques used to distribute and complete the questionnaires included distribution via e-mail and personal delivery to participants. Questionnaire distribution was followed up by personal visits to each participant. Each questionnaire was distributed with a cover letter, which guaranteed the confidentiality of the responses. The questionnaires were completed by the owner-managers of the participating businesses.

A total of 36 questionnaires were fully completed and collected, which resulted in a response rate of 60%.

1.5.2.4 Data analysis

Data collected was statistically analyzed using Statistica (Statsoft, 2008) and SPSS (SPSS, 2008). Data from the questionnaires was coded and data was investigated and transformed to useful outputs such as frequency tables and descriptive statistics (mean and standard deviation). The results were used to draw conclusions and make recommendations regarding the development of women entrepreneurs in Emfuleni.

1.6 LIMITATIONS OF THE STUDY

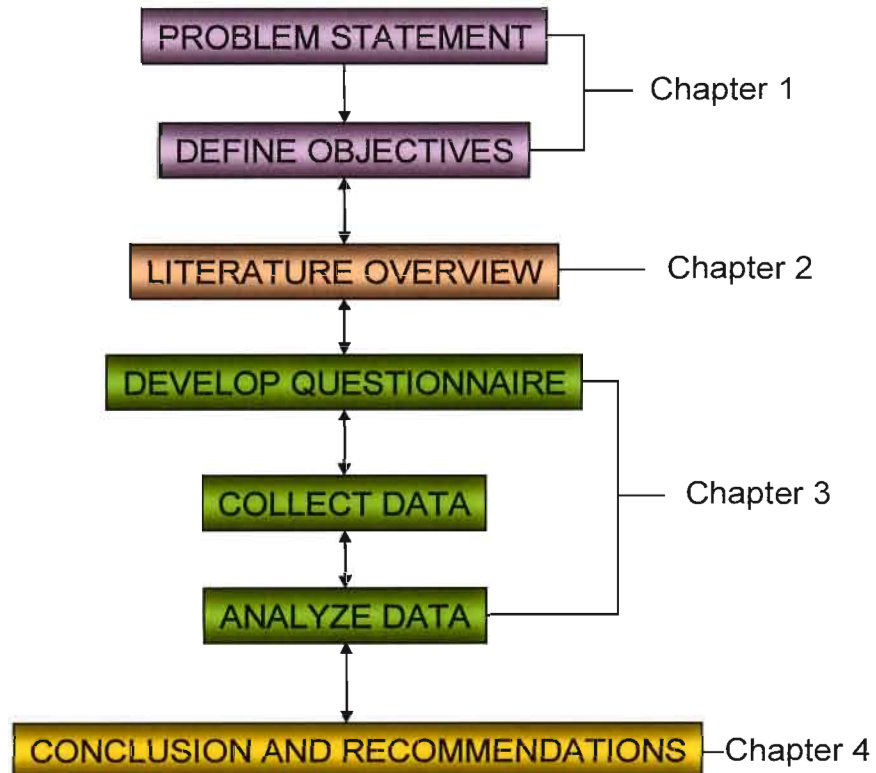
The limitations of the study are the following:

- The relative small sample size might not be representative of the situation in the entire district and care should be taken in the generalisation of the results regarding Gauteng and South Africa.
- Respondents will know that research is being done, and the true situation in some of the businesses might not be reflected.
- The limited time to conduct the study might have excluded some women entrepreneurs from the study.
- Limited information is available on women entrepreneurship in Emfuleni.
- No previous empirical research on women entrepreneurship has been conducted in Emfuleni, resulting in literature from other regions in South Africa and other countries being used.
- The research was limited to the Emfuleni district and thus not representative of the whole Gauteng Province and South Africa.

1.7 LAYOUT OF THE STUDY

Figure 1.2 below describes the flow of the research process.

Figure 1.2: Research process flow chart



The research study is presented in the following chapters:

Chapter 2: Literature review

Chapter 2 contains the literature study. The aim of this chapter is to provide background information on entrepreneurship. It also reviews women entrepreneurship with the focus on factors such as the characteristics of women entrepreneurs, their motivation to start a business, challenges to start a business, factors influencing business growth and support and training programs that may encourage women entrepreneurship, as well as advantages that women entrepreneurs might possess in the business environment.

Chapter 3: Results and discussion of empirical study

Chapter 3 offers the presentation and discussion of the results. The chapter contains the following: data collection, measuring instruments used, identification of the study population and analysis of the data. The results of the empirical study are also presented and discussed.

Chapter 4: Conclusions and recommendations

The body of information in this chapter portrays the following topics: conclusions based on the results of the study, recommendations, a critical evaluation of the achievement of the objectives and suggestions for further research.

CHAPTER 2

LITERATURE REVIEW ON WOMEN ENTREPRENEURSHIP

2.1 INTRODUCTION

According to Van Vuuren and Groenewald (2007:269), the important role that small businesses and entrepreneurship play in stimulating economic activity, creating jobs, alleviating poverty and uplifting living standards, has been recognised internationally as well as in South Africa.

South Africa is a developing country with high unemployment rates, low levels of formal and higher education, the migration of individuals from rural areas to cities, corporate restructuring and government policies and regulations that enforce the restructuring of larger organisations. The country thus has an urgent need for entrepreneurs that can act as a vehicle to combat unemployment and crime and to stimulate the economy as a whole (Maas & Herrington, 2006:59).

Women entrepreneurs are increasingly considered important for economic development. They not only contribute to employment creation, but they also contribute to the diversity of entrepreneurship in the economic process (Verheul, Van Stel & Thurik, 2004:3).

In the past, economic growth has been steady in nations where women have advanced, where, by contrast, economies have been stagnant in countries where women have been restricted (Jalbert, 2000:10).

Problems are faced by all small-scale entrepreneurs in developing their businesses, but women face particular gender-based problems and challenges in the entrepreneurial environment. Women carry the double burden of family and domestic responsibilities, which has a limiting impact on their ability to generate income outside their home (Richardson, Howarth & Finnegan, 2004:1).

The aim of this chapter is to provide insight into women entrepreneurship, with the focus on the characteristics of the women entrepreneur, driving forces for starting a business, barriers to business start-up, growth of businesses, support and training programs and advantages of women entrepreneurs in the business world.

2.2 ENTREPRENEURSHIP IN GENERAL

Timmons and Spinelli (2007:79) defined entrepreneurship as a way of thinking, reasoning and acting which is opportunity obsessed, holistic in approach and leadership balanced. According to these two authors entrepreneurship results in the creation, enhancement, realisation and renewal of value for owners and stakeholders of a business.

Ahl (2006:601) stated that entrepreneurship is characterized by words such as innovation, change, risk taking, opportunity recognition, driving force and economic growth.

Jalbert (2000:9) explained that entrepreneurship emerges from an individual's creative spirit into long-term business ownership, job creation and economic security. This is a relatively new concept in developing economies. In the Southern African development community (SADC) region, the demise of dictatorship has spurred entrepreneurship, while in Eastern Europe the catalyst was the end of the Cold War.

Cultural and social traditions also play a large role in determining who becomes an entrepreneur within a society. Entrepreneurship is primarily a survival instinct. Harsh economic conditions, high unemployment and political or social change can force entrepreneurial activities. These circumstances can prompt individual entrepreneurs to change their personal living conditions (Jalbert, 2000:9).

According to O'Neill and Viljoen (2001:37), a common image of an entrepreneur is someone who owns a small business. One of the most important prerequisites for economic development in a country is the availability of entrepreneurs. It becomes the task of the state to initiate development, in the absence of entrepreneurship.

Baker, Aldrich and Liou (1997:235) stated that new businesses enhance economic vitality and expand the variety of workplaces available.

The emergence of micro and small-scale enterprises as a result of the globalisation of world trade is seen as a significant component in economic development and employment. In many countries, this sector is seen as a means of creating meaningful and sustainable employment opportunities for women, the poor and people with disabilities – those at the margins of the economy (Richardson *et al.*, 2004:1).

In South Africa, entrepreneurship and small business development are a necessity to create employment and improve the standard of living (Van der Merwe & De Swardt, 2008:450).

South Africa, however, has a below average entrepreneurial activity. According to the South African Global Entrepreneurship Monitor (Maas & Herrington, 2006:27), South Africa's total TEA (Total Early–Stage Entrepreneurial Activity) index for 2006 was 5.29%. The TEA index measures the percentage of individuals between the ages of 18 and 64 who are involved in starting a new business (Maas & Herrington, 2006:14).

2.3 WOMEN ENTREPRENEURSHIP

Botha (2006:149) stated that any government that is interested in improving economic prosperity should be interested in promoting the entrepreneurial dynamics of its country. Women represent a pool of potential entrepreneurs in various stages of development, with different demographic patterns and different labour force conditions.

Men and women entrepreneurs differ with respect to their personal and business profiles. Their businesses are run in different sectors of the economy, they develop different products, they pursue different goals and their business structures are different (Verheul *et al.*, 2004:3).

Verheul *et al.* (2004:4) also observed that women entrepreneurship rates are high in some countries such as India, Argentina and Brazil, and low in others such as Japan, Belgium and Russia, and is closely related to general conditions for entrepreneurship in a specific country. On average, higher household or personal income among women lowers entrepreneurial activity (Tominc & Rebernik, 2003:799).

On average, 50% more men participate in entrepreneurial activities than women. The significant gender gap remains, despite the rapid growth of women in professional and managerial jobs. The possibility exists that managerial jobs may be more attractive for highly skilled women than entrepreneurial opportunities, and that work in the industry is preferred to opportunity entrepreneurship because women are more risk averse (Minniti & Arenius, 2003:5).

Jalbert (2000:9) stated that women bring commitment and integrity to business, because they care about economic empowerment, development and innovation. Furthermore, they build and maintain long-term relationships and networks and are sensitive to cultural differences.

Looking at South Africa, women make up 52% of the adult population. Of this percentage, only 41% is part of the active working population, while only 14.7% are appointed in executive managerial positions. South African women entrepreneurs mainly operate within the crafts, hawking, personal services and retail sectors (Maas & Herrington, 2006:38).

The average TEA index for women entrepreneurs in all countries was calculated as 7.72% for 2006. South Africa's TEA index for women entrepreneurs for the same year was 4.83%, which is below the global average. The low index regarding women entrepreneurs in South Africa could be related to the lack of skills and low educational levels of women entrepreneurs (Maas & Herrinton, 2006:44).

2.3.1 Characteristics of women entrepreneurs

According to research done, women entrepreneurs have unique characteristics and background in comparison with their male counterparts. Coulter (2003:18) found that in many cases, there was evidence of small business traditions within the families of women entrepreneurs.

According to research done by Hisrich and Peters (1995:62), women entrepreneurs mainly fall in the age group of 35 to 45 and were married with children. The authors also found that most of the women entrepreneurs were the first-born in their families, and they as well as their parents had high levels of education. This type of background provided the women entrepreneurs with good role models and a supportive, financially sound environment in which to start a new venture.

Hisrich, as quoted by Mirchandani (1999:226), noted that women entrepreneurs tend to be flexible, tolerant and goal-oriented, creative and realistic, enthusiastic and have high energy levels. They have medium levels of confidence and are able to deal with their social and economic environment.

According to Lee-Gosselin and Grisè (1990:424), one of the key characteristics of a woman entrepreneur is innovation. Other characteristics include self-determination and self-confidence. Mazzarol, Volery, Doss and Thein (1999:58) stated that the business interest of women entrepreneurs range from beauty therapy treatment, aged care, recycling and bar management.

Jalbert (2000:31) observed that women entrepreneurs possess certain characteristics that promote their creativity and generate new ideas and ways of doing things. They are highly motivated and self-directed and they also have a high internal locus of control and achievement. Women entrepreneurs furthermore regard their ability to focus intensely as the key to their success.

2.3.2 Factors that motivate women to start a business

2.3.2.1 Personal motivating factors

Orhan (1999:2) and Hughes (2006:109) found that independence and self-accomplishment are usually ranked first and second with regard to reasons why women start their own businesses. Buttner and Moore (1997:42) stated that women entrepreneurs left their organisations because they pursued a challenge, measured success primarily in terms of self-fulfillment, and secondarily in terms of profit.

According to Jalbert (2000:16), women's personal motivations for starting a business are related to their need to be independent, achieve job satisfaction, attain personal fulfillment, to be creative and to have freedom and total control. Women entrepreneurs are also motivated by both financial rewards and personal rewards such as being one's own boss, having independence, freedom, total control and putting one's knowledge and skills into practice (Bradley & Boles, 2003:12).

Winn (2004:150) believed that women start their own businesses because they desire autonomy and control and that they are confident that their businesses will provide income and personal satisfaction.

Lee-Gosselin and Grisè (1990:425) argued that women start their own businesses because of a desire to actualise oneself, use one's talents, be recognised by others, to obtain work experience, to control one's own life, state one's own identity, to have something one can call one's own, a means through which one can express oneself and to create jobs for members of their family. Business ownership in this regard can be seen as an innovative response to some sociological constraints.

Mallon and Cohen (2001:227) stated that women move to self-employment for greater freedom, autonomy, balance and the ability to live by a personal value system that is often threatened within the organisation. Organisations might restrict, contain, frustrate or disappoint, where self-employment offers some chance of liberation and personal integrity.

Furthermore, Mallon and Cohen (2001:223) found that many women have few opportunities for professional development in terms of promotion, learning and growth within their organisations. For these women, work has lost its challenge, and feelings such as stagnation and “being stuck” might act as triggers for change. Self-employment then offers “room to grow” and make some mistakes, “air to breath” and opportunity to “flourish”.

According to Mallon and Cohen (2001:225), another reason for women choosing self-employment is unwillingness to tolerate the lack of recognition. By being self-employed, women regained a sense of themselves and their personal integrity, which were stripped from them in their organisations.

Heilman and Chen (2003:360), as well as Botha (2006:122), argued that various push and pull factors exist, that can motivate women to start their own business. Maas and Herrington (2006:19) defined push factors as the more negative factors such as unemployment and retrenchment, which force people to become entrepreneurial in order to survive. They regard pull factors to be the more positive factors such as government support and role models, which might influence people to choose entrepreneurship as a career option. Ghosh and Cheruvalah (2007:149) found that only one-fifth of women are drawn into entrepreneurship by pull factors. The rest are forced into entrepreneurship by push factors.

Long and inflexible working hours, low pay, lack of respect, poor treatment, stressful working environment, lack of control and lack of promotional prospects are all factors that can push women into entrepreneurship (Heilman & Chen, 2003:360).

According to Heilman and Chen (2003:360), a factor that is very appealing and which might pull women into entrepreneurship is the fact that an individual’s career success will be dependent on her own merit while running her own business, and not on the preconceptions and prejudices of others in the work place.

Lebakeng (2008:87) found that women are motivated to start their own business by both push and pull factors. The most important motivators for starting a business are the need for independence, the need for flexible work schedules, the need for a

challenge, dissatisfaction with salaried jobs, the need for social status, the influence of role models and insufficient family income.

Kock (2008:102) concluded that women entrepreneurs are mostly drawn to self-employment by pull factors rather than push factors. According to this author, the main motivators for women entrepreneurs to start a business are the need for a challenge, self-fulfillment and confidence in the product or service offered.

2.3.2.2 Flexibility of self-employment

Lee-Gosselin and Grisè (1990:431) concluded that women start a business to create their own employment and to use it as an instrument for personal development that is a flexible response to their economic and professional needs. Bradley and Boles (2003:21) found that flexibility was a particularly important motivational factor for women with children, because self-employment has the advantage of combining work with childcare needs.

According to Orhan (1999:2), DeMartino and Barbato (2003:828) and Wasilczuk and Zieba (2008:161), one specific motivation for women to start a business is the desire to balance their professional and family life. The flexibility of self-employment with the advantage of balancing work with family responsibilities is a large influential factor for women to start a business (Heilman & Chen, 2003:360). Winn (2004:145) commented that a woman's choice of business is closely linked to her family situation and the constraints that these responsibilities imposed.

Weiler and Bernasek (2001:100) stated that women choose self-employment rather than wage employment to obtain greater flexibility in the allocation of their time to work and family responsibilities. In many cases they are willing to trade off higher earnings for more time that can be devoted to family responsibilities.

Verheul *et al.* (2004:13) believe that flexible work arrangements such as part-time work, stimulate the participation of women in the economy by combining work and household responsibilities. However, the availability of flexible work arrangements

might also have a negative impact on women entrepreneurship, because it might provide a strong incentive for women to become wage-employed.

2.3.2.3 Socially oriented factors

Research found that women have more socially oriented motives for starting a business. Women start businesses to “make a difference”, which make them more client focused than men (McClelland, Swail, Bell & Ibbotson, 2005:13).

In South Africa women desire to create a better environment for their families and communities and are highly conscious of the social contribution their businesses can make to help others. Women believe that it is possible to create something both socially conscience and economically viable, and blend their business relationships with other relationships in their lives including their families and ties to the community (McClelland *et al.*, 2005:9).

Orhan (1999:2) found that women tend to be less oriented towards profitability and revenue growth than men and their motivation seems to be more socially oriented. They regard their economic role within the environment as providing jobs and participating in local development, and that this is more important than prestige attributes such as social status and revenue. Women regard their business as a cooperative network of relationships rather than primarily as a separate profit-making entity. They consider themselves to be successful when harmony prevails within their relationships with others, with business survival as a permanent “background”. This view was also expressed by Winn (2004:150), who found that women start their own business to make a social contribution in addition to pursuing economic motives.

2.3.2.4 Economic factors

More women entrepreneurship is found in low-income countries with higher birth rates. For women in these countries, involvement in entrepreneurship may mean that self-employment is a way to circumvent institutional and cultural constraints and to provide necessary family income. Thus, greater economic security such as

welfare payments or stable employment is associated with less opportunity and necessity entrepreneurship in these countries (Minniti & Arenius, 2003:11).

Verheul *et al.* (2004:7) found that an increase in wealth within the economy tends to be accompanied by technological development and an increase in the service sector, which might create opportunities for women entrepreneurs.

The size of the informal sector might positively impact women entrepreneurship as well. Informal sector activity might appeal to women since it is relatively easy to operate in and is often close to home. Informal activity might be a way for women to realise greater flexibility to combine work and household activities (Verheul *et al.*, 2004:9).

According to Verheul *et al.* (2004:12), tax-credits to compensate one-earner households might also encourage women to start their own business.

2.3.2.5 General factors

General factors pointed out by Maas and Herrington (2006:51), which might positively influence women in South Africa and pull them into entrepreneurship are the following:

- Government policies are favouring previously disadvantaged groups such as women.
- More role models exist for women entrepreneurs.
- Competing against male entrepreneurs might motivate women to prove themselves.
- Networking with other women entrepreneurs helps them to improve themselves.
- Women want to become financially independent.
- The flexibility in their businesses allows them to manage their personal requirements, such as caring for their families, better.

- Women who do not make it in the corporate environment normally start their own businesses.
- Women have a passion to work with people.
- Women entrepreneurs can offer and deliver the same services as corporate companies at less cost to customers.
- Running their own businesses presents the opportunity to women entrepreneurs to gain experience, develop themselves and realize their self-potential.

2.3.2.6 Summary of women entrepreneurial motivation factors

Table 2.1 shows a summary of entrepreneurial motivation factors as highlighted by different researchers.

Table 2.1 Summary of women entrepreneurial motivation factors

Researcher	Findings
Orhan (1999)	<ul style="list-style-type: none"> • Independence • Self-accomplishment • Balance • Social contribution
Buttner and Moore (1997))	<ul style="list-style-type: none"> • To pursue a challenge • Self-fulfillment
Jalbert (2000)	<ul style="list-style-type: none"> • Need for independence • Job satisfaction • Personal fulfillment • Be creative • Freedom • Total control
Bradley and Boles (2003)	<ul style="list-style-type: none"> • Being one's own boss • Independence • Freedom • Total control • Practicing one's knowledge and skills • Business flexibility

Researcher	Findings
Winn (2004)	<ul style="list-style-type: none"> • Autonomy • Control • Income • Personal satisfaction • Balance • Social contribution
Lee-Gosselin and Grisé (1990)	<ul style="list-style-type: none"> • To actualize oneself • Use one's talents • Be recognized by others` • Obtain work experience • To control one's own life • State one's own identity • To have something to call your own • A means through which one can express oneself • To create jobs for family members • Business flexibility
Mallon and Cohen (2001)	<ul style="list-style-type: none"> • Freedom • Autonomy • Balance • To live by a personal value system • Liberation • Personal integrity • To have room to grow • To allow some mistakes • To have "air to breath" • Opportunity to "flourish" • Lack of recognition • To regain sense of oneself • Personal integrity
Heilman and Chen (2003)	<ul style="list-style-type: none"> • Long and inflexible working hours • Low pay • Lack of respect • Poor treatment • Stressful working environment • Lack of control

Researcher	Findings
Heilman and Chen (2003) (Continue)	<ul style="list-style-type: none"> • Lack of promotional prospects • Success dependant on one's own merit • Flexibility
Maas and Herrington (2006)	<ul style="list-style-type: none"> • Government policies • More role models • Competing against male entrepreneurs • Networking with other women entrepreneurs • Financial independence • Business flexibility • Alternative to corporate environment • Passion to work with people • Gain experience • Development • Realise self-potential
Lebakeng (2008)	<ul style="list-style-type: none"> • Need for independence • Need for flexible work schedules • Need for a challenge • Dissatisfaction with salaried jobs • Need for social status • Influence of role models • Insufficient family income
Kock (2008)	<ul style="list-style-type: none"> • Need for a challenge • Self-fulfillment • Confidence in the product or service offered

Source: Own compilation

2.3.3 Unique challenges facing women entrepreneurs

Richardson *et al.* (2004:82) commented that women entrepreneurs suffer from significant material constraints through to unhelpful attitudes arising from society's negative attitudes towards women in business. Kuratko and Welsch (1994:332) stated that women entrepreneurs feel that they are victims of discrimination. This statement was confirmed by Orhan (1999:2), who found that one of the most interesting issues with regard to women entrepreneurship is the different ways women are discriminated against in concealed ways.

According to Van Vuuren and Groenewald (2007:273), the following factors generally inhibit entrepreneurship: limited access to start-up capital, appropriate education system, government regulations and bureaucracy, lack of business knowledge, costs of entry, discrimination and lack of government assistance.

Lebakeng (2008:88) argued that the major problems faced by women entrepreneurs are lack of business management skills, lack of education and training, inter-role conflict, high risk averse, lack of female role models, lack of timely business information, pressure of child care and inequality in the access to credit.

Kock (2008:103) found that huge obstacles faced by women entrepreneurs when starting a business are lack of business management skills, inter-role conflict with home and work, the lack of timely business information, high risk aversion by women entrepreneurs, lack of self-confidence and a lack of awareness or access to business support. Furthermore, main obstacles experienced by women entrepreneurs in running a business are liquidity and other financial problems.

Mayoux (2000:15) commented that gender inequalities at household and community levels are reflected and reinforced by macro economic policies, legislation and social programs. Women's access to markets and their ability to use credit and savings to increase their income is seriously constrained by these inequalities.

The DTI (Department of Trade and Industry) in South Africa, mentioned in a special report in 2003, Women in Business, the following challenges facing women entrepreneurs to start a business:

- The regulatory environment which might limit women's contractual rights.
- A lack of education opportunities and education systems.
- Cultural factors, societal views and social perceptions.
- A lack of management training and job opportunities.
- Family responsibilities (Maas & Herrington, 2006:40).

McClelland *et al.* (2005:11) concluded that challenges women have to face when starting a business included financing the business, acquiring appropriate training and overcoming cultural conditioning, for example, the maternal role of raising a family.

2.3.3.1 Obtaining credit

Wasilczuk and Zieba (2008:160) believe that financial barriers are one of the most important obstacles women have to face when setting up and developing a business. Jalbert (2000:19) remarked that a key stumbling block for women entrepreneurs is to obtain credit to start a business. Women tend to seek small personal loans because they tend to start small firms. Banks show little interest in small loans or micro credits, because of relatively high handling costs. Bankers also have a pessimistic view of women's creditworthiness, which fosters a reluctance to grant credits.

Verheul *et al.* (2004:14) argued that financial institutions are reluctant to lend money to early-stage and seed businesses because of the high risks involved and the lack of a track record. Women have even more problems obtaining finance through the regular channels, because the business profile of women is usually less favorable for investors than that of men. Women start smaller businesses in the service sector and often work part-time in the business. However, Bruni, Gherardi and Poggio (2004:260) believe that the difficulty encountered by women to obtain credit forces them to choose low capital intensive ventures, such as those in the service sector.

Orhan (1999:6) pointed out that from a traditional male perspective, women show a higher risk profile in their ability to run a business, because women show lower rates of self-confidence and hardly ever experienced a leadership position in their previous jobs. Due to their lack of financial competencies, women have difficulty in presenting a medium-term accounts plan for their business. Banks are reluctant to give small loans involving higher risks and lower income generation.

Minniti and Arenius (2003:16) also found that female entrepreneurs might show a lack of confidence in their own entrepreneurial capabilities, and will thus start up a business with a smaller amount of capital. On average, women have a smaller

amount of start-up capital, smaller proportion of equity and a higher proportion of bank loans. The smaller portion of equity might be attributed to less personal resources to finance the business.

2.3.3.2 Lack of experience and management skills

According to Kuratko and Welsch (1994:333), most women entrepreneurs have not been in business before and many have little management experience, although they generally have a higher level of education than their male counterparts.

McClelland *et al.* (2005:4) argued that lack of managerial experience is one of the large barriers women have to overcome in the entrepreneurial world. These researchers remarked that women are predominant in the “traditional sectors” (service, retail, teaching, office administration and secretarial areas), rather than in executive managerial, scientific or technical areas. Many women entrepreneurs therefore gain their first managerial experience in their own businesses.

Coleman (2007:315) stated that women are less well prepared for business ownership than men in the areas of human and financial capital. Women are less likely to be educated in the business disciplines and had fewer years of management experience.

2.3.3.3 Family constraints

Another large constraint to women entrepreneurs is family commitments of married women (O'Neill & Viljoen, 2001:39). Winn (2004:147) stated that married women, especially those with children, live in two worlds: one at work and one at home. Child-rearing responsibilities can interfere with the best of intentions. While it is often permissible to miss a day at the office to tend to family problems, small businesses have less slack than large organisations, and small business owners have less independence than their employees. These small business owners find that they have more constraints and less flexibility than they anticipated in the planning stages of their business. For women, this is particularly troublesome.

Winn (2004:148) also found that the demands of their businesses affected the women's ability to relax at home. This caused marital unhappiness and work-home conflict. Even the women who were encouraged by their husbands experienced that the time and stress of the business strained their marriages. If husbands do not provide encouragement and understanding when the business demands long hours and stress in exchange for minimal returns, the women are unlikely to continue their businesses.

Chell and Baines (1998:132) argued that women business owners in general carry the double burden of responsibility for domestic and child care activities. Consequently significantly less time is put into the business. Bradley and Boles (2003:22) determined that some women wait until their children are older before pursuing their ventures.

Jalbert (2000:30) explained that the combination of two jobs, one at work and one at home, is difficult for women in any country, but it becomes a double burden in a developing economy where poverty and lack of infrastructure such as lack of water, electricity, roads, communication and business sites, can make the most basic tasks harder and more time-consuming.

Richardson *et al.* (2004:82) pointed out that despite all the constraints, many women in Africa run successful businesses that employ others. This business success gives women entrepreneurs a great sense of pride, worth and personal satisfaction. Furthermore, they are living role models for other women in their specific communities and social settings.

2.3.4 Business growth

Coleman (2007:316) found that for women-owned firms, growth is driven by factors such as economic conditions, geographic locations, type of business or the personal preferences of the business owner. For men, in contrast, determinants of growth are the ability and willingness to secure external sources of capital. Thus, human capital rather than financial capital plays a role in determining profitability of women owned businesses.

2.3.4.1 Growth orientation

According to Orhan (1999:5), when entrepreneurs consider expanding, they either consider a high-development profile (funding from external partners, banks and acquisition of other firms) or a low-development profile (relying on one's own resources and profits of the firm). The majority of small business owners, especially women, present a low-development profile.

Gundry and Welsch (2001:465) found that high-growth-oriented women entrepreneurs pursue market expansion, technological change and search for financing, operations planning and organisational development. These women are also willing to incur greater opportunity costs and will set aside some personal and family goals to pursue venture growth. Their businesses are also more structured and they are able to respond rapidly to changes in the external environment.

According to Shelton (2006:286), high-growth women entrepreneurs also choose to manage their businesses in ways that require less involvement of the entrepreneur. In this way family emergencies can be handled without disrupting business operations.

Morris, Miyasaki, Watters and Coombes (2006:239) stated that growth is associated with whether a woman was "pushed" or "pulled" into entrepreneurship. Women that were pulled by opportunity recognition are more growth oriented than those who were pushed into entrepreneurship by job loss, economic necessity or divorce, because high growth entrepreneurs are more focused on financial performance and profitability.

Equity partners also play an important role in the desire for growth, because of greater financial sophistication and a clearer plan for growth. The presence of others to whom one is accountable and with which risk is shared, may lead to higher growth goals (Morris *et al.*, 2006:239).

2.3.4.2 Barriers to business growth

Barriers that women have to face when starting a business, might also impact the growth rates for these businesses (Minniti & Arenius, 2003:19). Shelton (2006:286) pointed out that mitigation of work-family conflict and work-family management strategies are important for growth in entrepreneurial ventures. Role sharing strategies are preferred by most women, because this enable them to enjoy the enhancement of both work and family roles.

According to Jalbert (2000:28), improvement of technical skills is fundamental for entrepreneurial growth. When women did have a clear business idea and had experience in management, they outperformed or equaled men.

Growth rates are also dependent on different managerial styles between men and women. Women tend to forge long-term relationships based on effective ties, while men form short term relationships based on mutual interest (Minniti & Arenius, 2003:20).

Maas and Herrington (2006:42) concluded that in South Africa, more women are involved in starting a business, than in the early stage business activities, and it seems that most women are also not graduating to the higher levels of entrepreneurial activity. A reason for this might be that 71.2% of the women involved in the research have a Grade 12 or lower educational qualification. Due to the complexity of "higher order" entrepreneurial activities, these activities demand higher levels of education.

Maas and Herrington also mentioned that women entrepreneurs are mainly involved in "me-too" projects, and are not really concerned about growth. It seems that women focus on relatively easy projects rather than on expansion, in order to balance family and business obligations (Maas & Herrington, 2006:53). Other reasons for "me-too" businesses might be the following:

- Women's lack of education hinders the identification and exploitation of new ideas.

- Women do not have the necessary exposure to technology.
- Women perceive the risks to be less in these types of businesses.
- Women do not use the opportunities that government provides to grow their businesses.
- Some individuals are not prepared to go the extra mile.
- Other businesses are too innovative and mostly technical. Women are not technically inclined.
- Making a lot of money is not a motivator for women entrepreneurs. They are satisfied to make ends meet.
- It is safer to do what has been done before, because little guidance is available for new direction.

Singh, Reynolds and Muhammad (2001:181) determined that businesses operated by women entrepreneurs are mostly concentrated in more traditional and less dynamic markets than businesses operated by men. Women-owned businesses are concentrated in low-income informal sectors, where growth prospects are limited. Employment growth rates of these women-owned enterprises are thus also significantly lower than those of male enterprises. This view was confirmed by Watson (2003:262), who stated that women-owned businesses are concentrated in the retail and service industries where businesses are smaller in terms of employment and revenue, compared to the high technology orientation of construction and manufacturing industries.

Eckel and Grossman (2002:290) were of the opinion that women start businesses that are less growth-oriented, but more oriented toward wage substitution. Women also tend to start businesses in an activity which was either a hobby or an opportunity, and not very often in a field in which they had professional experience (Orhan,1999:4).

Lee-Gosselin and Grisè (1990:431) stated that women business owners not only have slow and modest beginnings, but also have modest expectations about the future of their company. They started with very little money, managerial experience and personnel, and are used to the situation. Some women choose to keep their

business small to preserve their quality of life, to keep close contact with their employees and clients, and to stay close to the operations. According to Welter (2004:212), women entrepreneurs often start and retain micro enterprises.

Many women entrepreneurs also do not have role models that would support more ambitious growth objects for the company, and this might result in expectations of slow business growth (Lee-Gosselin & Grisé, 1990:431).

2.3.5 Support for women entrepreneurs

Government can provide female entrepreneurs with special loans, subsidies, funds, enterprise centers, entrepreneurship awards, counseling, training, advisory support, information products and web portals (Verheul *et al.*, 2004:14).

Winn (2004:151) argued that the critical factors for women to succeed in independent businesses need to be understood to provide a better education and support system.

According to Minniti and Arenius (2003:24) and Kock (2008:116), governments should address factors such as education, training and family–work reconciliation. Policies should thus create and guarantee the existence of underlying conditions favorable to an entrepreneurial environment rather than be active promoters of start-up activities.

Abimbola, Emmanuel and Ahmadu (2007:1101) however found that in Nigeria many programs and legislation have been implemented to improve life for women entrepreneurs, but have not yielded results. This happened because most of the facilities embedded in the programs do not reach those in need of them, but are used to service political and other loyalties. These researchers believe that the dispensation of facilities should rather be done through community-based associations or groups, rather than through political affiliations. Effective monitoring mechanisms should also be put in place to ensure that facilities are put into proper use and to prevent misapplication of funds.

McClelland *et al.* (2005:12) stated that some women entrepreneurs utilise their own networks as means of business development and a support mechanism to gain knowledge and advice from fellow business owners.

Shelton (2006:294) advised that in order to improve the survival and performance of women-owned ventures, programs should be implemented to assist women in selecting appropriate work-family management strategies. If work-family conflict is addressed, a potential stumbling block for women business owners will be removed and the effectiveness of other programs will be enhanced.

Kock (2008:110) argued that many women want post-start-up support that is accessible after trying out the skills learned in earlier training. Mentoring is one method of providing this support which can be very effective as it addresses the specific problems faced by the individual entrepreneur. The support can include individual as well as group-based assistance directed at specific problems where mentors serve as role models.

Langowitz and Minniti (2007:341) found that women tend to perceive themselves and the entrepreneurial environment in a less favorable light than men. Programs aiming to improve perceptions of aspiring women entrepreneurs may lead to higher rates of business start-up.

2.3.6 Training of women entrepreneurs

Botha (2006:146) argued that there is a need for training programs designed specifically for women entrepreneurs. This view was also expressed by Kock (2008:115) when she stated that gender sensitivity of program design and service delivery is critical. Furthermore, Botha (2006:146) advised that a women entrepreneurship program should include the following areas of importance: financial assistance, management assistance and training as well as networking, mentoring and counseling.

Winn (2004:150) found that few women have the educational or experiential foundation for starting their own business, despite training in specialized fields.

According to Orhan (1999:9), women entrepreneurs lack financial culture and competencies. Lebakeng (2008:89) believes that training and development could help women entrepreneurs to obtain management skills, including skills in preparing business plans and financial statements. This could bridge the gap in the inequality of granting credit by banks.

Jalbert (2000:28) stated that to create educational tactics for improving technical skills is fundamental for entrepreneurial growth. Technology, education and training are tightly interwoven and lack thereof can prevent women entrepreneurs from reaching their profitability potential. Technical training is especially valuable in developing and transitional economies where business and managerial skills are often completely lacking.

Kock (2008:108) stated that training in business skills is often not sufficient for women and successful training programs for women entrepreneurs should include confidence building and entrepreneurship development training. These training programs should foster the attitudes important to start and manage a business.

Maas and Herrington (2006:39) argued that education and training are very important in promoting women entrepreneurship, because lack of this will prevent women from becoming more active in the labour market. According to Maas and Herrington (2006:39), the South African DTI (Department of Trade and Industry) considers developing a set of incentives for women entrepreneurs, for example, incubation, training and creation of networking organisations. The DTI also has an initiative called Technology for Women in Business. This initiative focuses on women entrepreneurs at all levels of business, tracking their skill development and helping them to familiarise with relevant technologies.

The DTI further advises that support should focus on:

- Education from dependency and entitlement to self-sufficiency and economic growth.
- Development of information technologies to bridge the gap between new and established businesses.

- Establishment of networking links, international partnerships, community participation and access to national and global markets.
- Development of partnerships between stakeholders (government, private sector, trading partners).
- Provision of business skills training, facilitation of business incubation and monitoring and support services.
- Establishment and appropriate changes to trade, investment and tax policies to promote and sustain women entrepreneurship.
- Review/change of regulatory frameworks that discourage women entrepreneurship and hinder economic growth.

Another DTI initiative, the South African Women Entrepreneurs' Network (SAWEN), was established due to the fact that women entrepreneurs in South Africa continuously face a wide array of obstacles in starting, growing and sustaining their own businesses. SAWEN facilitates and monitors the socio-economic advancement of women entrepreneurs and their positive impact on the country's economy. The organization also provides a national vehicle that brings women together and addresses the challenges faced by the women entrepreneurs (Department of Trade and Industry, 2009).

O'Neill and Viljoen (2001:41) suggested the following to improve the training of women entrepreneurs:

- Specially developed entrepreneurship development programs.
- Training the trainers.
- Subsidizing training.
- Financial institutions including the cost of training in financing.
- Linking training to services such as mentoring and aftercare.
- Training being skills-based.
- Training being sector-focused.
- Training being similar to males and females but open-minded as adoptions could be needed.
- Training in life skills (planning and budgeting skills) for the less educated.

According to Botha (2006:293), training programs can assist potential entrepreneurs by providing useful new business contacts and by teaching a range of skills and knowledge relevant to start a business. These programs should include the following concepts:

- Entrepreneurial performance.
- Entrepreneurial motivation.
- Entrepreneurial skills (use of role models, social skills and change orientation).
- Business skills.
- Needs analysis of participants.
- Facilitators' experience and participation.
- Approaches to learning.
- Business plan utilization.

2.3.7 The advantages of women entrepreneurs in business

Lee-Gosselin and Grisè (1990:427) found that many women entrepreneurs are of the opinion that obstacles they experience in the business environment are related to their gender. However, even more women entrepreneurs consider that their gender constitutes an advantage in business.

In modern times competition is not regarded any longer as a battlefield, but instead as a challenge of innovation, persuasion and negotiation. Women have historically been viewed as having the requisite skills when it comes to cooperating, nurturing, adapting and persuading (Winn, 2004:143). Furthermore, Hisrich and Peters (1995:62) argued that women are more flexible and tolerant than men.

According to McKeon (2008:2), women tend to be much more conscious of the relationships and personal side of business than men, and often take a consensus-building approach to leadership.

Gluth (2006:1) stated that women have distinct advantages in business that they often do not realize. The character traits and natural abilities women may take for granted, can be utilised to their advantage in both business and life.

Gluth (2006:1) further believes that women use intuition effectively, are in touch with their feelings and they have an inherent, strong ability to use intuitive decision making successfully in the business environment. Women understand the role that thoughts, feelings and creative inspiration plays in their life and are open to use it to their advantage. Women also trust their feelings and use that ability to create systems and processes that are beneficial to them.

Furthermore, according to Gluth (2006:1), word-of-mouth advertising is the most sought after way to reach new clients successfully in today's competitive business environment. Women-owned businesses often excel in this area and can generate buzz in the marketplace because of their owner's ability to care.

Women also embrace open and honest communications. They are more forthright than men communicating in a professional environment. Women are naturally sympathetic, allowing them to be customer service-oriented. Other ways women excel include engaged listening skills, a willingness to share ideas and the ability to network comfortably and trust each other. Women see collaboration as a great tool for personal and professional growth. Women form solutions to each other's challenges very effectively and quickly. Women genuinely care and those around them find women in business to be a great resource for personal inspiration (Gluth, 2006:1).

2.3.8 Summary

Small businesses and entrepreneurship play an important role in stimulating economic activity, both internationally and locally. Women entrepreneurs are increasingly considered important for economic development. Women entrepreneurs possess certain characteristics such as innovation and self-determination, but they face unique challenges to start and grow a business.

Research found that women entrepreneurs are not only profit-driven, but are socially oriented as well. Women want to make a difference in their communities. Women entrepreneurs face different business start-up barriers than men, for example obtaining credit, lack of experience and management skills. Women also have to manage the double burden of home and work responsibilities. This becomes extra challenging for rural women that have to cope with a lack of infrastructure as well.

With regard to growth, women-owned businesses that were started out of necessity show a lower growth rate than businesses started out of choice. Women-owned businesses mostly present a low-development profile. The support of business partners might lead to higher growth rates. Start-up barriers such as lack of managerial and technical skills might inhibit growth. Women entrepreneurs in South Africa are often not graduating to the higher levels of entrepreneurial activity. This might be the result of the lower educational level of South African women.

To provide an effective education and support system for women entrepreneurs, it is necessary to understand the critical factors that influence the success of women entrepreneurs. Governments should address factors such as education, training and family-work reconciliation. Dispensation of support facilities should be done through community-based groups rather than through political affiliations. This is to prevent misuse of facilities and funds. There is a need for training programs specifically for women entrepreneurs. Women lack experience and skills in finances, business management and technology. Training programs should include the following areas of importance: financial and management assistance, networking, monitoring and counseling.

Women possess certain advantages in the business environment that can be utilised to their benefit. Women have requisite skills in cooperating, nurturing, adapting and persuading. They also have excellent intuitive decision making skills and communication and listening skills. Women genuinely care and are a source of personal inspiration for those around them.

CHAPTER 3

RESULTS AND DISCUSSION OF THE EMPIRICAL STUDY

3.1 INTRODUCTION

The purpose of this chapter is to present the results of the empirical study, in context with the research objectives and design, and in relation to the broader problem statement. The discussion will therefore contain the findings correlated to the research questions. The discussion also contains the various methodological issues and considerations regarding the gathering of the data.

3.2 GATHERING OF DATA

This section presents a thorough explanation of the various methodological issues and considerations regarding obtaining and handling the data used in the study. The section consists of two parts, each representing a different component of the data collection gathering process. The first part contains information regarding the development and construction of the questionnaire and the second part contains information regarding the data collection.

3.2.1 Development and construction of questionnaire

As mentioned in chapter one, the survey instrument used in the study was a standard questionnaire developed by the Potchefstroom Business School (Lebakeng, 2008; Kock, 2008). Information regarding the questionnaire could either be entered by the respondents, or the researcher could use it in face to face interviews with the respondents.

The questionnaire was developed from a literature review done on women entrepreneurship and contains questions and items relevant to the initial research problem. Questions or items of the same kind or that seek the same kind of information, are categorised together.

The layout of the analytical categories relevant to the research problem and literature review is as follows:

- **Section A: Personal information**
 - Age
 - Marital status
 - Educational level
 - Number and age of children
 - Employment history

- **Section B: Business information**
 - Industry
 - Legal status of business
 - Age of business
 - Path to business ownership
 - Source of start-up funding
 - Business premises
 - Number of employees
 - Annual turnover
 - Previous exposure to business

- **Section C: Motivational factors and demographic aspects**

- **Section D: Obstacles towards women entrepreneurship**
 - During start-up phase of business
 - During current operations

- **Section E: Development needs of women entrepreneurs**
 - Previous development by private or government agency
 - Women entrepreneurship association awareness
 - Needs classification

In sections A, B and E of the questionnaire the respondents had to indicate the applicable answer by marking the designated block with a cross. If applicable, more than one block could be marked.

In sections C and D a seven point Likert scale was used to measure responses that range from “strongly disagree” with a value of one, to “strongly agree” with a value of seven. The Likert scale gives a reliable measure of the actual position on the continuum, instead of indicating only whether the respondent was favourably inclined on an issue or not.

3.2.2 Data collection

Printed copies of the questionnaire were distributed to 60 women entrepreneurs in Emfuleni as a result of the sampling method applied. The snowball sampling method, a convenience sampling method, was used in the study. Snowball sampling implies using referrals from initial subjects to generate additional subjects. Well-known women-owned businesses in Emfuleni were contacted to generate a preliminary list of women-owned businesses. These businesses acted as informants and identified other potential women-owned ventures for inclusion in the sample. A list of 60 women-owned businesses was compiled as a result of these efforts.

The techniques used to distribute the questionnaires included distribution via e-mail and personal delivery to participants. The aim was to distribute questionnaires to a wide variety of business sectors. Business sectors included were: retail trade, restaurant and food industry, beauty and skin care services, cleaning and clothing services and manufacturing. The demographic area included the main towns of Emfuleni, namely Vereeniging and Vanderbijlpark.

A period of three weeks for responding to the questionnaire was allowed before the questionnaires were personally collected by the researcher. A total of 36 usable questionnaires were returned from the sample, which constitutes a response rate of 60%. The main reasons for non-returns during the process were the limited time available to respondents to complete the questionnaires and busy work schedules and availability of some of the owners of the businesses.

3.3 BIOGRAPHICAL INFORMATION OF THE RESPONDENTS

3.3.1 Age group description of respondents

- **Purpose of question**

The purpose of question A1, in Section A of the questionnaire (refer to Appendix A), was to determine the age group category of respondents.

- **Results obtained**

The age groups of all women entrepreneurs that responded to the survey are presented in Table 3.1 below.

Table 3.1: Age group description of respondents

Age group	Frequency	Percentage
<29 years old	6	16.67%
30 to 39 years old	8	22.22%
40 to 49 years old	10	27.78%
50 to 59 years old	10	27.78%
60+ years old	2	5.56%
Total	36	100.00%

- **Analysis of the results**

The biggest categories in this review is represented by the 40 to 49 year age group and the 50 to 59 year age group (refer to table 3.1) where 27.78% of the respondents in each group indicated the age group. A total of 22.22% of the respondents represent the 30 to 39 year age group.

The remainder of the group constitutes 22.23% of the respondents where 16.67% represents the younger than 29 years old age group and 5.56% the older than 60 years old age group.

3.3.2 Marital status of respondents

- **Purpose of question**

The purpose of question A2, in Section A of the questionnaire (refer to Appendix A), was to determine the marital status of respondents. The results can be used to determine if there is any link between the marital status of the women and their path to self-employment.

- **Results obtained**

The marital status of all women entrepreneurs that responded to the survey are presented in table 3.2 below.

Table 3.2: Marital status of respondents

Marital status	Frequency	Percentage
Married	27	75.00%
Single	5	13.89%
Divorced	4	11.11%
Total	36	100.00%

- **Analysis of the results**

Table 3.2 indicates that three quarters, that is 27 (75.00%) of the respondents are married. A total of 13.89% of respondents are single and 11.11% are divorced.

3.3.3 Highest academic qualification of respondents

- **Purpose of question**

The purpose of question A3, in Section A of the questionnaire (refer to Appendix A), was to determine the highest academic qualification of the participants. The results

can be utilised in determining the influence of previous education on the specific development needs of women entrepreneurs.

- **Results obtained**

The highest academic qualification of all the participating women entrepreneurs is presented in Table 3.3 below.

Table 3.3: Highest academic qualification of respondents

Highest academic qualification	Frequency	Percentage
Lower than matric	4	11.11%
Matric	9	25.00%
Certificate	3	8.33%
Diploma	13	36.11%
Degree	5	13.89%
Post graduate degree	2	5.56%
Total	36	100.00%

- **Analysis of the results**

Table 3.3 indicates that the largest group of all responses obtained a diploma, representing 36.11% of the respondents. A total of nine (25.00%) respondents indicated matric as their highest academic qualification.

A total of five (13.89%) of the respondents indicated a degree as their highest academic qualification, four respondents (11.11%) indicated a qualification lower than matric, three (8.33%) indicated a certificate and two (5.56%) of the respondents indicated a post-graduate degree.

3.3.4 Number of children

- **Purpose of question**

The purpose of question A4, Section A of the questionnaire (refer to Appendix A), was to determine the number of children of the participants.

- **Results obtained**

The number of children of the participating women entrepreneurs is presented in Table 3.4 below.

Table 3.4: Number of children of respondents

Number of children	Frequency	Percentage
None	7	19.44%
One (1) child	5	13.89%
Two (2) children	16	44.44%
Three (3) children	6	16.67%
Four (4) children	2	5.56%
Total	36	100.00%

- **Analysis of the results**

The majority of the respondents (44.44%) have only two children. A total of seven (19.44%) respondents have no children, six (16.67%) respondents have three children, five (13.89%) have one child and two or 5.56% have four children.

3.3.5 Age group description of children

- **Purpose of question**

The purpose of question A5, Section A of the questionnaire (refer to Appendix A), was to determine the age of the children of the participants. The results can be

utilised in determining if the age of children might have an influence on the path to business ownership and act as an obstacle due to family responsibility of women entrepreneurs.

- **Results obtained**

The age of children of all women entrepreneurs that responded to the survey is presented in Table 3.5 below.

Table 3.5: Age group description of children

Age group description	Frequency	Percentage
No children	6	16.67%
One (1) to five (5) years old	2	5.56%
Six (6) to ten (10) years old	2	5.56%
Eleven (11) to eighteen (18) years old	3	8.33%
18+ years old	16	44.44%
Missing	7	19.44%
Total	36	100.00%

- **Analysis of the results**

Table 3.5 indicates that the majority of the respondents (16 or 44.44%) have children older than 18 years. A total of six (16.67%) of the respondents have no children, three (8.33%) of respondents have children eight and 18 years old, two respondents (5.56%) have children between one and five years old and two respondents (5.56%) between six and 10 years old.

Seven respondents did not answer the question

3.4 STRUCTURE OF PARTICIPATING WOMEN-OWNED BUSINESSES

3.4.1 Number of permanent employees

- **Purpose of question**

The purpose of question B7, in Section B of the questionnaire (refer to Appendix A), was to determine the number of permanent employees of the participating women-owned businesses and to determine whether the family business can be classified as a micro-, very small-, small- or a medium-sized enterprise.

- **Results obtained**

Table 3.6: Number of permanent employees

Number of permanent employees	Frequency	Percentage
Myself	8	22.22%
2-4	13	36.11%
5-10	10	27.78%
11-25	3	8.33%
26-50	1	2.78%
101-200	1	2.78%
Total	36	100.00%

- **Analysis of the results**

A combined 21 (58.33%) of the women-owned businesses can be classified as micro-enterprises, where 13 (36.11%) of the businesses have two to four employees and eight (22.22%) of the businesses are operated by the entrepreneur herself.

A total of 10 (27.78%) of the businesses can be classified as very small enterprises consisting of five to ten employees. Small enterprises are represented by three (8.33%) of the businesses with 11 to 25 employees and one (2.78%) employed 26 to

50 employees. Only one (2.78%) business surveyed can be classified as medium-sized.

3.4.2 Turnover of the business

- **Purpose of question**

The purpose of question B8 in Section B of the questionnaire (refer to Appendix A), was to obtain information on the financial success and the size of the participating women-owned businesses.

- **Results obtained**

The annual turnover of the women-owned businesses in this study is presented in table 3.7 below.

Table 3.7: Annual turnover of the business

Annual turnover	Frequency	Percentage
<R30 000	6	16.67%
R30 000 to R50 000	2	5.56%
R50 000 to R100 000	4	11.11%
R100 000 to R500 000	5	13.89%
R500 000 to R1 million	7	19.44%
R1 million to R5 million	8	2.22%
R5 million+	1	2.78%
Missing	3	8.33%
Total	36	100.00%

- **Analysis of the results**

Eight (22.22%) of the women-owned businesses' annual turnover fell in the R1 million to R5 million range, followed by seven (19.44%) between R500 000 to R1 million, six (16.67%) fell in the lower than R30 000 group, five (13.89%) fell in the

R100 000 to R500 000 range, four (11.11%) were in the R50 000 to R100 000 range, two (5.56%) in the R30 000 to R50 000 range and one (2.78%) fell in the more than R5 million group.

Three participants didn't indicate the annual turnover of their respective businesses.

3.4.3 Industry operation

- **Purpose of question**

The purpose of question B1, in Section B of the questionnaire (refer to Appendix A), was to obtain information on the industry that the women-owned businesses operate in. The sector may have an influence on specific needs of the women-owned businesses as well as policy implications.

- **Results obtained**

The economic sector of operation of the women-owned businesses in this study is presented in Table 3.8 below.

Table 3.8: Industry operation

Industry	Frequency	Percentage
Retail trade	13	36.11%
Services	11	30.56%
Other	8	22.22%
Food	4	11.11%
Total	36	100.00%

- **Analysis of the results**

A total of 13 (36.11%) businesses, which represents the largest group in this review, operate in retail trade. The services category is represented by 11 (30.56%) of the

respondents. This category includes the following businesses: hairdressing, nail care, health and beauty, cleaning and education and training.

Other industries of operation represent eight (22.22%) businesses and four (11.11%) in the food industry.

3.4.4 Legal status of businesses

- **Purpose of question**

The purpose of question B2, in Section B of the questionnaire (refer to Appendix A), was to obtain information on the legal status of the women-owned businesses that participated in the study. The legal status of the women-owned businesses might have an impact on the specific needs of the women entrepreneur.

- **Results obtained**

The legal status of the women-owned businesses in this study is presented in Table 3.9 below.

Table 3.9: Legal status of businesses

Category	Frequency	Percentage
Sole proprietorship	17	47.22%
Close corporation	14	38.89%
Partnership	3	8.33%
Private company	2	5.56%
Total	36	100.00%

- **Analysis of the results**

Seventeen (47.22%) of the participating women-owned businesses in the study are registered as sole proprietorship, 14 (38.89%) are registered as close corporations,

three (8.33%) are registered as partnerships and two (5.56%) respondents indicated private companies.

3.4.5 Business premises

- **Purpose of question**

The purpose of question B6, in Section B of the questionnaire (refer to Appendix A), was to obtain information from the businesses that participated in this study, regarding the premises from where the women-owned businesses are operating from.

- **Results obtained**

The premises from where the women-owned businesses in this study are operating from are presented in Table 3.10 below.

Table 3.10: Business premises

Business district	Frequency	Percentage
Outlying business area	17	47.22%
Central business district (CBD)	9	25.00%
Other	4	11.11%
Home-based	4	11.11%
Industrial area	1	2.78%
Missing	1	2.78%
Total	36	100.00%

- **Analysis of the results**

Table 3.10 indicates that 17 (47.22%) of the respondents operate their businesses from an outlying business area. Nine (25%) of the businesses operate in the central business district, while four (11.11%) businesses are home-based. Four respondents (11.11%) indicated other business premises. This includes shopping centers (malls),

own shopping center and agricultural land. One (2.78%) business is situated in the industrial area.

One of the respondents didn't indicate her business's premises.

3.4.6 Age of business

- **Purpose of question**

The purpose of question B3, in Section B of the questionnaire (refer to Appendix A), was to determine the age of all women-owned businesses that participated in this review.

- **Results obtained**

The age groups of all women-owned businesses that responded to the survey are presented in Table 3.11 below.

Table 3.11: Age of business

Age of business	Frequency	Percentage
One (1) year old	3	8.33%
Two (2) to five (5) years old	14	38.89%
Six (6) to ten (10) years old	4	11.11%
11 to 15 years old	3	8.33%
16 to 20 years old	4	11.11%
21 to 50 years old	6	16.67%
50+ years old	1	2.78%
Missing	1	2.78%
Total	36	100.00%

- **Analysis of the results**

Table 3.11 indicates that 14 (38.89%) of the businesses are from two to five years old. Six (16.67%) of the businesses fall in the 21 to 50 years old group, four (11.11%) fall in the six to ten years old group and four (11.11%) fall in the 16 to 20 years old group. Three (8.33%) businesses fall in the 11 to 15 years old group and three (8.33%) of the businesses are up to one year old.

One of the respondents did not indicate the age of her business.

3.5 PATH TO OWNERSHIP

3.5.1 Path to business ownership

- **Purpose of question**

The purpose of question B4, in Section B of the questionnaire (refer to Appendix A), was to determine the path to business ownership of respondents.

- **Results obtained**

The path to business ownership of all women entrepreneurs that responded to the survey is presented in Table 3.12 below.

Table 3.12: Path to business ownership

Path to business ownership	Frequency	Percentage
Founded the business	21	58.33%
Purchased the business	13	36.11%
Join family business	1	2.78%
Other	1	2.78%
Total	36	100.00%

- **Analysis of the results**

Table 3.12 indicates that 21 (58.33%) of the businesses studied were started by the entrepreneur. Thirteen (36.11%) of the businesses were purchased. One (2.78%) participant joined a family business and one (2.78%) participant indicated other as her path to business ownership.

3.5.2 Previous employment experience

- **Purpose of question**

The purpose of question A5, in Section A of the questionnaire (refer to Appendix A), was to determine the previous employment of the participants. The results can be utilised in determining the influence of previous experience on the specific development needs of women entrepreneurs. The respondents had the option to choose between six experience level categories.

- **Results obtained**

The previous employment experience of all women entrepreneurs that responded to the survey is presented in table 3.13 below.

Table 3.13: Previous employment experience

Previous employment experience	Frequency	Percentage
Top management	3	8.33%
Middle management	6	16.67%
Supervisor	4	11.11%
Worker (administration, clerk, secretary, cashier)	14	38.89%
Self-employed	5	13.89%
Unemployed	3	8.33%
Missing	1	2.78%
Total	36	100.00%

- **Analysis of the results**

Fourteen (38.89%) of the respondents were previously employed as non-management workers, while only four (11.11%) of the respondents were supervisors. Six (16.67%) of the respondents indicated that they previously were employed in middle management, three (8.33%) were unemployed and three (8.33%) were employed in top management. The third largest group of five (13.89%) respondents indicated that they were previously self-employed.

One participant didn't answer the question.

3.5.3 Years self-employed

- **Purpose of question**

The purpose of question A6, in Section A of the questionnaire (refer to Appendix A), was to determine the number of years that participants were self-employed.

- **Results obtained**

The number of years of self-employment of all women entrepreneurs that responded to the survey are presented in Table 3.14 below.

Table 3.14: Years self-employed

Number of years self-employed	Frequency	Percentage
<1 year	4	11.11%
1 to 3 years	7	19.44%
4 to 5 years	5	13.89%
6 to 10 years	6	16.67%
10+ years	14	38.89%
Total	36	100.00%

- **Analysis of the results**

Fourteen (38.89%) of the respondents are more than ten years self-employed. Seven (19.44%) of the respondents indicated one to three years of self-employment, six (16.67%) indicated six to ten years, five (13.89%) indicated four to five years and four respondents (11.11%) indicated less than one year of self-employment.

3.5.4 Source of start-up funding

- **Purpose of question**

The purpose of question B5, in Section B of the questionnaire (refer to Appendix A), was to determine the source of start-up funding of the participants.

- **Results obtained**

The source of start-up funding of all women entrepreneurs that responded to the survey is presented in Table 3.15 below.

Table 3.15: Source of start-up funding

Source of start-up funding	Frequency	Percentage
Personal savings	15	41.67%
Friend/family	6	16.67%
Bank loan	6	16.67%
Household/spouse	5	13.89%
Other	3	8.33%
Sold previous business	1	2.78%
Total	36	100.00%

- **Analysis of the results**

Fifteen (41.67%) of the respondents indicated that they used personal savings to start their businesses. Six (16.67%) indicated that they obtained funds from family or friends and six (16.67%) indicated a bank loan as start-up funding.

Five (13.89%) respondents indicated that they obtained funds from their households or spouses, three (8.33%) indicated other funds such as home loans and one (2.78%) respondent indicated that she sold her previous business to obtain start-up funds.

3.5.5 Role models

- **Purpose of question**

The purpose of question B9, in Section B of the questionnaire (refer to Appendix A), was to determine if the respondents were inspired by someone during their youth to become an entrepreneur. The results can be used to determine if there is any link between this previous influence and the women entrepreneurs' decision to enter into self-employment.

- **Results obtained**

The influence of role models on all women entrepreneurs that responded to the survey is presented in Table 3.16 below.

Table 3.16: Role models

Influenced by role models	Frequency	Percentage
No	22	61.11%
Yes	14	38.89%
Total	36	100.00%

- **Analysis of the results**

Table 3.16 indicates that the majority of the respondents (22 or 61.11%) had no role model which inspired them to become an entrepreneur. A total of 14 (38.89%) of the respondents indicated that they had some influence from their parents, other close family and close friends.

3.5.6 First ownership

- **Purpose of question**

The purpose of question B10, in Section B of the questionnaire (refer to Appendix A), was to determine if the current business is the women entrepreneurs' first self-owned business.

- **Results obtained**

An indication of first ownership of all women entrepreneurs that responded to the survey is presented in Table 3.17 below.

Table 3.17: First ownership

Category	Frequency	Percentage
Yes	30	83.33%
No	6	16.67%
Total	36	100.00%

- **Analysis of the results**

A total of 30 (83.33%) of the respondents indicated that the business they currently own is their first business. Only six (16.67%) of the respondents previously owned a business. Three of the respondents indicated that they still run their previous businesses successfully, one of the respondents indicated that she previously went out of business, two businesses were sold off and one business was closed.

3.6 MOTIVATIONAL FACTORS

3.6.1 Women entrepreneurship motivational factors

- **Purpose of question**

The purpose of statements C1-15 in Section C of the questionnaire (refer to Appendix A), was to determine the main motivational factors for women entrepreneurs entering self-employment. The results can be utilised to determine the influence of these motivational factors on the specific development needs of women entrepreneurs.

- **Results obtained**

The average or mean (\bar{x}) and the standard deviation (s) (variation around the mean) of each of the 15 items indicating motivational factors for entering self-employment are indicated in Table 3.18 below. The motivational factors are ranked from the highest to the lowest mean score.

Table 3.18: Women entrepreneurship motivational factors

Motivation	n	\bar{x}	s
Self-fulfillment	36	6.583	0.604
The need for independence	35	6.429	0.815
Need for a challenge	35	6.400	0.695
Confidence in the product/service offered	32	5.844	1.609
Need for flexible work schedule	34	5.676	1.408
Ensure high job security	34	4.824	1.914
To develop my hobby	35	4.629	2.102
Role models and other people's influences	35	4.629	1.880
Desire for wealth	33	4.212	1.900
Insufficient family income	34	3.735	2.108
Compatibility with family duties	33	3.576	2.107
Dissatisfaction with salaried jobs	34	3.176	2.249
Redundancy	33	2.394	2.150
Difficulty finding a job	34	2.029	1.817
Entered the family business	31	1.935	1.672
Total		4.047	0.548

- **Analysis of the results**

Where Likert scale type questions (where 1 = “Strongly disagree” and 7 = “Strongly agree”) are asked, relatively low numbers represent disagreement with the statement, while relatively high numbers represent agreement with the statement. A higher number thus suggests that the respondents perceived the statement as true, meaning that the respondents regarded the specific statement as a major motivational factor when they started their business. In the same way, a low number represents disagreement and suggests that the statement is perceived to be false.

The respondents rated **self-fulfillment** as the highest motivational factor. Participants indicated a very high mean of $\bar{x} = 6.583$ for this statement. Other

statements that also obtained high levels of agreement were **need for independence** ($\bar{x} = 6.429$) and **need for a challenge** ($\bar{x} = 6.4$).

Two items yielded average means higher than five. The factor, **confidence in the product/service offered** yielded an average mean of $\bar{x} = 5.844$ and **need for flexible work schedule** yielded an average mean of $\bar{x} = 5.676$.

Four items yielded average means higher than four. The factor, **ensure high job security** yielded an average mean of $\bar{x} = 4.824$, **to develop my hobby** yielded an average mean of $\bar{x} = 4.629$, **role models and other people's influences** yielded an average mean of $\bar{x} = 4.629$ and **desire for wealth** yielded an average mean of $\bar{x} = 4.212$.

The factor, **insufficient family income** yielded an average mean of $\bar{x} = 3.735$, **compatibility with family duties** yielded an average mean of $\bar{x} = 3.576$, **dissatisfaction with salaried jobs** yielded an average mean of $\bar{x} = 3.176$, **redundancy** yielded an average mean of $\bar{x} = 2.394$ and **difficulty finding a job** yielded an average mean of $\bar{x} = 2.029$.

Entered the family business was the statement with the lowest agreement and obtained an average mean of $\bar{x} = 1.935$.

3.6.2 Emfuleni support

- **Purpose of question**

The purpose of statements C17-21, in Section C of the questionnaire (refer to Appendix A), was to determine the women entrepreneurs' feelings towards Emfuleni and the support this district is providing to their business operations. The participating women entrepreneurs had to indicate their responses on five statements. The responses were set out on a Likert scale type questionnaire (where 1 = "Strongly disagree" and 7 = "Strongly agree"). Lower numbers again represent disagreement with the statement and higher numbers represent agreement with the statement.

- **Results obtained**

Women entrepreneurs' feelings towards Emfuleni and the support this district is providing to their business operations are reflected in Table 3.19 below. The results are ranked from the highest to the lowest mean score.

Table 3.19: Women entrepreneurs' feelings towards Emfuleni and the support this district is providing to their business operations

Category	n	\bar{x}	s
Emfuleni is a source of an ambient number of entrepreneurial opportunities.	35	4.543	2.005
Emfuleni provides an excellent base for export opportunities.	34	3.824	1.660
The Emfuleni region provides ambient network opportunities with other businesses.	35	3.800	1.876
Emfuleni infrastructure (electricity, water, road network) adequately meets the needs of my business.	34	3.765	2.090
Emfuleni has proper policies in place for enhancing women entrepreneurship in the region.	35	3.543	1.853
Total		3.895	0.164

- **Analysis of the results**

A mean of $\bar{x} = 4.543$ was calculated for the statement **Emfuleni is a source of an ambient number of entrepreneurial opportunities**. This result indicates that the participants have the highest level of agreement with the statement. The same accounts for the rest of the statements: **Emfuleni provides an excellent base for export opportunities** ($\bar{x} = 3.824$), **The Emfuleni region provides ambient network opportunities with other businesses** ($\bar{x} = 3.800$), **Emfuleni infrastructure adequately meets the needs of my business** ($\bar{x} = 3.765$) and **Emfuleni has proper policies in place for enhancing women entrepreneurship in the region** ($\bar{x} = 3.543$). The results obtained in this section of the questionnaire is much lower

when compared to the results obtained for women entrepreneurship motivational factors.

3.6.3 Obstacles to business start-up

- **Purpose of question**

The purpose of statements D1-13, in Section D of the questionnaire (refer to Appendix A), was to accumulate a body of knowledge of barriers that were faced by current women entrepreneurs in entering their own business ventures. The respondents had to indicate their responses on thirteen statements. The responses were set out on a Likert scale type questionnaire (where 1 = "Strongly disagree" and 7 = "Strongly agree"). Lower numbers represent disagreement with the statement and higher numbers represent agreement with the statement.

- **Results obtained**

Agreement to obstacles that the respondents experienced during the start-up phase of their businesses is presented in Table 3.20 below. The results are ranked from the highest to the lowest mean score.

Table 3.20: Obstacles during business start-up

Obstacles	n	\bar{x}	s
Legislative (lack of focused women entrepreneurship policies from regional municipalities or government)	35	4.886	1.301
Inequality of access to credit (difficult to obtain financing as a woman)	35	4.857	1.768
Risk averse (great fear of failure)	35	4.714	1.888
Isolation from business network	33	4.606	1.540
Awareness/access to business support	35	4.600	1.576
Lack of timely business information	34	4.559	1.541
Lack of business management skills	35	4.229	1.767
Lack of education and training	35	4.229	1.664
Lack of female role models	35	3.943	1.644
Socio-cultural environment (lack of respect from male community and stereotype)	35	3.943	1.924
Lack of self-confidence	35	3.829	2.242
Family pressures (gender-role expectations)	35	3.771	1.784
Inter role conflict (work/home conflict)	34	3.765	1.776
Total		4.302	0.228

- **Analysis of the results**

All thirteen statements as reflected in Table 3.20 indicated relative high levels of agreement. The respondents rated **legislation** as the biggest obstacle in their way of starting their own business. This factor obtained an average mean of $\bar{x} = 4.886$. Seven other statements also indicated relative high levels of agreement with **Inequality of access to credit** indicating an average mean of $\bar{x} = 4.857$, **Risk averse** ($\bar{x} = 4.714$), **Isolation from business network** ($\bar{x} = 4.606$), **Awareness/access to business support** ($\bar{x} = 4.600$), **Lack of timely business information** ($\bar{x} = 4.559$), **Lack of business management skills** ($\bar{x} = 4.229$) and **Lack of education and training** ($\bar{x} = 4.229$).

According to the respondents, **Inter role conflict (work/home conflict)** was the smallest obstacle in their way to self-employment. The average mean for this statement was calculated as $\bar{x} = 3.765$.

3.6.4 Obstacles currently faced in business

- **Purpose of question**

The purpose of statements D16-27, in Section D of the questionnaire (refer to Appendix A), was to accumulate a body of knowledge of barriers that women entrepreneurs face while operating their own business ventures. The respondents had to indicate their responses on eleven statements. The responses were set out on a Likert scale type questionnaire (where 1 = “Strongly disagree” and 7 = “Strongly agree”). Lower numbers represent disagreement with the statement and higher numbers represent agreement with the statement.

- **Results obtained**

Obstacles that the respondents are experiencing in their current business operations are reflected in Table 3.21 below. The results are ranked from the highest to the lowest mean score.

Table 3.21: Obstacles currently faced in business

Obstacles	<i>n</i>	\bar{x}	<i>s</i>
No time for training/upgrading of skills	35	4.057	1.984
Lack of timely business information	34	3.971	1.660
Awareness/access to business support	33	3.788	1.728
Isolation from business network	35	3.743	1.704
Gaining acceptance/respect of people	35	3.686	2.153
Liquidity and other financial problems	35	3.657	1.781
Lack of female role models	35	3.457	1.837
Socio-cultural environment	35	3.257	1.930
Inter role conflict (work/home conflict)	35	3.257	1.868
Family pressures (gender-role expectations)	35	3.114	1.745
Lack of business management skills	35	2.943	1.589
Total		3.539	0.161

- **Analysis of the results**

Participants indicated that **No time for training/upgrading of skills** is currently the largest constraint they have to face, while running their businesses. The average mean for this statement was calculated relatively high on $\bar{x} = 4.057$.

Nine of the other statements also indicated relative high levels of agreement with average mean values all higher than three.

The statement with the lowest level of agreement was **Lack of business management skills**. The average mean for this statement was calculated as $\bar{x} = 2.943$.

3.7 SUPPORT NEEDS OF RESPONDENTS

- **Purpose of question**

The purpose of question E3, in Section E of the questionnaire (refer to Appendix A), was to determine the development needs of respondents (refer to table 3.22).

- **Results obtained**

The development needs indicated by all women entrepreneurs that responded to the survey are presented in Table 3.22 below.

Table 3.22: Support needs of respondents

Category	Frequency	Percentage
Marketing support	26	72.22%
Financial support	19	52.78%
Networking with other business owners	15	41.67%
Growth support	12	33.33%
Women entrepreneurship specific based policies for the area	12	33.33%
Business advice, information, counseling, mentoring	11	30.56%
Legal support	10	27.78%
Training/knowledge/skills	8	22.22%
Infrastructure (roads/telephone/electricity)	8	22.22%
Suitable business premises	6	16.67%
Tools, equipment, machinery	5	13.89%
Technical support	4	11.11%
Psychological support	4	11.11%

- **Analysis of the results**

The majority of participants (26 or 72.22%) indicated that their greatest need is marketing support. More than half of the women entrepreneurs that participated in the study (19 or 52.78%) require financial support to operate their businesses. A total of 15 (41.67%) respondents indicated that they require networking with other business owners.

Growth support and women entrepreneurship specific based policies for the area were respectively required by 12 (33.33%) of the respondents. Eleven (30.56%) of the respondents need business advice, information, counseling and mentoring. Ten (27.78%) respondents need legal support, eight (22.22%) are in need of training, knowledge and skills and eight (22.22%) require infrastructure.

Only six (16.67%) respondents indicated that they require suitable business premises, five (13.89%) require tools, equipment or machinery, four (11.11%) require technical support and four (11.11%) respondents are in need of psychological support.

3.8 SUMMARY

Methodological issues as well as considerations with regard to gathering the data were discussed at the start of this chapter. The survey results were then presented in frequency tables. The survey results were analysed in the context of the research objectives and the broader problem area.

The survey data included biographical information of all the women entrepreneurs that participated in the study. The biographical information included age group, marital status, highest academic qualification, number of children and age group of the children.

The survey data also included information with regard to structure of the women-owned businesses that participated in the study. This data included industry of

operation, legal status of the business, age of the business, the business premises, number of permanent employees and annual turnover of the business.

The survey also sourced information with regard to the women entrepreneurs' path to business ownership. Questions were asked on past experience before self-employment, period of self-employment, how the business was started, the source of start-up funding, the influence of role models and first ownership.

The study also gathered information on factors that influence women to start their own business, the opportunities and support obtained by women entrepreneurs in the Emfuleni district, obstacles that women entrepreneurs have to face when starting and operating their business and the development needs of women entrepreneurs in Emfuleni.

The information gathered by the survey was used in chapter four to construct the profile of women entrepreneurship in Emfuleni. The profile was utilised to recommend support and training programs for women entrepreneurs after determining and understanding the development needs of women entrepreneurs in this district.

CHAPTER 4

CONCLUSIONS AND RECOMMENDATIONS

4.1 INTRODUCTION

Women entrepreneurship remains a relative unexploited field of study in South Africa, especially with regard to women entrepreneurship development in specific municipal areas.

The purpose of this chapter is to conclude on the empirical study by compiling a profile of the Emfuleni woman entrepreneur. Furthermore, practical recommendations to support women entrepreneurs in Emfuleni will be suggested in this chapter. The achievement of objectives and suggestions for further research will also be discussed.

4.2 CONCLUSIONS ON THE EMPIRICAL STUDY

The profile of the woman entrepreneur in Emfuleni will be reflected in the following paragraphs.

4.2.1 Biographical information results

The woman entrepreneur in Emfuleni that participated in this study is between 40 and 59 years old and is married with an average of two children mainly 18 years and older. She is relatively well educated with her highest academic qualification being a diploma.

4.2.2 Structure of participating women-owned businesses results

The average women-owned business in Emfuleni is between two and five years old with an annual turnover of R500 000 to R1 million. The participating businesses mainly operate in the micro-enterprise environment and within the retail trade and services industries. Most of the women-owned businesses operate from an outlying

business area. The participating businesses are mainly reserved to sole proprietorships.

4.2.3 Path to ownership results

The average Emfuleni women-owned business was either founded or purchased by the owner. Owners have been self-employed for more than ten years, are mainly first-time owners and personal savings provided the main source of start-up capital. Role models did not influence participants.

4.2.4 Motivational factors to self employment results

The main motivators that persuaded Emfuleni women-entrepreneurs that participated in this study to become self-employed are self-fulfillment, the need for independence and the need for a challenge. Factors such as redundancy, difficulty finding a job and entering the family business seem to be least motivational. This indicates that the average Emfuleni woman entrepreneur is pulled rather than pushed into self-employment.

4.2.5 Support services offered by Emfuleni

Emfuleni seems to have an ambient source of entrepreneurial opportunities for the average woman entrepreneur and also provides an excellent base for export opportunities. The district provides ambient network opportunities with other businesses and the Emfuleni infrastructure adequately meets the needs of the average woman-owned business. The average woman entrepreneur in Emfuleni feels that proper policies for enhancing women entrepreneurship in the district are in place.

4.2.6 Obstacles to business start-up results

Women entrepreneurs in Emfuleni consider the lack of focused women entrepreneurship policies from the regional municipality or government, difficulty to obtain financing as a woman, a great fear for failure, isolation from business

networks and awareness or access to business support as large obstacles they had to face when starting their own business.

Factors such as lack of self-confidence, family pressures and work-home conflict are not considered as large obstacles in the way of business start-up.

4.2.7 Obstacles experienced in current business operation results

A shift has taken place with regard to some huge obstacles in the way of business start-up and obstacles to overcome while running a business, as pointed out by the women entrepreneurs in the study. The largest obstacles that women entrepreneurs experience in their current business operations are no time for training or upgrading of skills, lack of timely business information, awareness of or access to business support and isolation from business networks.

Once again women entrepreneurs did not regard work-home conflict and family pressures as large obstacles to overcome while running a business. Participants regarded lack of business management skills as the least important obstacle to overcome while operating their business.

4.2.8 Support needs results

The average woman entrepreneur in Emfuleni is in need of marketing support, financial support and networking with other business owners. There is no urgent need for tools, equipment and machinery, technical support or psychological support.

4.3 RECOMMENDATIONS

- It is clear from the research results that the women entrepreneurs in Emfuleni's greatest needs are marketing, financial and networking support. To satisfy the needs of the women entrepreneurs in Emfuleni, two possibilities can be exploited. Firstly, a local representative support initiative, which will provide in the women entrepreneurs' development and business needs, can be established. This organisation should interact with the *local municipality*

and government to implement policies that will enhance women entrepreneurship in the region, as well as provide training and development programs for women entrepreneurs. This initiative can be extended to other regions countrywide. The organisation should be marketed properly to reach as many women entrepreneurs as possible.

Secondly, the existing organisations established for women entrepreneurs in Emfuleni, can broaden their scope of operations to provide efficient training and development programs to satisfy the business needs of the women entrepreneurs in Emfuleni. The organisations currently only provide role models, motivational speakers and business information, and are not visible to all business women in Emfuleni. Proper marketing of the organisations should also be done. The organisations could cooperate with the local municipality or government to implement policies that will enhance women entrepreneurship in Emfuleni. This initiative could be extended to other regions countrywide.

- The efficiency of above mentioned organisations with regard to visibility and service rendered to women entrepreneurs should be measured at a certain frequency to determine and rectify operational gaps.
- Organisations specifically established in South Africa for women entrepreneurs such as the South African Women Entrepreneurs' Network (SAWEN) should improve their visibility to women entrepreneurs countrywide, as many women entrepreneurs are not aware of the existence of these organisations.
- Women entrepreneurs in Emfuleni could build their own support networks to improve themselves and gain knowledge. These networks can include family, friends and other business women that can also support women entrepreneurs during turbulent times.
- Women entrepreneurs should be encouraged to improve their level of education. The tertiary educational institutions in Emfuleni and in the rest of South Africa, could be utilised to encourage women entrepreneurs to obtain

higher qualifications as well as management and business skills. Open days specifically targeted at women entrepreneurs could introduce women to courses available at these institutions.

- Tertiary educational institutions, chambers of commerce, women's organisations and municipalities should collect and analyse data to address the support needs and challenges of women entrepreneurs in specific regions.
- Women entrepreneurship should be introduced at school level already where the principles of business start-up and business management could be taught through competitions.

4.4 CRITICAL EVALUATION OF THE STUDY

The success of this study is based upon the realising of the primary and secondary objectives as indicated in section 1.3 of the study.

The primary objective of the study was to investigate women entrepreneurship in the Emfuleni district in South Africa and to make practical recommendations to enhance women entrepreneurship in Emfuleni and in South Africa.

In order to reach the primary objective successfully the following secondary objectives were formulated:

- To gain insight into women entrepreneurship by means of a literature study.
- To study the profile of women entrepreneurs in the Emfuleni district.
- To determine what motivate women to start their own business.
- To determine the unique challenges women face in starting and growing a business.
- To examine development and support programs with regard to women entrepreneurs.
- To determine the needs of women entrepreneurs in Emfuleni with regard to support, training and development.

- To suggest practical recommendations to enhance women entrepreneurship in the Emfuleni district.

The first secondary objective namely, to gain insight into women entrepreneurship by means of a literature review, was achieved through a literature review in chapter two. This chapter gave evidence of the role women entrepreneurs play in the South African economy.

The second secondary objective, to study the profile of women entrepreneurs in the Emfuleni district, was achieved through the empirical research discussed in chapter three and concluded in chapter four.

The third secondary objective, to determine what motivate women to start their own business, was achieved through both the literature review as presented in chapter two and the empirical research as discussed in chapter three and concluded in chapter four.

The fourth secondary objective namely, to determine the unique challenges women face in starting and growing a business, was achieved through both the literature review as presented in chapter two and the empirical research as discussed in chapter three and concluded in chapter four.

The fifth secondary objective, to examine development and support programs with regard to women entrepreneurs, was achieved through both the literature review focusing on the South African context, as presented in chapter two and the empirical research as discussed in chapter three and concluded in chapter four.

The sixth secondary objective, to determine the needs of women entrepreneurs in Emfuleni with regard to support, training and development, was achieved through the empirical research as discussed in chapter three and concluded in chapter four.

The last secondary objective, to suggest practical recommendations to enhance women entrepreneurship in the Emfuleni district, was achieved through the results

obtained during the empirical research discussed in chapter three and concluded in chapter four.

Through the achievement of all secondary objectives it can therefore be concluded that the primary objective namely, to investigate women entrepreneurship in the Emfuleni district in South Africa and to make practical recommendations to enhance women entrepreneurship in Emfuleni and in South Africa, was achieved.

4.5 SUGGESTIONS FOR FUTURE RESEARCH

Future research work can measure the effectiveness of the support initiative implemented according to the recommendations issued in section 4.3 of this review.

Limited research is available regarding the advantages of women entrepreneurs in the business environment. Future research work can be done to determine the advantages of women entrepreneurs in Emfuleni and in South Africa. It can also be determined how these advantages can benefit women entrepreneurs.

Limited research has been done on women entrepreneurship in South Africa. It is suggested by this study that research regarding women entrepreneurship be done in other districts in South Africa, to determine the contribution made by women entrepreneurs to the economies of municipalities as well as to the broader South African economy.

Furthermore, future research can also determine the business needs of women entrepreneurs in the different districts, to assist government as well as private organisations to develop effective support and training programs for women entrepreneurs.

4.6 SUMMARY

The purpose of this chapter was to conclude on the empirical study by compiling a profile of the woman entrepreneur in Emfuleni. A detailed description of the woman entrepreneur in Emfuleni regarding the following aspects was discussed: biographical

information of the women entrepreneurs in Emfuleni, the structure of women-owned businesses in Emfuleni, the path to ownership, views of the women entrepreneurs with regard to support offered by Emfuleni, motivational factors to enter self-employment, obstacles faced during start-up of a business as well as during daily operation of the business and support needs of women entrepreneurs.

Recommendations to develop women entrepreneurship in Emfuleni were developed from the empirical research. A critical evaluation of the study was then conducted with regard to the achievement of the research objectives. Topics for future research regarding women entrepreneurship were then suggested.

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APPENDIX A - WOMEN ENTREPRENEURSHIP QUESTIONNAIRE



Private Bag X6001
Potchefstroom Campus
North-West University
Potchefstroom
2520

Code number:

QUESTIONNAIRE: WOMEN ENTREPRENEURSHIP DEVELOPMENT IN EMFULENI

CONTACT DETAILS:

Nanette Meyer
Cell: 083 413 6234
E-mail: nanette.meyer@ArcelorMittal.com



NORTH-WEST UNIVERSITY
YUNIBESITHI YA BOKONE-BOPHIRIMA
NOORDWES-UNIVERSITEIT
POTCHEFSTROOM CAMPUS

WOMEN ENTREPRENEURSHIP DEVELOPMENT QUESTIONNAIRE

PLEASE NOTE:

This questionnaire must only be completed by women entrepreneurs in the Emfuleni District.

All information will be treated as **STRICTLY CONFIDENTIAL** and will only be used for academic purposes.

Instructions for completion:

1. Please answer the questions as objectively and honestly as possible.
2. Place a cross (x) in the space provided at each question which reflects your answer the most accurately. Use the following key: **1** = Strongly disagree; **2** = Disagree; **3** = Slightly disagree; **4** = Neutral view; **5** = Slightly agree; **6** = Agree; **7** = Strongly agree.

		Strongly disagree	Disagree	Slightly disagree	Neutral view	Slightly agree	Agree	Strongly agree
B7	Emfuleni Municipality is assisting adequately in the needs of especially women entrepreneurs.	1	2	3	4	X	6	7

It is essential that you indicate your choice clearly with a **pen**.

3. Where asked for comments or to express your own opinion, keep answers short and to the point.
4. Please answer all the questions, as this will provide more information to the researcher so that an accurate analysis and interpretation of data can be made.

Thank you for your co-operation. We hope that you will find the questionnaire interesting and stimulating.

SECTION A: PERSONAL INFORMATION

The following information is needed to help us with the statistical analysis of the data for comparisons among different businesses. All your responses will be treated confidentially. We appreciate your help in providing this important information.

Mark the applicable block with a cross (X). Complete the applicable information.

A1	In which age group do you fall?	≤ 19	20 - 29	30 - 39	40 - 49	50 - 59	60+
		(01)	(02)	(03)	(04)	(05)	(06)

A2	What is your marital status?	Single	Married	Divorced	Widowed
		(01)	(02)	(03)	(04)

A3	Indicate your highest academic qualification.	
	Lower than matric	(01)
	Matric	(02)
	Certificate	(03)
	Diploma (Technical College or Technicon)	(04)
	University degree	(05)
	Postgraduate degree	(06)

A4	Indicate the number of children that you have.	
	None	(01)
	One (1) child	(02)
	Two (2) children	(03)
	Three (3) children	(04)
	Four (4) children	(05)
	Five (5) children	(06)

A5	Indicate the age of your children	
	No children	(01)
	One (1) to five (5) years	(02)
	Six (6) to 10 years	(03)
	11 – 18 years	(04)

18+		(05)
-----	--	------

A5	Indicate your past experience before self-employment (occupational background).	
	Unemployed	(01)
	Self-employed (owned a business)	(02)
	Worker (administration, clerk, secretary, cashier)	(03)
	Supervisor (first-line management)	(04)
	Middle management	(05)
	Top (executive) management	(06)

A6	Indicate the number of years that you are self-employed.	
	Less than one (1) year	(01)
	1 – 3 years	(02)
	4 – 5 years	(03)
	6 – 10 years	(04)
	More than 10 years. Please specify:	(05)

SECTION B: BUSINESS INFORMATION

Mark the applicable block with a cross (X). Complete the applicable information.

B1	In which industry does your business operate?		
	Retail trade	<input type="checkbox"/>	(01)
	Wholesale trade	<input type="checkbox"/>	(02)
	Manufacturing	<input type="checkbox"/>	(03)
	Construction	<input type="checkbox"/>	(04)
	Transport/distribution	<input type="checkbox"/>	(05)
	Accommodation and restaurant (guest houses, hotel)	<input type="checkbox"/>	(06)
	Food industry	<input type="checkbox"/>	(07)
	Agriculture/forestry/fishing	<input type="checkbox"/>	(08)
	Services (Please specify the type of service)	<input type="checkbox"/>	(09)
	Other: (Please specify)	<input type="checkbox"/>	(10)

B2	Indicate the legal status of your business (form of business ownership).		
	Sole proprietorship	<input type="checkbox"/>	(01)
	Partnership	<input type="checkbox"/>	(02)
	Close corporation	<input type="checkbox"/>	(03)
	Company (private)	<input type="checkbox"/>	(04)
	Company (public)	<input type="checkbox"/>	(05)
	Business Trust	<input type="checkbox"/>	(06)
	Not registered	<input type="checkbox"/>	(07)
	Other: (Please specify)	<input type="checkbox"/>	(08)

B3	What is the age of the business (years)?
	Please specify:

B4	Indicate your path to business ownership.		
	Started (founded) the business		(01)
	Purchased the business		(02)
	Join the family business		(03)
	Inherited the business (from the family)		(04)
	Other: (Please specify)		(05)

B5	Indicate your source of start-up funding.		
	Personal savings		(01)
	Borrowed or gifted(donated) from relative or friend		(02)
	Household/spouse		(03)
	Sold previous business		(04)
	Bank loan		(05)
	Other: (Please specify)		(06)

B6	Indicate the business premises (from where does the business operate?).		
	From home (home-based)		(01)
	Central business district (CBD)		(02)
	Outlying business area		(03)
	Industrial area		(03)
	Agricultural land		(04)
	Other: (Please specify)		(05)

B7	How many permanent employees are employed by your business?							
	Myself	2-4	5-10	11-25	26-50	51-100	101-200	200+
	(01)	(02)	(03)	(04)	(05)	(06)	(07)	(08)

B8	Indicate the turnover (annual sales) that your business generates.		
	Less than R30 000		(01)
	R30 000 – R50 000		(02)
	R50 000 – R100 000		(03)
	R100 000 – R500 000		(04)
	R500 000 – R1 million		(05)
	R1 million – R5 million		(06)
	R5 million+		(07)

B9	Did you have any exposure to business in your childhood? (i.e. parents, close family friend owned a business).	Yes (01)	No (02)
	If yes, who owned the business? (Please specify – i.e. father, mother, sibling, family friend, close friend.)		

B10	Is the present business the first business that you own?	Yes (01)	No (02)
	If no, please indicate what happened to the business previously owned.		
	Went out of business		(03)
	Still successful		(04)
	Sold off		(05)
	Other (Please specify):		(06)

SECTION C: MOTIVATIONAL FACTORS

The purpose of this section is to determine which factors drove female entrepreneurs to enter into their own business ventures.

Indicate to what extent do you agree or disagree with the statements. Mark the applicable block with a cross (X).

		Strongly disagree	Disagree	Slightly disagree	Neutral view	Slightly agree	Agree	Strongly agree
MOTIVATION FOR ENTERING SELF-EMPLOYMENT OR TO START OWN BUSINESS								
C1	The need for independence	1	2	3	4	5	6	7
C2	Need for flexible work schedule	1	2	3	4	5	6	7
C3	Need for a challenge	1	2	3	4	5	6	7
C4	Self-fulfilment	1	2	3	4	5	6	7
C5	To develop my hobby	1	2	3	4	5	6	7
C6	Role models and other people's influences (friends & family members)	1	2	3	4	5	6	7
C7	Redundancy (lost your job, retrenchment)	1	2	3	4	5	6	7
C8	Difficulty finding a job	1	2	3	4	5	6	7
C9	Dissatisfaction with salaried jobs (job/ career frustration)	1	2	3	4	5	6	7
C10	Compatibility with family duties	1	2	3	4	5	6	7
C11	Insufficient family income	1	2	3	4	5	6	7
C12	Desire for wealth	1	2	3	4	5	6	7
C13	Ensure high job security	1	2	3	4	5	6	7
C14	Entered the family business	1	2	3	4	5	6	7
C15	Confidence in the product/service offered	1	2	3	4	5	6	7
C16	Others (Please specify)							

		Strongly disagree	Disagree	Slightly disagree	Neutral view	Slightly agree	Agree	Strongly agree
DEMOGRAPHIC ASPECTS								
C17	Emfuleni is a source of an ambient number of entrepreneurial opportunities.	1	2	3	4	5	6	7
C18	Emfuleni has proper policies in place for enhancing women entrepreneurship in the region.	1	2	3	4	5	6	7
C19	The Emfuleni region provides ambient network opportunities with other businesses.	1	2	3	4	5	6	7
C20	Emfuleni infrastructure (electricity, water, road network) adequately meet the needs of my business.	1	2	3	4	5	6	7
C21	Emfuleni provides an excellent base for export opportunities.	1	2	3	4	5	6	7
C22	Other aspects of Emfuleni that motivated you in starting your business in this region.							

SECTION D: OBSTACLES TOWARDS WOMEN ENTREPRENEURSHIP

The presence of different institutional, financial, market and social barriers has for long discouraged women to start and run their own businesses and many believe that those barriers still exist today. The purpose of this section is to accumulate a body of knowledge of barriers that were faced by current female entrepreneurs in entering and running their own business ventures.

Indicate to what extent do you agree or disagree with the statements. Mark the applicable block with a cross (X).

		Strongly disagree	Disagree	Slightly disagree	Neutral view	Slightly agree	Agree	Strongly agree
FACTORS (OBSTACLES) THAT INHIBIT THE WOMAN ENTREPRENEUR TO <u>START</u> HER OWN BUSINESS								
D1	Inter role conflict (work/home conflict)	1	2	3	4	5	6	7
D2	Family pressures (gender-role expectations)	1	2	3	4	5	6	7
D3	Awareness/ Access to business support	1	2	3	4	5	6	7
D4	Lack of timely business information	1	2	3	4	5	6	7
D5	Lack of female role models	1	2	3	4	5	6	7
D6	Isolation from business network	1	2	3	4	5	6	7
D7	Socio-cultural environment (lack of respect from male community and stereotype)	1	2	3	4	5	6	7
D8	Lack of business management skills	1	2	3	4	5	6	7
D9	Lack of education and training (in general)	1	2	3	4	5	6	7
D10	Inequality of access to credit (difficult to obtain financing as a female)	1	2	3	4	5	6	7
D11	Lack of self-confidence	1	2	3	4	5	6	7
D12	Risk averse (great fear of failure)	1	2	3	4	5	6	7
D13	Legislative (lack of focussed women entrepreneurship policies from regional municipalities or government)	1	2	3	4	5	6	7
D14	Other (Please specify)							

		Strongly disagree	Disagree	Slightly disagree	Neutral view	Slightly agree	Agree	Strongly agree
FACTORS (OBSTACLES) YOU ARE FACING CURRENTLY IN RUNNING YOUR BUSINESS								
D15	Inter role conflict (work/home conflict)	1	2	3	4	5	6	7
D16	Family pressures (gender-role expectations)	1	2	3	4	5	6	7
D17	Awareness/ Access to business support	1	2	3	4	5	6	7
D18	Lack of timely business information	1	2	3	4	5	6	7
D19	Lack of female role models	1	2	3	4	5	6	7
D20	Isolation from business network	1	2	3	4	5	6	7
D21	Socio-cultural environment (lack of respect from male community and stereotype)	1	2	3	4	5	6	7
D22	Lack of business management skills	1	2	3	4	5	6	7
D23	Liquidity and other financial problems	1	2	3	4	5	6	7
D24	Gaining acceptance/respect of people (internally and externally)	1	2	3	4	5	6	7
D25	No time for training/upgrading of skills	1	2	3	4	5	6	7
D26	Other (Please specify)							

SECTION E: DEVELOPMENT NEEDS OF ENTREPRENEURS

Mark the applicable block with a cross (X). Complete the applicable information.

E1	Have you ever been trained or developed by either a government agency or the private sector?	Yes (01)		No (02)
(03)	If yes, name the institution:			
	Indicate the type of training that you received.			
	Technical skills (i.e. hand crafting)			(04)
	Communication skills			(05)
	Accounting skills			(06)
	Management skills			(07)
	Technological skills (computers)			(08)
	Other: (Please specify)			(09)

E2	Do you know any organization which is specifically established for women entrepreneurs?	Yes (01)		No (02)
(03)	If yes, what is the name of that organisation?			
	How does the organization help to develop women entrepreneurs in their activities? (Choose one or more.)			
	Provides education and training			(04)
	Provides financial assistance			(05)
	Supports/enables networking with other women entrepreneurs			(06)
	Provides access/exposure to motivational speakers/role models			(07)
	Provides business information			(08)
	Other: (Please specify)			(09)

E3	Indicate your specific needs. (Choose one or more.)	
	Financial support	(01)
	Training/knowledge/skills	(02)
	Tools, equipment, machinery	(03)
	Business advice, information, counselling, mentoring	(04)
	Marketing support	(05)
	Suitable business premises	(06)
	Growth Support	(07)
	Technical support	(08)
	Psychological support	(09)
	Networking with other business owners	(10)
	Infrastructure (roads, telephone, electricity)	(11)
	Legal support	(12)
	Women entrepreneurship specific based policies for the area.	(13)
	Other: (Please specify)	(14)

THANK YOU FOR YOUR TIME