

Exploring women entrepreneurship in the construction industry

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ABSTRACT

Over the past few years there has been an explosion of appetite for entrepreneurship, more particularly from women. Given the numerous barriers faced especially by women entrepreneurs today, there is a pressing need to initiate empowerment programmes to enable them to succeed in their endeavours. There is a need to empower women economically and to create employment opportunities and income generating activities to enable them to survive, prosper and provide support for their families. For the development of women-to-women business potential, women entrepreneurs require support in the form of training in strategic business development, access to credit funds, assistance with marketing skills and product design and development.

Starting a firm of one's own may be one way for women to avoid the 'glass ceiling' that has sometimes been argued to exist in established organisations, providing one attractive way for entrepreneurial women to realise their full potential. Small business owners have more freedom to plan their personal schedules and to juggle them to suit their work and family demands which is often an important consideration for women. Entrepreneurs must be flexible and creative to meet the challenges which come along with running their businesses. The importance of a strong, entrepreneurial vision that can lead towards a successful enterprise is often underestimated.

Women are disadvantaged by their lower levels of financial literacy and awareness. Access barriers are significant. Opportunities for financial services companies who can provide affordable, appropriate and accessible products to meet the needs of self-employed women are thus limited. Women entrepreneurs are still to overcome key challenges like access to training in international trade issues, operations management and marketing, as well as access to good mentors and mentorship programs.

The study concludes that women confront barriers because of their gender and the author or investigator cites previous research that argues that these barriers are a

result of socialisation practices, educational experiences, family roles, and networking. Government and all other relevant stakeholders should promote public awareness and ensure that resources for programs to foster entrepreneurship are decentralised. Women entrepreneurs should examine the role that the education system could play in developing entrepreneurial skills and attitudes. In Ekurhuleni region there is an increasing number of women who are required to steer their own businesses, and many are struggling to achieve success. This paper explores women entrepreneurship in the construction and engineering sectors. According to the responses obtained from the study, there are specific skills that entrepreneurs must possess in order to operate and succeed in construction and engineering industries within the Ekurhuleni region and these are communication skills, administration skills, financial skills and interpersonal skills.

Key words: Women entrepreneurship, small and medium-sized enterprises, construction industry, the Department of Trade and Industry (the DTI), Ekurhuleni Municipality district.

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A great token of appreciation is sent to my syndicate group members “Vahluri” for their unconditional support. At times I felt the journey was unbearable for me; however they stood toll by me.

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CHAPTER 1

NATURE AND SCOPE OF THE STUDY

1.1 INTRODUCTION

Few will today deny the importance of the small business sector for the economy at large, and particularly for employment creation and innovation rates. However, relatively little is actually known about the process leading to the creation of a business (Delmar, 2000: 1).

According to Orford, Herrington and Wood (2004: 6), entrepreneurship is an opportunity-driven, pioneering mindset, passion and commitment to your idea, confidence in your ability to achieve results and a willingness to take calculated risks. Small and medium enterprises play a major role in stimulating economic growth. Entrepreneurship is therefore of vital importance if South Africa is to move forward. Botha, Nieman and Van Vuuren (2007: 164) maintained that entrepreneurship is seen as one of the most important solutions to unemployment, poverty and low economic growth. The creation of new ventures and the growth of existing businesses are vital contributing factors to any economy.

According to Gorman, Hanlon and King (1997: 22), entrepreneurship is seen as the engine driving the economy and this has resulted in a growing interest in the development of education programs that encourage entrepreneurship. An entrepreneurial mindset is not just for entrepreneurs. It must include a variety of stakeholders that are willing to support and cooperate with these dynamic efforts. In addition, non-entrepreneurs with entrepreneurial mindsets may indirectly stimulate others to start businesses. This indicates the value of broader societal acceptance of entrepreneurship (Kelley, Bosma & Amoros, 2010: 12).

Entrepreneurial activity is widely seen as an engine of economic growth. It can contribute to the creation of wealth and jobs, may foster innovation and provide autonomy and a sense of personal accomplishment to the individual needs and support women entrepreneurship because they may fail to take into account the

different motivations and obstacles of female and male entrepreneurs (Hughes, 2006: 25; Manolova, Brush & Edelman, 2008: 72). Specific support systems or organisations that take into account the needs, challenges and unique situation of women are essential to promote women entrepreneurship, as these may assist women entrepreneurs to avoid failure. Stevenson (1990: 440) found that countries providing more incentives and support systems specifically designed for women entrepreneurs have higher rates of female entrepreneurship. The failure to adopt such specific support services means lower levels of women entrepreneurship.

Swanepoel, Strydom and Niewehuizen (2010: 1) stated that the low level of entrepreneurial activity in South Africa is of concern, because entrepreneurs are involved in the establishment and growth of new and existing enterprises of varying sizes, including small businesses. The cross-national data of the Global Entrepreneurship Monitor (GEM) indicate that South Africa's Total (early stage) Entrepreneurial Activity (TEA) performance, in terms of relative position, has consistently been below the median since 2001 (Herrington, Kew & Kew, 2009: 24).

Timmons and Spinelli (2009: 37) pointed out that entrepreneurial activity is a prerequisite for the success of economic growth and development, social well-being and social development. According to Drucker (1994: 17), innovation is a specific instrument of entrepreneurs, the means by which they exploit change as an opportunity for a different business or a different service. Successful innovation procedures can be learned and practiced. Thus entrepreneurs need to understand and apply the principles of successful innovation because there are plenty of entrepreneurial opportunities within the areas of change (Drucker, 1994: 17). Entrepreneurs develop new products and services for a market niche, or confront established firms with better quality, additional features or lower prices. Entrepreneurship should include participation from all groups in society, including women, a range of age groups and education levels and disadvantaged populations (Herrington *et al.*, 2009: 15).

Kelley *et al.* (2010: 25) defined Total Early-Stage Entrepreneurship Activity (TEA) as the prevalence rate of individuals in the working-age population who are actively involved in business start-ups, either in the phase preceding the birth of the firm

(nascent entrepreneurs), or the phase spanning 3½ years after the birth of the firm (owner managers of new firms). The cut-off point of 3½ years has been made on a combination of theoretical and operational ground.

Herrington *et al.* (2009: 21) stated in the Global Entrepreneurship Monitor South African Report that given the failure of the formal and public sector to absorb the growing number of job seekers in South Africa, increasing attention has focused on entrepreneurship and new firm creation and its potential for contributing to economic growth and job creation. According to Herrington *et al.* (2009: 22), in 2008 South Africa ranked 23rd out of 43 countries, with a Total Early-Stage Entrepreneurial Activity (TEA) below the average rate (10.6%) of all participating countries. The TEA is a primary measure of entrepreneurship used by GEM. South Africa's TEA rate of 7.8 percent is significantly lower than the average for all efficiency-driven economies (developed countries) which have 11.4% as well as the average for all middle to low income countries, where South Africa belongs which have 13.2%. A country at South Africa's stage of economic development would be expected to have a TEA rate in the order of 13%, almost double South Africa's TEA rate of 7.8%. In addition, South Africa suffers from high unemployment with an official estimate of 25.0% of the economically active population unemployed (Statistics South Africa, Quarterly Labour Force Survey, 2011).

Southern Africa is a developing region 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 enforces the restructuring of larger organisations. The region has an urgent need for entrepreneurs in the Small, Micro and Medium enterprises (SMMEs) which can act as a tool to combat unemployment and crime and to stimulate the economy as a whole (Maas & Herrington, 2006: 59).

Verwey (2005: 2) mentioned that the Women in Construction (WIC) initiative was originally founded in 1997. WIC later developed into the South African Women in Construction (SAWIC) with some of its objectives to protect women entrepreneurs in construction against discrimination.

Women entrepreneurs do encounter different challenges in running and developing their businesses, such as:

- To access construction contracts.
- To create and secure business opportunities.
- To enhance their business enterprises.
- To promote women in industry.
- To identify problems and come up with solutions.
- To establish a competitive edge.
- To showcase their successes in order to survive in the male dominated construction industry.

Agapiou (2005: 699) stated that construction is the core of the economy but for women in developed countries to access work in construction, the workplace has to be organised against discrimination in terms of entry, training and promotion. In SA similar issues exist against women being employed – entry and training -, but with health and safety (negatively compounded by AIDS) being particularly problematic. As a result women in construction are in services rather than in production, as many as two thirds in Africa (Bullock, 1994: 13; Verwey, 2006: 17).

Verwey (2005: 6) added that opportunities and creative ideas must be followed through to activate entrepreneurship. Thus, an entrepreneur would be expected to favour active experimentation rather than reflective observation. The growing emphasis on small and medium size entrepreneurship for economic development, especially in the context of poverty alleviation in developing countries, has thrown up some major challenges for the commercial ventures led by women in global perspective (Islam 2009: 3). The White Paper made special reference to the development of female entrepreneurs. One specific objective underlying the support framework of the national small-business policy is to facilitate equalisation of income, wealth and economic opportunities, with special emphasis on supporting the advancement of women in all business sectors (White Paper, 1995: 15).

The Construction Industry Development Board (CIDB) - a Schedule 3A public entity - was established by Act of Parliament (Act 38 of 2000) to promote a regulatory and developmental framework that builds:

- The construction delivery capability for South Africa's social and economic growth.
- A proudly South African construction industry that delivers to globally competitive standards.

The CIDB's focus is on:

- Sustainable growth, capacity development and empowerment.
- Improved industry performance and best practice.
- A transformed industry, underpinned by consistent and ethical procurement practices enhanced value to clients and society.

According to the Construction Industry Development Board (the CIDB) register of contractors, the majority of the 47% women owned enterprises on the register are in grades 1 to 4, with very few moving into the higher grades 5 to 8. (cidb) (www.cidb.org.za: Date access: 26-11-2010).

According to Verwey and Havemann (2001: 2), construction has traditionally been a male dominated industry in South Africa. Men have dominated the representative structures such as the Association of General Contractors (AGC), the Building Industries Federation of South Africa (BIFSA), the South African Federation of Civil Engineering Contractors (SAFCEC) and the Black Construction Council (BCC). The South African Women in Construction (SAWIC) association is the product of a programme of the Development Bank of Southern Africa (DBSA), promoting sustainable development and job creation through empowering women and facilitating support for their construction enterprises.

The emerging and the established bodies have come together under the Construction Industry Council. Public and private sector initiatives such as the establishment of the Construction Industry Development Board and the Construction

Education and Training Authority will no doubt provide a more enabling environment for Construction SMME's in South Africa. Noticeable changes in the management structures in these bodies have taken place and now include women in decision making roles.

Kelley *et al.* (2010: 12) maintained that entrepreneurship needs both dynamism and stability. Dynamism occurs through the creation of new businesses and the exit of non-viable ones. Stability comes from providing new businesses with the best chance to test and reach their potential. Entrepreneurship in a society should contain a variety of business phases and types, led by different types of entrepreneurs, including women and underrepresented age groups. Initiatives aimed toward improving entrepreneurship should consider the development level of the economy. With a strong set of basic requirements in place, efforts can turn toward reinforcing efficiency enhancers, and then building entrepreneurship framework conditions. An entrepreneurial mindset is not just for entrepreneurs. It must include a variety of stakeholders that are willing to support and cooperate with these dynamic efforts. In addition, non-entrepreneurs with entrepreneurial mindsets may indirectly stimulate others to start businesses. This indicates the value of broader societal acceptance of entrepreneurship. Total Early-Stage Entrepreneurial Activity (TEA) includes individuals in the process of starting a business and those running new businesses less than 3 ½ years old.

1.2 PROBLEM STATEMENT

Contribution of women in the economy is very important for the growth of the private sector, which offers a substantial share of employment opportunities. Mainstreaming women in industrial activities of the private sector can substantially contribute towards economic growth and their empowerment. However, there are some *silent areas* in the research on women's entrepreneurship, mostly concerned with how the social world is constructed and how it affects entrepreneurship (Ahl, 2002: 60). Winn (2004: 148) highlighted that women may have to accept that entrepreneurship comes with certain "lifestyle by products" for example women who started their business single remained single because the business absorbed so much of their

time and emotions they had no time to concentrate on their life outside of the business.

Starting and running a business involves other people such as partners, employees, suppliers and customers. It also involves structural and institutional arrangements such as legislation, politics, public services, infra-structure, and business cycles. Turning away the attention from such aspects means the loss of a discussion on the importance of the institutional framework relevant to women's entrepreneurship (Ahl, 2002: 66).

Women entrepreneurs in construction are not optimising the opportunities in that sector. There is a perception that construction is for men and that women can only explore soft skills in the entrepreneurial sector. The focus of the research is to investigate the challenges women entrepreneurs face to grow and develop their business in the construction industry. The research will also reveal reasons for slow growth and development of women owned businesses.

The reasons for slow growth and development may differ from individuals such as the following:

- Difficulties in accessing business finance.
- Relevant skills for construction environment.
- Perception regarding the issue that women cannot be good in construction industry.
- Lack of good partnership to share the skills and resources.

1.3 OBJECTIVES OF THE STUDY

The aim of the study is to explore from the female entrepreneurs' perspective, whether entrepreneurship satisfied their original motivations for making this career transition. Furthermore, to investigate the reasons for slow growth and development of women-owned businesses in construction industry as compared to businesses owned by men. There are two types of objectives.

1.3.1 Primary objective

The primary objective of this study is to investigate the slow growth of women entrepreneurship in the construction and engineering industries within Ekurhuleni region and to make practical recommendations to develop and sustain women-owned businesses.

1.3.2 Secondary objectives

In order to achieve the primary objective, the following secondary objectives were formulated as follows:-

- To establish whether women in construction have relevant skills required in the construction industry.
- To investigate reasons for the shortage of women entrepreneurs in the construction and engineering fields within Ekurhuleni region.
- To determine the additional reasons for self-employment within Ekurhuleni region.
- To determine effectiveness of current systems that Ekurhuleni government has in place in promoting women entrepreneurship.
- To determine additional challenges women entrepreneurs face during the start-up phase as well as currently.
- To determine the effectiveness of developmental strategies that the Ekurhuleni government and other stakeholders have for women entrepreneurs.
- To recommend possible solutions in addressing challenges surrounding women entrepreneurship in the Ekurhuleni region.

1.4 SCOPE OF THE STUDY

1.4.1 Field of study.

The study will focus in general on women entrepreneurs in the Ekurhuleni region and more interest on their role in construction and engineering sectors.

1.4.2 Geographical demarcation.

Gauteng is the seSotho word for “Place of Gold”. Despite being the smallest of the nine provinces, Gauteng is the economic powerhouse of SA and the African continent. Lying on the elevated plateau of the interior called the Highveld, it covers approximately 17 010 km², which represents only 1.4 % of SA’s surface area. Gauteng contains three of SA’s six metropolitan municipalities, including the cities of Johannesburg, Tshwane and Ekurhuleni, and three district municipalities and their local municipalities, which form the remainder of the province. An additional municipality which forms the Cradle of Humankind World Heritage Site occurs within the West Rand District Municipality. Ameru and CAJ (2008: 7) stated that the businesses and organisations operating in Gauteng creative industries create employment for over 63,000 people. In terms of direct employment, the creative industries account for 1.9% of employment in the province, slightly more than agriculture and forestry (1.8%) and slightly less than mining (2.5%).

Figure 1.1 indicates the geographical demarcation of Gauteng Province.

Figure1.1: Gauteng Province map.



Source: www.sleeping-out.co.za/Gautengjimap [Accessed date: 17 April 2011]

1.4.2.1 Ekurhuleni demographics.

Ekurhuleni is a Tsonga word and can loosely be translated as the place of peace. It denotes a place with plentiful opportunities for any enthusiastic entrepreneur but not to the avail of some unique challenges forfeiting by this diverse region (Kock, 2008: 19). The Ekurhuleni Metropolitan Municipality (EMM) was formed in 2000 and is the fourth largest municipality in South Africa. Ekurhuleni is situated in the Gauteng

province to the east of Johannesburg and south of Tshwane. It used to be known as the East Rand and consisted of nine separate municipalities. EMM has united the eleven previous councils into one local government structure to meet the needs of the community. These municipalities were:

- Alberton
 - Benoni
 - Boksburg
 - Brakpan
 - Germiston
 - Kempton Park/Tembisa
 - Edenvale
 - Nigel
 - Springs
 - Khayalami Metropolitan Council
 - Eastern Gauteng Services Council (EGSC)
- <http://www.cityenergy.org.za/files/resources/soe/EMMSOE.pdf> [Date accessed: 23 August 2011]

1.4.2.2 Ekurhuleni economics.

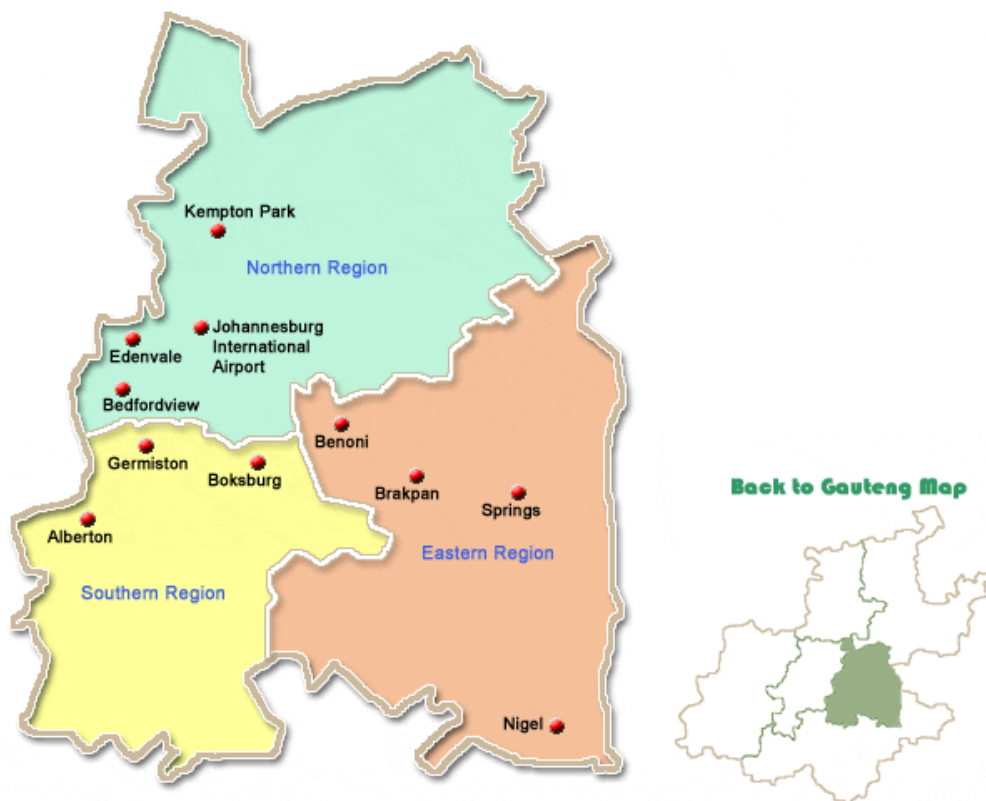
The metropolitan municipality of Ekurhuleni is based upon what historically has been known as the East Rand or Far East Rand. Unlike other metropolitan municipalities it does not represent the extension of an existing city but instead represents the amalgamation of several long-established towns (Machaka & Roberts, 2004: 13). The five East Rand towns of Alberton, Benoni, Boksburg Germiston and Kempton Park have been merged with the three Far East Rand towns of Brakpan, Nigel and Springs. According to SACN data (2004) the combined Ekurhuleni currently is the fourth most populated of South Africa's six metropolitan municipalities.

Molaba and Mogale (2003: 3) stated that the Ekurhuleni Metropolitan Municipality is highly urbanised linked to the very high levels of industrial concentration. At the same time, industrial decline and rising unemployment have contributed to high levels of poverty. The Ekurhuleni Metropolitan is divided into three Service Delivery

Regions (SDR), the Southern, Eastern and Northern SDRs. The major cities in the Southern SDR are Germiston, Alberton and Boksburg. The economic structure of the SDR is focused on the established industrial nodes of Alrode and Wadeville. The Northern SDR consists of Kempton Park, Tembisa, parts of Benoni, Edenvale, Germiston, Bedfordview and Primrose. The economic structure of the Northern SDR is focused on the Johannesburg International Airport and surrounding areas, with the R21 corridor forming a key linkage and access route within the sub-region.

Figure 1.2 depicts the geographical demarcation of Ekurhuleni Municipality.

Figure 1.2 Ekurhuleni Municipality map.



Source: www.sleeping-out.co.za/ekurhulenimap [Accessed date, 17 April 2011].

1.5 RESEARCH METHODOLOGY

1.5.1 Literature review.

The literature study will define entrepreneurship in general. The literature study 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 during business start-up as well as in currently running businesses. The study will also investigate the avenues which women entrepreneurs can use to access finance as well as support needed to grow women-owned businesses.

This literature study will involve tracing, identifying and analysing documents containing information relating to the research problem (Struwig & Stead, 2001: 38). The main aim of the literature study was first of all to gain a body of knowledge regarding woman entrepreneurship and geographical aspects, where after this knowledge was formulated into a comprehensive understanding of current elements associated to women entrepreneurs. The following sources will be used to gain more insight in women entrepreneurship:

- Approved journals.
- Approved articles.
- Internet websites.
- Textbooks.
- Government gazette.
- Department of trade and industry reports.

1.5.2 Empirical study.

The following criteria will be used for the purpose of sample selection: The subject had to be female entrepreneurs because of the focus of the study. The subject had to have at least one (1) year of experience in setting up and operating a small business. The subject had to be located in one Gauteng Municipalities which is

Ekurhuleni Metropolitan Municipality. The subject had to have no more than 50 employees as stated in the definition used for the purpose of the study for a small-business. The subject had to be in the formal sector. That is, registered and licensed by the government. Creswell (1998:22) noted that using criterion sampling is useful for quality assurance.

1.5.2.1 Selection of the measuring questionnaire.

The decision to conduct a questionnaire survey should itself be the culmination of a careful process of thought and discussion, involving consideration of all possible techniques. The concept and variables involved and relationship being investigated, possibly in the form of hypothesis, theories, models, or evaluative frameworks. Should be clear and should guide the questionnaire design process (Welman, 2010: 174). The sampling method to be used in the research will compose of structured questionnaires. The questionnaires will be phrased in English as it is believed that the level of literacy is high, as the majority are middle and high class community.

Participants will be requested to complete a set of questionnaires. The questionnaire will comprise seven-point Likert-type questions (Diamantopoulos & Schlegelmilch, 2005: 29). Permission will be obtained from the respondents to indicate their willingness to participate in the study. The respondents will be assured that the information received will be treated as confidential and that the results will be used for research purposes only.

A standardised questionnaire developed by the Potchefsroom Business School (Lebakeng, 2008; Kock, 2008) will be used in this study. The questionnaire consists of five sections.

Section A will be gathering data from respondents regarding their profiles and characteristics. 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 will be measuring the characteristics of 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 respondents' 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 will be asked to indicate the characteristics of their businesses with a cross (x).

Section C will be measuring 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 will be asked to indicate the most applicable motivating factors with a cross (x).

Section D will be measuring factors that might inhibit women entrepreneurship. Fourteen questions are asked with regard to difficulties experienced during start-up of the business, while twelve questions refer to difficulties experienced while running the business. Respondents will be asked to indicate the most applicable obstacles with a cross (x).

Section E will 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 will be requested to indicate the most applicable options with a cross (x).

The sampling method to be used in the research will compose of structured questionnaires. The questionnaires will be phrased in English as it is believed that the level of literacy is high, as the majority are middle and high class community.

1.5.2.2 Study population and sampling method.

Welman (2010: 52) stated that population is the study of object and consists of individuals, groups, organisations, human products and events, or the conditions to

which they are exposed. Sampling is that part of statistical practice concerned with the selection of a subset of individual observations within a population of individuals intended to yield some knowledge about the population of concern, especially for the purposes of making predictions based on statistical inference.

The hybrid sampling method that incorporates aspects of both probability and non-probability sampling methods will be used for the study. This method seems most appropriate as a representative sample will be needed. One of the sampling techniques that will be used will be convenience sampling. 'Convenience sampling is chosen purely on the basis of availability. Respondents are selected because they will be accessible and articulate' (Struwig & Stead, 2001: 111). Qualitative research will be used to process and analyse the literature study and statistics. This information will be analysed and used as supportive data for the structure of the research project.

1.5.2.3 Data collection.

Well structured questionnaires will be distributed to women entrepreneurs in Ekurhuleni municipality. Questionnaires will be either e-mailed, faxed or hard copy delivered to relevant women entrepreneurs and sufficient time will be allowed to properly complete questionnaires. Each questionnaire sent to the women entrepreneurs will be accompanied by a cover letter ensuring confidentiality of the report. A follow up visit will be made to respondents in order to clarify questions that they might have.

1.5.2.4 Data analysis.

Descriptive statistical methods will be used for data analysis and interpretation. Data collected will be analysed using Statistica (Statsoft, 2010). Advanced statistical procedures were utilised to investigate and transform data to useful outputs such as frequency tables. These frequency tables were used to make conclusions and provide recommendations on women entrepreneurship especially in construction industries in the Ekurhuleni municipality.

1.6 LIMITATIONS OF THE STUDY

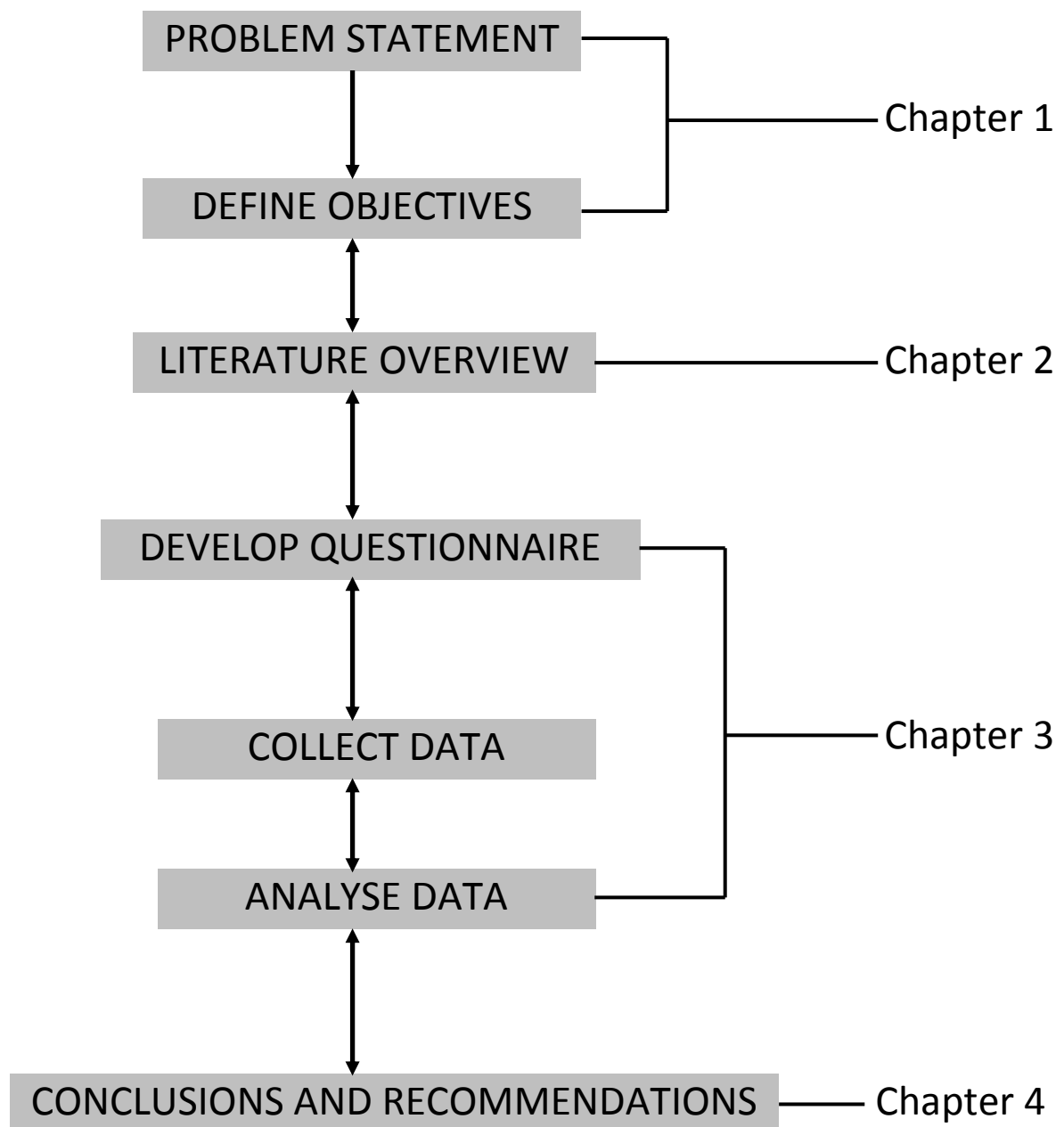
Entrepreneurship in South Africa is affected by a number of factors including race, gender and location among others. Every study or research has its challenges and limitations. The limitations of the study might include the following:

- It's possible that some respondents might experience some difficulties with the interpretation of some questions.
- Logistical issues as this will require lot of travelling visiting businesses.
- Some respondents might find it hard to divulge everything, respond honestly as possible which might results in the skewness of the data.
- Receiving less than the minimum required number of responses which might not give a true reflection of the situation.
- Certain degree of literacy might be experienced.
- Unwillingness to participate in the study.
- Small sample may not be representative of the entire population of Ekurhuleni Metro.

1.7 LAYOUT OF THE STUDY

Figure 1.3 represents the process flow of this particular research.

Figure 1.3: Research process flow chart.



Chapter 2: Literature review on entrepreneurship.

Chapter 2 will contain a literature review. The aim of this chapter will be to provide background information to the study regarding entrepreneurship as a field of study. The study will have a closer look at characteristics of the women entrepreneurs as well as motivation to start a business (self-employment), challenges to start a business, factors influencing business growth, as well as training and development programs. This chapter will also explore opportunities that exist for women owned-businesses.

Chapter 3: Empirical study.

Chapter 3 will present the study population and summary of data collected as well as the measuring instrument used in data collection. This will include data analysis method and discussion of the results.

Chapter 4: Conclusions and recommendations.

Chapter 4 will mainly contain conclusions as well as writer's recommendations. This will also pave a way for further studies in this field.

CHAPTER 2

LITERATURE REVIEW ON WOMEN ENTREPRENEURSHIP

2.1 INTRODUCTION

According to Langowitz and Minniti (2007: 341), entrepreneurship is becoming an increasingly important source of employment for women across many countries. The level of female involvement in entrepreneurial activity, however, is still significantly lower than that of men. Recent years have witnessed a dramatic increase in the popularity of entrepreneurship. The exploding interest in owning or starting a small business has resulted in record-breaking numbers of new business formation (Heilman & Chen, 2003: 347).

In an increasingly competitive global market place, the capacity of a community's entrepreneurial firms will be the driving force behind economic recovery, job creation, greater resiliency in the face of disasters, and regional economic transformation. For economic developers charged with job and wealth creation in their communities, the significance of entrepreneurship requires them to adapt their practice to focus on access to tools, strategies, networks and institutions that support entrepreneurial firms (Berlin, Doherty, Garmise, Ghosh, Moorman, Sowders & Texter, 2010: 7). One impetus for the increased popularity of entrepreneurship is the spate of corporate downsizing and restructuring efforts that have forced employees to exit organisations. But it is clear that this is not the only impetus. In increasing numbers, people are choosing to become entrepreneurs even when there are other options open to them (Heilman & Chen, 2003: 348).

Botha *et al.* (2007: 169) stated that entrepreneurship is seen as one of the most important solutions to unemployment, poverty and low economic growth. Botha *et al.* (2007: 172) further stated that the creation of new ventures and the growth of existing businesses are vital contributing factors to any economy. Ladzani and Van Vuuren (2002: 156) agreed to a certain extent, maintaining that organisations wishing to develop entrepreneurship by education presuppose that the lack of entrepreneurial training is the main reason for SME failure. Potential entrepreneurs

are those who are making a leap towards entrepreneurship by gathering information and obtaining resources to start a business in the near future (Botha *et al.*, 2007: 167). Delmar (2000: 2) stated that few will today deny the importance of the small business sector for the economy at large, and particularly for employment creation and innovation rates. However, relatively little is actually known about the process leading to the creation of a business.

According to Delmar (2000: 6), self-employment is often suggested as a way of establishing a new immigrant group in the economy when other career options are closed for various reasons. However, not all ethnic or racial minority groups have a higher propensity to become self-employed. Entrepreneurship as a career can offer a degree of flexibility and balance that some other careers do not offer (De Martino & Barbato, 2003: 817). Entrepreneurs with high aspirations fare better in countries with a stable economic and political climate and well-developed institutions. This, in fact, may account for the activities of certain groups of immigrants into wealthier economies (Kelley *et al.*, 2010: 12).

Total Early-Stage Entrepreneurial Activity (TEA) includes individuals in the process of starting a business and those running new businesses less than 3 ½ years old. These rates are highest for the factor-driven economies, and decline with greater development levels (Kelley *et al.*, 2010: 12). Bosma and Levie (2009: 16) further argued that factor-driven economies, getting the basic requirements right is key to the generation of sustainable businesses that can contribute not just to local economic activity but to health and education of the next generation. Thus, for entrepreneurs to emerge as a catalysing economic force, economic developers must nurture the conditions that foster an entrepreneurial ecosystem. Proper legal, regulatory, financial and human capital assets, and the networks that connect them, are essential ingredients for a fertile entrepreneurial environment (Berlin *et al.*, 2010: 24).

Entrepreneurial ventures in low-growth sectors (e.g. service and retail) typically have fewer financing options available than those in high growth sectors (high technology, life sciences). As low-growth industries tend to have lower profit margins, there are also fewer dollars available for reinvestment in these businesses (Heidrick &

Johnson, 2002: 8). Entrepreneurship, regardless of its source, ultimately creates jobs and wealth. A venture creates wealth by increasing operational efficiencies, expanding consumer choice and reducing costs (Berlin *et al.*, 2010: 8).

Entrepreneurs are more likely to be male than female. However, recent survey data show the rate of entrepreneurship activity decreasing for men and increasing for women (from 2007 to 2008, the rate of entrepreneurship among men decreased from 12 percent to 9.8 percent, while it increased for women from 6.1 percent to 7.5 percent). Reasons for differences in entrepreneurship rates between men and women may be due to access to finance, differences in credit scores, and other reasons. Other key differences between male and female entrepreneurs include: Men and women start different types of businesses. Women are nearly twice as likely to start a consumer-oriented business as men, whereas men are three times as likely to start businesses in high-technology sectors as women. Men and women are equally likely to establish businesses in the services sector. Women entrepreneurs are also more often represented in retail and less represented in construction (Berlin *et al.*, 2010: 19).

According to Delmar (2000: 4), entrepreneurs are arguably the most important actors in world economy: the creators of new wealth and new jobs, the inventors of new products and services, and the revolutionisers of society and the economy. Cohoon, Wadhwa and Mitchell (2010: 5) stated that women are one particularly understudied group of entrepreneurs.

Bosma and Levie (2010: 16) argued that for entrepreneurial activity to occur in a country, both opportunities for entrepreneurship and entrepreneurial capabilities need to be present. However, equally important is that individuals perceive opportunities for starting a business in the area in which they live and that they perceive they possess the capabilities to start a business. Very little is known about female entrepreneurs and ignorance of this important demographic is a serious blind spot in any effort to increase the total number of entrepreneurs participating in our economy. This chapter focuses on exploration of women entrepreneurs in construction and engineering industries in South Africa, with an interest in Gauteng Province, particularly Ekurhuleni Metropolitan Municipality.

The empirical study will then reveal why there are fewer women entrepreneurs in construction and engineering industries as compared to men. The study will focus on motivation factors for women to start businesses, the barriers that women entrepreneurs are often face in construction industry and other 'pull and push' factors.

2.2 ENTREPRENEURSHIP IN GENERAL

Swanepoel *et al.* (2010: 63) defined entrepreneurship as an evolving concept, quoted from Kuratko and Hodgetts (2004: 30) developed an integrated definition that acknowledges the critical factors needed for this phenomenon, including the cognitive scripts of arrangements, willingness and ability:

Entrepreneurship is a dynamic process of vision, change and creation. It requires an application of energy and passion towards the creation and implementation of new ideas and creative solutions. Essential ingredients include the willingness to take calculated risks – in terms of time, equity, or career; the ability to formulate an effective venture team; the creative skill to marshal needed resources; the fundamental skill of building a solid business plan; and, finally, the vision to recognise opportunity where others see chaos, contradiction, and confusion.

According to Swanepoel *et al.* (2010: 66), entrepreneurship is a dynamic process of vision, change and creation. It requires an application of energy and passion towards the creation and implementation of new ideas and creative solutions. Essential ingredients include the willingness to take calculated risks in terms of time, equity, or career; the ability to formulate an effective venture team; the creative skill to marshal needed resources; the fundamental skill of building a solid business plan; and, finally, the vision to recognise opportunity where others see chaos, contradiction, and confusion. Entrepreneurship is thus a catalyst for economic growth and national competitiveness (Kelley *et al.*, 2010: 14). This lack of information is very problematic, since the social structures, work, family, and organised social lives (Aldrich, 1989: 11) vary widely in developing countries (Allen & Truman, 1993: 17).

Entrepreneurship needs both dynamism and stability. Dynamism occurs through the creation of new businesses and the exit of non-viable ones. Stability comes from providing new businesses with the best chance to test and reach their potential (Kelley *et al.*, 2010: 12). Innovation and entrepreneurship are closely connected (Bosma & Levie, 2010: 29). Bosma and Levie (2010: 29) further quoted that Schumpeter (1934:12) argued that entrepreneurs distort the market equilibrium by introducing new product-market combinations or innovations which drive less productive firms out of the market and advance the production frontier. Whether entrepreneurs succeed in this way, or whether their innovations are copied by incumbents, the effect is the same, which is higher productivity and economic growth.

Entrepreneurship is a highly personal, subjective process. Becoming an entrepreneur is an evolution of encountering, assessing, and reacting to a series of experiences, situations, and events produced by political, economical, social, and cultural change. These diverse circumstances prompt individual entrepreneurs to modify their personal living conditions (Jalbert, 2000: 23).

According to Viljoen and O'Neil (2001: 2), the common image of an entrepreneur is someone who owns a small business. There is widespread acceptance of the notion that entrepreneurship is a variable phenomenon and that it has underlying dimensions. The most frequently cited dimensions are innovativeness, risk taking and proactive behaviour. The expressed intention to stimulate entrepreneurship by developing SMMEs is logical, as small businesses may be considered a natural port of entry into the business world (Vosloo, 1994: 159). Ahl (2006: 601) defined entrepreneurship as the word "entrepreneurship" revealed that it is characterised by words such as innovation, change, risk taking, opportunity recognition, driving force, and economic growth. It is constructed as something positive, leading to improvement.

According to Kelley *et al.* (2010: 14), an economy's entrepreneurial capacity requires individuals with the ability and motivation to start businesses, and requires positive societal perceptions about entrepreneurship. Entrepreneurship is a key mechanism for economic development in every phase (Bosma & Levie, 2010: 12).

Entrepreneurship should include participation from all groups in society, including women, a range of age groups and education levels and disadvantaged populations. Entrepreneurs with recognition and status can serve as role models, in a sense communicating that entrepreneurship is possible and desirable (Kelley *et al.*, 2010: 30).

Botha *et al.* (2007: 1) argued that entrepreneurship is seen as one of the most important solutions to unemployment, poverty and low economic growth. The creation of new ventures and the growth of existing businesses are vital contributing factors to any economy. It is therefore imperative to focus on the training of entrepreneurs, particularly the development of previously-disadvantaged individuals, specifically women entrepreneurs (Van der Merwe, 2002: 48).

De Bruin, Brush and Welter (2007: 329) stated that opportunity recognition is influenced by *self-perceptions*, which play an important role in shaping entry into entrepreneurship as well as highlighting potential development paths. Entrepreneurial intentions are related to personal perceptions with respect to the supportiveness of a given society, the business environment, and one's own abilities. Self-perceptions of women may restrict their possibility to recognise (the whole range of) business opportunities, thus constraining entrepreneurship or leading to certain forms of female entrepreneurship (Anna, Chandler, Jansen & Mero, 2000: 280).

With regard to self-perceptions, these are closely linked to the environment in which entrepreneurship takes place. For example, if a society mainly defines women through roles connected to family and household responsibilities, societal values implicitly interpret women's entrepreneurship as less desirable and, as a result, provide lower normative support. Consequently, this can lead to a lower level of opportunity recognition for women and lower rates of female entrepreneurs, thus influencing the extent of female entrepreneurship (De Bruin *et al.*, 2007: 331).

Finally, opportunity recognition is influenced by *personal ambitions*, i.e., the willingness of entrepreneurs to choose among different opportunities in order to identify and pursue an idea. Self-perceptions and ambitions are closely linked to each other, because "how entrepreneurs think about themselves and their situation

will influence their willingness to persist towards the achievement of their goal” (Gatewood, Shaver & Gartner, 1995: 373).

According to Timmons and Spinelli (2004: 64), successful entrepreneurs possess not only creative and innovative flair, but also solid general management skills, business know-how, and sufficient contacts. In today’s business environment, the entrepreneurship sector is viewed as a significant for economic growth. However, the history of entrepreneurship research is mainly based on evidence of male entrepreneurs (Birley, 1989: 56). Women entrepreneurs are increasingly becoming significant contributors to the entrepreneurial growth around the world. Women entrepreneurial activities play an important role (Hisrich, 1986: 11). Heilman and Chen (2003: 349) defined an entrepreneur as someone who has initiated a business, is actively involved in managing it, and owns at least 50% of the firm.

Ahl (2006: 601) further suggested that women’s entrepreneurship is mainly important as an instrument for economic growth. Tominc and Rebernik (2003: 781) further stated that, at the core of the entrepreneurship process is the entrepreneur who is capable of recognising opportunities and willing to undertake risks associated with their exploitation. Entrepreneurship is a scarce resource – not everybody has the talent, skills and motivation needed for a successful engagement in entrepreneurship. Gorman *et al.* (1997: 1) stated that entrepreneurship is seen as the engine driving the economy and this has resulted in a growing interest in the development of education programs that encourage entrepreneurship.

Entrepreneurship is the establishment of any new business or the development of a product, process or service, regardless of the founder’s motivation, industry, venture type or the age of the establishment. Contrary to the stereotype of an entrepreneur as “a hero with special powers that innovates, creates jobs, makes markets more competitive and enhances economic growth,” entrepreneurship is in reality a “very common activity, undertaken by many people at some time during their lives” (Berlin *et al.*, 2010: 9).

2.3 WOMEN ENTREPRENEURSHIP IN PERSPECTIVE

According to Jalbert (2000: 31), women entrepreneurs tend to be highly motivated and self-directed. Women entrepreneurs also exhibit a high internal locus of control and achievement. Researchers contend that women business owners possess certain specific characteristics that promote their creativity and generate new ideas and ways of doing things, such as risk-taking propensity, focus, high energy level, personal motivations, married, general business management skills, social adroitness, interpersonal skills, competence in finance, and in managing relationships.

Jalbert (2000: 32) further stated that women entrepreneurs share the following characteristics:

- Sharp communication skills.
- Intuitive people skills.
- Consensus building competencies.
- Nurturing, integrating abilities.

Women need to use all these skills as they strive to make appropriate decisions for their families and for themselves.

De Bruin *et al.* (2007: 324) stated that potential entrepreneurs are those who are making a leap towards entrepreneurship by gathering information and obtaining resources to start a business in the near future. Delmar (2008: 5) argued that women still have the main responsibility for the family and the children. Therefore, the entrance of women into self-employment is at least delayed until children are adult or it is hindered. Delmar (2000: 6) further argued that more institutional approach are concerned with patriarchal pressure in society that hinders women from entering into self-employment, e.g. women have more difficulties in obtaining a bank loan than men, because women are perceived to be less creditable than men by (male) lenders.

Women in particular tend to seek small personal loans as in general they tend to start small firms. The banking world has thus far shown little interest in small loans or micro-credits, given the relatively high handling costs, with the result that institutionalised banking practices remain, for the most part, rigidly opposed to microcredit concepts (Jalbert, 2000: 26).

Among entrepreneurs there is great diversity in the level and amount of education and training individuals have received. These differences affect the career choices that have been available to them and the reasons for their self-employment, as well as the types of businesses they start. Those with little education or training most often have turned to self-employment because it is their best chance for achieving career and social mobility (Heilman & Chen, 2003: 349).

De Martino *et al.* (2003: 816) argued that a higher proportion of women become entrepreneurs in order to balance work and family, while a higher proportion of men seek wealth creation and/or economic advancement. An economy's entrepreneurial energy derives, at least in part, from individuals who perceive opportunities for launching a business in the area in which they live (Kelley *et al.*, 2010: 18). However, entrepreneurs are facing following challenges: identifying opportunities, promoting innovative ideas, implementing ideas into viable enterprises, mobilising resources, and undertaking risks inherent in starting a new project (Handy, Kassam & Ranade, 2002: 140).

The low level of entrepreneurial activity in South Africa is of concern, because entrepreneurs are involved in the establishment and growth of new and existing enterprises of varying sizes, including small businesses (Swanepoel *et al.*, 2010: 59). Bennet and Dann (2000: 5) stated that the significant personality characteristics of entrepreneurs; that is, a high internal locus of control, independence, the need for achievement, and risk taking, would be common among female entrepreneurs. In addition to personality factors, other external influences including family background, education, motivation, and the availability of resources and the planning processes, contribute to the development of the entrepreneur.

Consideration is given to the effect of these factors and how they relate to entrepreneurs generally and women specifically. A great deal of emphasis is placed on the role of the internal locus of control. This characteristic requires a high personal belief in an individual's ability to control their situation and is considered a necessary quantity for the prospective entrepreneur (Hisrich & Peters 1996: 8). The lack of this characteristic would make it unlikely that the individual would take the risk of establishing a new venture. Without a high internal locus of control, individuals would be unlikely to risk exposure to the difficulties associated with the starting up of a new and unproved business venture. This belief in inner control is considered necessary for the entrepreneur to sustain the drive and energy required to first establish and then manage the new venture (Hisrich & Peters, 1996: 12).

According to Jalbert (2000: 8), entrepreneurship emerges from an individual's creative spirit into long-term business ownership, job creation, and economic security. Women bring commitment and integrity because they care about economic empowerment, entrepreneurial development and innovation. Female entrepreneurs seek the professional and personal support that is found in business associations. Becoming an entrepreneur is an evolution of encountering, assessing, and reacting to a series of experiences, situations, and events produced by political, economical, social, and cultural change. These diverse circumstances prompt individual entrepreneurs to modify their personal living conditions. Economic globalisation has encouraged the expansion of female business ownership.

In terms of business characteristics, women entrepreneurs tend to set up their ventures with lower start-up capital than men, and they are generally found to be smaller in size compared with those owned by men (Brush, 1992: 22; Welter, Smallbone & Isakova, 2006: 12). When evaluating men and women without controlling for what type of business they own, women tend to come out on the losing side. Women businesses are generally smaller, grow more slowly, and are less profitable (Ahl, 2006: 602). Ahl (2006: 602) quoted that the above is referred to as the "female underperformance hypothesis" (Du Rietz & Henrekson, 2000: 34). Given the rationale of economic growth, women's "underperformance" is then positioned as a problem, and the possible reasons for this as something worth investigating in more detail (Ahl, 2006: 602).

A further distinction can be made among these modern entrepreneurs who “do their time” in the corporate world, only to leave to start their own businesses. Some, it appears, have always intended to launch their own enterprises and are more or less using the organisation as an incubator for development, whereas others actually had intended to have a corporate career but, after having a taste of the corporate life, decide to move on (Heilman & Chen, 2003: 350).

Sexton and Kent (1981: 11) found that women entrepreneurs had slightly lower levels of education than female executives. Sexton and Bowman (1986: 25) expanded this research using psychological instruments to compare female and male entrepreneurship students on several dimensions including independence, need for control and risk-taking propensity. Interestingly, the authors found differences between female students studying entrepreneurship and those studying other areas of business in terms of conformity, energy level, interpersonal affect, risk-taking, social adroitness, autonomy, change, harm avoidance.

Women’s empowerment will also lead to men’s empowerment. When men realise this, there will be less resistance. The existing literature highlights several dissimilarities in the motivations of female and male entrepreneurs, and as the study by Hughes (2006:18) revealed that the entrepreneurial goals of women are relatively more specific. Though some similarities do exist between men and women for starting a new business, women are guided largely by female motives, such as the desire to balance work and family, and to have more flexible work schedules. The different motivations between male and female entrepreneurs also result in different perceptions of what constitutes entrepreneurial success. Therefore, the gender dimension is an important consideration in analysing men and women entrepreneurship (Manolova *et al.*, 2008: 72).

Heilman and Chen (2003: 350) stated that achieving a good balance between work and family life is a major concern. It is not an easy task, and working women, in particular, are feeling the challenges of trying to maintain such a balance. Although both men and women experience work– family conflict, the constant tension between work and family seems to be a more acute issue for women.

McClelland and Swail (2005: 86) quoted Brush (1992: 22) in recognising that some demographic characteristics of women business owners are similar to those of men. For example, marital status (married), age (30-45), and birth order (first born). According to Lee (1996: 22), it has been recognised that first-born children have different values and attitudes than their siblings and are in fact more entrepreneurial. Statistics show that entrepreneurs tend to be the oldest children almost 70 per cent of the time.

Tominc and Rebernik (2003: 781) claimed that it is very important for the society to prosper, in order to increase the level of entrepreneurial activity among men and women. Since women are generally less entrepreneurially active than men. Brush (1997: 20) identified several obstacles, including:

- Women not being taken seriously.
- Child and dependent care responsibilities.
- Lack of growth and expansion capital.
- Lack of entrepreneurial education and training.
- On the other hand, she found that opportunities for women entrepreneurs improved with the use of technology, and that management style, and employee policies could also be positive contributors to growth.

Challenges facing women entrepreneurs are as summarised as in Table 1.1, see below.

Table 2.1: Summary of challenges facing women entrepreneurs.

Statement	Author
Having a psychological makeup that is less entrepreneurial or at least different from that of a man's	(Fagenson, 1993; Neider, 1987; Sexton & Bowman-Upton, 1990; Zapalska, 1997)
Having less motivation for entrepreneurship or for growth of their businesses	(Buttner & Moore, 1997; Fischer et al., 1993)
Having insufficient education or experience	Boden & Nucci, (2000)
Having less desire to start a business	Carter & Allen, 1997; Kourilsky &Walstad, 1998; Matthews & Moser, 1996; Scherer et al., 1990
Being risk averse	Masters & Meier, 1988)
Having unique start-up difficulties or training needs	Birley et al., 1987; Nelson, 1987; Pellegrino & Reece, 1982)
Using less than optimal or perhaps "feminine" management practices or strategies	Carter et al., 1997; Chaganti, 1986; Cuba et al., 1983; Olson & Currie, 1992; Van Auken, et al.,(1994)
Behaving irrationally by turning to unqualified family members for help	Nelson, (1989)
Not networking optimally	(Aldrich et al., 1989; Cromie & Birley, 1992; Katz & Williams, (1997); Smeltzer & Fann, (1989)
Perceiving other women as less cut for the role of entrepreneurship	Fagenson & Marcus (1991)
Attributing loan denials to gender bias instead of flaws in the business plan	Buttner & Rosen (1992)

Source: Ahl (2006: 604)

2.4 MOTIVATION TO SELF EMPLOYMENT

According to Dawson, Henley and Latreille (2009: 1), self-employment is a form of labour market status which may encompass a wide range of different activity. Individuals may choose to be self-employed for many different reasons, and as a result the self-employed as a group may be highly heterogeneous. At one end of a

possible spectrum the self-employed may be identified as entrepreneurial, single employee micro-businesses.

According to Jalbert (2000: 16), women's motivations for starting a business are related to their need to be independent, achieve job satisfaction, attain personal accomplishment and fulfilment, be creative and economically self-sufficient. Cohoon *et al.* (2010: 8) further argued that overall, women who choose to become entrepreneurs are motivated primarily by five financial and psychological factors, specifically:-

1. The desire to build wealth.
2. The wish to capitalise on business ideas they had.
3. The appeal of start up culture.
4. A long-standing desire to own their own company.
5. Working for someone else did not appeal to them.

Marlow (1997: 200) identified business start-up as a possible 'coping strategy' for women. It offers one solution or those whose careers have been interrupted by child rearing, and can assist in providing greater flexibility to accommodate the domestic tasks that still fall disproportionate on women. Catley (1998: 66) stated that It appears that women start businesses for the same basic reasons as apply to male founders, namely, a product or service idea creating a commercial opportunity; financial independence; to use a skill or talent; and for the independence of being their own boss. Self-employment was in fact the last resort for some women. A deeper social reason put forward by some women was that "doing their thing" was one way to avoid male dominance in their lives (Catley, 1998: 66). Stevenson (1990: 33) noted that, while male founders are able to gain experience from past work roles, women are less able to do this and only begin to obtain such experience from their own business. These different routes into business cause women to believe that they have weak financial skills; average marketing and operating skills; and that their main strengths are in idea generation and dealing with people (Hisrich & Brush, 1984: 9).

Mallon and Cohen (2001: 218) commented that the moves from organisational employment to self-employment are frequently based on a push/pull dichotomy. 'Push' is generally interpreted as factors such as unemployment, redundancy and the perceived increasing insecurity of organisational positions. However, it could also be used to encompass the various organisational actions/inactions which lead to an individual feeling that they can no longer work in that context (Buttner & Moore, 1997: 32). 'Pull' is about the supposed lure of independence, flexibility and choice on offer within the discourse of self-employment (Mallon & Cohen, 2001: 218).

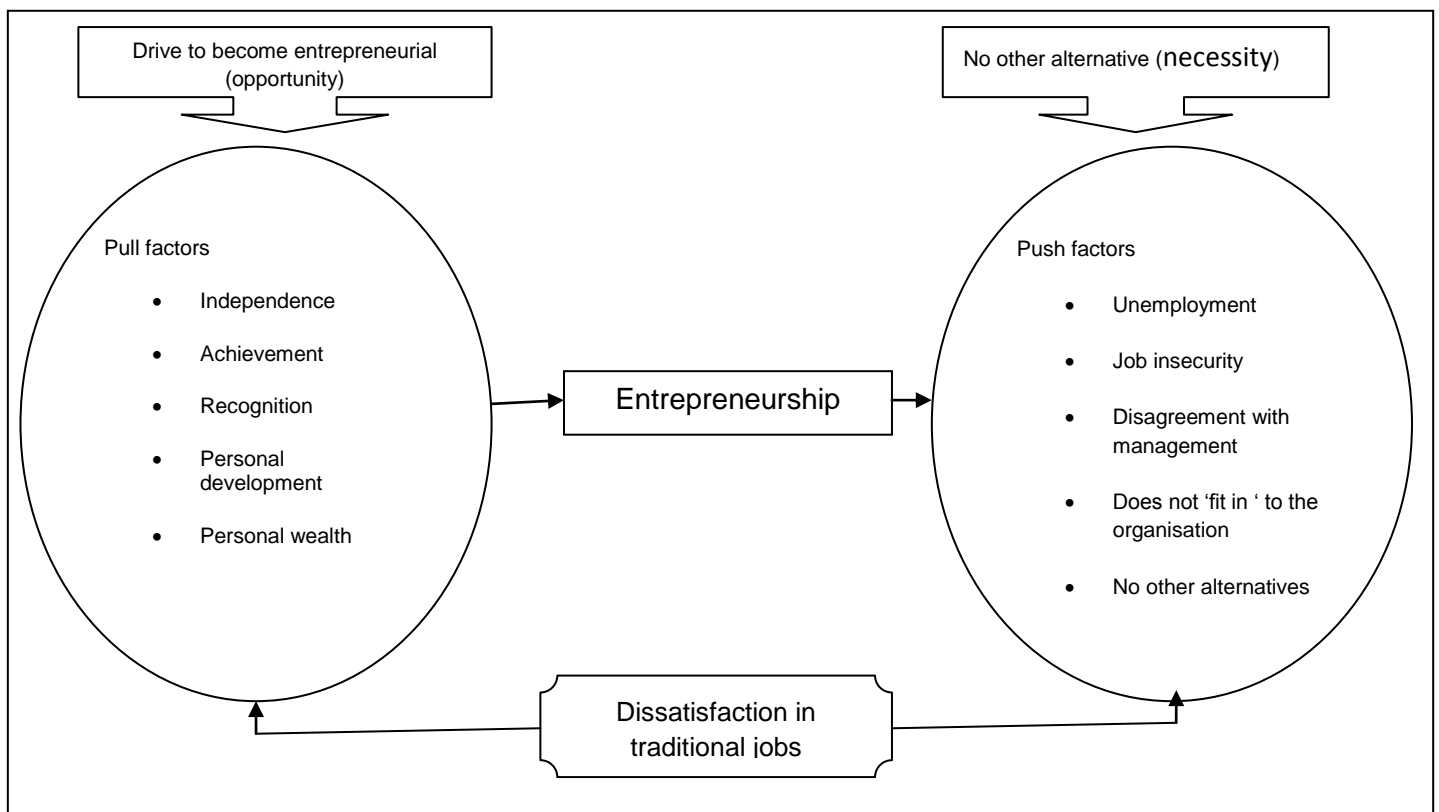
Women become entrepreneurs due to several factors which may be grouped under "Pull factors" and "Push factors". Pull factors refer to the urge in women to undertake ventures with an inclination to start a business. Women entering business, driven by financial need due to family circumstances are said to be influenced by push factors (Heilman & Chen, 2003: 349). Kelley *et al.* (2010: 22) in the Global Entrepreneurship Monitor (GEM) 2010 survey showed that, in the economies analysed, some 110 million people between 18 and 64 years old were actively engaged in starting a business. Another 140 million were running new businesses they started less than 3½ years earlier. Taken together, some 250 million were involved in what GEM defines as early stage entrepreneurial activity. Individuals in the Sub-Saharan African countries exhibited high perceptions about the presence of opportunities in their area, their capabilities for entrepreneurship and their intent to start businesses. While the factor-driven economies have the highest Total Entrepreneurial Activity (TEA) rates, they also have the highest proportion of necessity-driven motives, where entrepreneurs are pushed into entrepreneurship because they need a source of income. The innovation-driven group had the lowest necessity rate, but the highest proportion of opportunity-driven motives, where entrepreneurs are pulled into entrepreneurship because they recognise an opportunity that can improve or maintain their incomes or increase their independence.

2.4.1 "Push" and "pull" factors of entrepreneurship.

According to Mohr and Fourie (2000: 121), unemployment is arguably the most important and vexing problem facing the South African economy and its governance.

Mayer and Altman (2005: 45) are of the opinion that the primary cause of unemployment in South Africa is the capital-intensity that historically characterised the minerals economy and globalisation more recently. Refer to Figure 2.1 for an outlay of push and pull factors of entrepreneurship.

Figure 2.1: Pull and push factors of entrepreneurship.



Source: Verwey (2005)

Moore and Buttner (1997: 36) suggested that women started their own businesses from a desire for self-determination and for career challenge, and that they expect the corresponding respect, recognition, and self esteem that both self-determination and challenge provide. Primarily, entrepreneurship is a survival instinct that motivates women to start a business. Dismal economic conditions, high unemployment rates, and divorce catapult women into entrepreneurial activities. Desperate to put food on the table for their children, women are defying societal norms in order to survive.

According to Ojong (2005: 9), a business does not come into being on its own. It originates from people who desire to be self-employed, who see a need for a service or product in a society, and utilise that opportunity. It is commonly recognised that an individual's motives for seeking self employment are numerous and diverse (Tanton, 1994: 28). Tanton (1994: 25) noted that although men and women superficially share common areas of motivation for undertaking business ownership, women often wished specifically to escape the male domination of employers and husbands. Circumstances such as lack of opportunity for advancement or salaried employment tend to push individuals into entrepreneurship.

Self-employed people's efforts to start businesses are more likely to react to pull motivation. It is often argued that push motivation is associated with higher failure rates than for pull motivators, but research has found little support for this argument (Birley & Westhead, 1994:15). "Push" factors include unemployment, under-employment, job dissatisfaction or blocked opportunities, and often for women, no opportunities at all. Entry into self-employment is seen as one of damage limitation (Jones, 1994: 22).

2.4.2 Push towards entrepreneurship.

Women and minorities encounter experiences within traditional organisational settings that can result in feelings of disenchantment with corporate life and their opportunities for career advancement. These experiences may "push" these individuals out of organisations, and attract them to entrepreneurship as an alternate route to both personal and professional success. What follows is a consideration of some of the issues confronting women and/or minorities in organisations that produce the discontent that ultimately may be the impetus to move on to self-employment (Heilman & Chen, 2003: 350).

2.4.3 The need for the independence.

Patterson (2007: 3) indicated that to label women's motivations as either push or pull ignores the complexities of their lives and the issues they wrestle with in making the

decision to leave employment for entrepreneurship It is, therefore, more appropriate to view their motivations as multifaceted in order to understand fully the dilemmas they faced during the transition phase. Many professional women are increasingly taking the decision to opt out of the labour market, with a small but increasing percentage starting their own businesses (Cabrera, 2007: 12). The decision to leave a current career and lifestyle is not easy for anyone to make (Mattis, 2004: 10). Women have most commonly cited personal or domestic commitments, career frustrations, achievement and independence needs or a feeling of no other alternative. Consequently, the push/pull dichotomy is applied to categorise these motivations (Mallon & Cohen, 2001: 218).

According to Mallon and Chen (2001: 219), the move into self-employment could be seen to embody a choice of independence and autonomy over dependence and the rules of the organisational world, of self-designed career rather than awaiting the rungs of the ladder, of balance of home and work rather than attempts to juggle their competing demands. Halal (1997: 15) suggested that the trend towards people moving out of organisational employment and setting up businesses constitutes a 'major shift to an independent, more mature mode of self employment'. The "pull" or positive factors are those associated with factors of choice and the desire for entrepreneurial aspirations (Deakins & Whittam, 2000; 55). These relate to independence, self-fulfilment, autonomy, self-achievement, being one's own boss, using creative skills, doing enjoyable work, entrepreneurial drive and desire for wealth, social status and power. The need for independence and the challenge of business ownership are the most frequently quoted 'pull' motivators for women entrepreneurs (McClelland & Swail, 2005: 86).

2.4.4 Self-fulfilment.

Women entrepreneurs are not only driven by the desire to make money. To the contrary, self-fulfilment seems to be women entrepreneurs' basic motivating force because women poses creative urge. Money is simple the way of keeping enterprise running (Acharya, 2009: 61). The Harvard School experts feel that women have natural deeper sense of commitment towards their work and their male counterparts. The basic quality of efficient management of having futuristic outlook and planning

for the unknown, hard work, patience and perseverance comes naturally to women (Acharya, 2009: 62).

2.4.5 Entered family business.

Family business, as an arena where the disparate units" family and business are integrated, constitutes a unique institution. To include corporate responsiveness to family needs as well as corporate recognition of the professional contributions could make the family business an especially congenial work environment for women (Hollander & Bukowitz, 1990: 140). Family intensity, the number of family investors and family members employed were important for women entrepreneurs (Gundry & Welsch, 1994: 272).

Family businesses constitute a highly traditional setting; one example of this is the rule of primogeniture. At the same time, studies have shown how family business women are more likely than women in non-family firms to enter the business sphere and achieve leadership positions (Harveston, Davis & Lyden, 1997: 380). In family business research, it has been shown that women take important but subtle roles in the business, helping achieving continuity and growth of the family firm (Martinez, 2009: 30).

Women play a key role in the creation of family wealth but they have been ignored and marginalised from management and ownership. However, a growing body of research on women in family business works on the assumption that the role of women are changing, from passive family-oriented roles to active business-oriented roles (Mulholland, 2003: 22). Frishkoff and Brown (1993: 68) stated that new visions were emerging as more women took active roles in the family business and that women as well as business benefitted from the shift in traditions.

Dawson *et al.* (2009: 15) suggested that many of the other possible motivations, such as 'more money', 'joined the family business' and 'family commitment' could operate as either 'push' or 'pull' factors. For example, 'more money' could be suggestive of attractive higher earnings in self-employment or could be suggestive of perceived poor wages in the paid-employment sector. Moreover, motivations that

might typically be considered as attractors – for example, ‘to be independent’ and ‘better conditions of work’, can undoubtedly also operate as ‘push’ factors. That is, a lack of independence and poor working conditions in paid-employment pushes individuals self employment.

2.4.6 Need for flexible work schedule.

Heilman and Chen (2003: 352) stated that family considerations have been found to be frequently tied to women’s employment decisions, and having young children has been found to have more of an impact on the self-employment tendencies of women than men. Heilman and Chen (2003: 352) further stated becoming an entrepreneur appears to provide a solution to the problem of maintaining a balance between work and family responsibilities. It not only allows women to have careers that are vital and challenging, but it also gives them the power to decide when, how, and where their work gets done. Note that it is not a decrease in hours worked that women seek, but rather the flexibility to accomplish goals on their own terms.

Women and men possess differing motivators for becoming entrepreneurs. A higher proportion of women become entrepreneurs in order to balance work and family, while a higher proportion of men seek wealth creation and/or economic advancement (De Martino & Barbato, 2003: 816). Entrepreneurship as a career can offer a degree of flexibility and balance that some other careers do not offer (De Martino & Barbato, 2003: 816).

Acharaya (2009: 61) pointed that due to feminine nature, women entrepreneurs have their ability to adapt to the changing demands of their customers and their business. Women are known to be well organised, which is why women entrepreneurs know how to put the right people and resources together to accomplish task or achieve a goal. Women often leave corporate environment to become entrepreneurs, by starting their own businesses, to provide additional flexibility and life balance in managing their traditional responsibilities as wife and primary caretaker of children. The primary concern for many women is the combined responsibility to work and family (Buttner & Moore, 1997: 23).

Helms (1997: 18) explained that women often start their own business for three types of personal gains: personal freedom, security and satisfaction. The work flexibility provided by entrepreneurship is appealing for women in terms of location, often working at home or close to home, and the hours of work. Indeed, the desire for a flexible work schedule is one of the main reasons women say they leave their companies and are attracted to entrepreneurship (Heilman & Chen, 2003: 351).

2.4.7 Difficulty in finding a job.

Kelley *et al.* (2010: 20) stated in the GEM report (2010) that economies need people to self-employ when required. Necessity-based entrepreneurs start businesses particularly where and when basic requirements are not, as yet, fully developed. To the extent these and other factors do not act as deterrents to their efforts, these entrepreneurs can thrive and their societies will benefit. Entrepreneurship can thus provide a source of income when an economy cannot yet supply enough jobs or other alternatives for generating wages or salaries, providing positive social value.

It is no secret that if one is to succeed in organisational life, having mentors and building networks is essential. But, more often than not, the opportunities for both are limited for women and minority employees. Mentors are believed to be instrumental in helping buffer women and minorities from overt and covert discrimination, and in aiding them in charting their course up the corporate ladder by coaching them and helping them develop management skills (Heilman & Chen, 2003: 357).

2.4.8 Opportunity identification.

Women's entrepreneurship has been recognised as an important untapped source of economic growth. The women entrepreneurship topic has been previously neglected by the society in general. Gender inequality is a major impediment to economic growth and poverty alleviation. Several different providers, including governmental, non-governmental, and international and membership organisations, are already providing support the development of women entrepreneurs in South Africa. Women can join the different women business organisations for training programmes comprising skill acquisition and upgrading, marketing and accounting. Efforts are

also on to link up with other agencies, such as the South African Women Network (SAWEN) and the Chamber of Commerce, so as to improve women's entrepreneurial opportunities.

McGrath and McMillan (2000: 30) suggested that habitual entrepreneurs with business ownership experience have an 'entrepreneurial mindset' that prompts them to search out and pursue opportunities with enormous discipline, and to pursue only the very best opportunities.

2.5 OBSTACLES FACED BY WOMEN ENTREPRENEURS

Orford *et al.* (2004: 17) conducted a study on the main obstacles faced by several South African entrepreneurs, the results of which indicated that the most recurrent weakness is lack of education and training among entrepreneurs. It is therefore imperative to focus on the training of entrepreneurs, particularly the development of previously-disadvantaged individuals, specifically women entrepreneurs (Van der Merwe, 2002: 48).

Individuals starting businesses typically dominated by white males may potentially face difficulties in obtaining a client base. This is likely to be a very real problem because, the most rapid growth in women-owned firms lies in non traditional industries such as construction, wholesale trade, transportation, communications, agriculture, and manufacturing. Customers may choose not to turn to women and minorities for their products and services due to a perceived lack of fit between business owner and industry characteristics. Customers who have the option of employing a male owned versus a female-owned construction firm may, for example, select the male owned firm simply because men are more commonly associated with and are believed to be more knowledgeable about the construction business. If this is the case, then women and minorities have an uphill battle in combating the scepticism of potential clients, and may wind up with less than they deserve in terms of market share (Heilman & Chen, 2003: 359).

Just as male and female entrepreneurs tend to face very different business obstacles, they experience different domestic demands, as well. Women are

entering the workforce and starting new businesses at an increasing rate, but they are still more likely to be the primary parent, emotional nurturer and housekeeper. The greater parenting responsibilities of women may help to explain the relatively high levels of female entrepreneurship in low income countries (Minniti, 2003: 12).

More mature businesses are generally perceived as a lower risk for financing, and thus financing arrangements can be made on the strength of the existing business rather than owner characteristics. For earlier stage financing, where the business is less mature and the risks higher, the investment is being made as much in the owner/founder as the business proposition itself. The implication of this is that there are significant barriers to accessing financing for early stage SMEs, but the existing data does not support a direct correlation between barriers to SME financing and the particular Profile Groups (Heidrick & Johnson, 2002: 5).

Orford *et al.* (2004: 17) conducted a study on the main obstacles faced by several South African entrepreneurs, the results of which indicated that the most recurrent weakness is lack of education and training among entrepreneurs. It is therefore imperative to focus on the training of entrepreneurs, particularly the development of previously-disadvantaged individuals, specifically women entrepreneurs (Van der Merwe, 2002: 48).

Blenker, Dreisler and Nielsen (2003: 385) found that information and education are problems for most women entrepreneurs. De Martino & Barbato (2003: 818) also suggested that gender differences in entrepreneurial performance and motivations may be due to either “social feminism,” i.e., socialisation experiences that limit and disadvantage women, and/or “liberal’ feminism, i.e., overt discrimination against women, such as less access to capital or management assistance. Women business owners reveals a common theme; formation and operational problems encountered by female proprietors are considered to be primarily gender-related (Fay & Williams, 1991: 66).

Jalbert (2000: 16) added that the challenges facing women’s businesses are common to all small and mid-sized enterprises, such as financing, globalisation of social and economic environments, marketing, and management. There are even

more difficult barriers, like banking, legal aspects, political contacts, customs tariffs, bureaucracy, and extortion that must be overcome in developing and transitional countries.

Fay and Williams (1991: 67) further claimed that women experience greater difficulties in acquiring the skills and knowledge necessary to conform to these criteria. This is apparent in the socialisation, education and work experience of many women, particularly in the typically low-wage work-force pattern which hinders women ability to accumulate sufficient assets to meet lending criteria. Barriers to SME financing do exist, and vary significantly according to business type, age, stage and industry with owners facing different barriers accordingly (Heidrick & Johnson, 2002: 2).

Factors that may inhibit potential entrepreneurs from pursuing entrepreneurship include a lack of training for entrepreneurs, the risks posed by the business environment, a lack of suitable human resources and legal restrictions on business activity (Swanepoel *et al.*, 2010: 64). O'Neil and Viljoen (2001: 8) argued that the problems facing female entrepreneurs in general are recognised by the South African government.

O'Neil and Viljoen (2001: 1) stated in the 1995 publication of the White Paper on the Development of Small Business indicated that the government in South Africa realised the importance of developing entrepreneurship and small businesses. It was stated that small, medium and microenterprises (SMMEs) offered an important vehicle to addressing the challenges of job creation, economic growth and equity in South Africa: "The stimulation of SMMEs must be seen as part of an integrated strategy to take this economy onto a higher road – one in which our economy is diversified, productivity is enhanced, investment is stimulated and entrepreneurship flourishes" (White Paper, 1995: 5).

The White Paper (1995: 12) emphasises the following aspects relating to female entrepreneurs:

- Problems female entrepreneurs experienced in the past with regard to legal status and access to finance (White Paper, 1995: 12).
- Special needs of female entrepreneurs with regard to the provision of appropriate infrastructure (White Paper, 1995: 32).
- Special training needs of female entrepreneurs (White Paper, 1995: 33).
- The need for tax concessions to large enterprises to support female entrepreneurs (White Paper, 1995: 38).
- The need to improve the position of female entrepreneurs as an initial high-priority target area in the small-business development effort (White Paper, 1995: 48).

2.5.1 Financing and women entrepreneurship.

One of the major problems that studies highlight is the business women's perception that banks discriminate against them and that this creates difficulty in their ability to gain external business finance. A large proportion of small businesses utilise their own financial resources but the most common source of external capital is banks (Fay & Williams, 1991: 66).

Swanepoel *et al.* (2010: 64) quoted Wickham (2001: 44) stated that one of the inhibitors to becoming an entrepreneur is an inability to secure start-up capital and the high cost of start-up capital. Other factors which affect the accessibility of financing for SMEs include business size (with micro-businesses typically having less access to financing than larger SMEs) and geographic location. Urban entrepreneurs are likely to have a larger pool of financing options to draw on than rural entrepreneurs, particularly those dwelling in communities without easy access to financial institutions. Similarly, SME financing options are affected by proximity to the 'central areas' for particular industries, particularly in cases where angel investors or venture capital is sought. In these cases it is critical for an entrepreneur to be geographically located in ways that provide access to the networks of investors providing financing in various sectors (Heidrick & Johnson, 2002: 9).

2.5.2 Government support and women entrepreneurship.

Furthermore studies have demonstrated that for sustainable support in women business development it is essential to have an active involvement not only from women business owners and their organisation but also from government and the NGOs supporting enterprises development (NWBC, 2004: 102).

2.5.3 Education and women entrepreneurship.

Training is the essential component for producing an able corps of entrepreneurs who not only survive but thrive and contribute to the local, and ultimately, the global economy. Skill-based training, technical training, technology training, and delivery of management skills are necessary to strengthen not only entrepreneurs, but also associations. Technical assistance, in other words, is especially valuable in developing and transitional economies where business and managerial skills are often completely lacking (Jalbert, 2000: 29).

According to Gorman *et al.* (1997: 1), education also can serve a preparatory function in relation to new venture initiation or start-up, whereby the transfer of knowledge and the acquisition and development of relevant skills would be expected to increase the self-efficacy. Gasse (1985: 555) argued for the importance of identifying and evaluating entrepreneurial potential at the secondary school level, and also suggested that it will be more successful in enhancing entrepreneurial propensity in the development stage when individual career options are still open. Fillion (1994: 68) suggested that "high school is the most determinant level in the development of young people's entrepreneurial potential" ,and stressed the importance of introducing the concept of 'pre-entrepreneur' and outlines a process of entrepreneurial teaching at the high school level that is designed to foster development of an entrepreneurial attitude among students.

Gorman *et al.* (1997: 6) argued that entrepreneurship education should include skill-building courses such as negotiation, leadership and creative thinking and exposure to technological innovation and new product development. Curran and Stanworth (1989: 18) posited a framework for small business education that consists of four

types: entrepreneurial education, education for small business and self-employment, continuing small business education and small business awareness education.

Other studies have improved the relation of education and training on women entrepreneurs, It illustrated that women were in general better educated than the male entrepreneurs where (80%) held a technical or engineering degree. In addition, they had more wide backgrounds in business than the male (Zapalska, 1997: 112).

Henry, Hill and Leitch (2003: 12) maintained that entrepreneurship training can complement the early stage awareness-raising function of entrepreneurship education, as it provides the practical skills required by entrepreneurs when they are ready to set up their business.

2.5.4 Challenges facing women-owned businesses.

Stereotype-derived expectations that the woman or minority entrepreneur is not very competent also are apt to create problems in obtaining financial backing. Providing money and resources to such an individual is very likely to be viewed as more risky than providing money and resources to others (Heilman & Chen, 2003: 360).

Many women in business think of banks as the main primary financial facility and source of finance to manage and grow their businesses. Self-employment is a male dominated career choice, of all new businesses are started by men, 28% by women and 5% jointly by a man and a woman (SCB 1998). Several reasons for this inequality are put forward in the literature. One is that women still have the main responsibility for the family and the children. Therefore, the entrance of women into self-employment is at least delayed until children are adult or it is hindered. This is a life-span approach (Cohen 1996: 15).

Jalbert (2000 : 4) argued that regardless of the strength of the push and pull factors and the general attractiveness of the entrepreneurship option, the supply of entrepreneurs will still be limited if there are strong inhibiting factors in operation, which prevent potential entrepreneurs from pursuing entrepreneurial activities, such as: inability to access start-up capital; high costs of start-up capital; high risks

presented by the business environment; legal restrictions on business activity; lack of training for entrepreneurs; perception that the role of the entrepreneur has a poor image; lack of suitable human resources and personal inertia.

2.5.5 Socio-cultural environment.

According to Richardson, Howarth and Finnegan (2004: 28), equality legislative policies, laws and regulations that promote gender equality can be negated by prevailing cultural or traditional norms and practise. Some of the most pervasive factors which can encourage and enable, or discourage and disable, women's enterprise development are those things which are most difficult to observe and measure. These are also factors which concern women's position in society. They also affect what societies, communities and families perceive as acceptable (or not) for women to be and to do. This in turn adversely impacts on the components of the enhanced SL-MAIR framework relating to women's entrepreneurial skills, motivations and level of confidence.

Cultural and social traditions play a large role in determining who within a society becomes an entrepreneur. For example, social conditions in some societies inhibit women from starting their own businesses. For a female business owner, the process of starting and operating a new enterprise can be difficult because often they lack the skills, education, and support systems that can expedite their business pursuits (Jalbert, 2000: 16).

Access to economic resources and appropriate technology remain major obstacles to the survival of women-owned enterprises. Also an access to international markets has not necessarily been improved for women (Abzug, 2002: 19). Government or customary law bar women from inheriting ancestral land, which is traditionally passed down through male descendents. Registration provides titles in the name of the "head of the family" but once a man dies, his widow's continued access to the land may be threatened by his relative who may want the land. Widow inheritance rights do not exist in principle and land in the hands of widows tends to pass to a male heir of the next generation (Ardayfio-Schandrof, 1999: 12).

2.5.6 Access to business support.

Lack of sufficient capital tends to affect SMEs' ability to develop new products and services or to grow so as to meet demand (Abor & Biekpe, 2006: 17). Heilbrunn (2004: 10) posited that 90% of business start-ups that failed did so because of the lack of management skills of the owners. Access to the right types and amounts of capital, at the right times, directly relates to the successful operation of a business. It is commonly believed that entrepreneurs seek and receive a majority of their initial capital as equity from venture capitalists, angel investors or friends and family (Berlin *et al.*, 2010: 26).

2.5.7 Inequality of access to credit.

It is harder to access funding for earlier stages of SME development e.g., seed money, start-up capital) than for later stages e.g. working capital or expansion funds (Heidrick & Johnson, 2002: 9). Capital may be acquired via debt or equity financing and may take the form of any number of financial instruments. Debt instruments used by SMEs may include bank term or demand loans, private loans, operating lines of credit, credit cards, leases, supplier credit contracts, and government-backed loan programs. Equity investments in SMEs are typically reflected through ownership of one or more classes of shares in the venture. These investments may include personal investment by the entrepreneur, private investment by friends and family (love money), angel investments, venture capital investment and in cases of publicly traded companies, public market equity. In the case of established companies, retained earnings may also be re-invested in the venture (Heidrick & Johnson, 2002: 8).

Women entrepreneurs have less bank credit than men entrepreneurs, and minority women business owners are less likely than white women business owners to have bank credit. Furthermore, in the equity capital arena, women-owned firms represent only 9% of all institutional investment deals and receive only 2.3% of all institutional investment dollars. In sum, although entrepreneurship can provide individuals with a way to gain career autonomy and control, it does not necessarily provide an escape

from all of the problems that women and minorities face in the business world (Heilman & Chen, 2003: 360).

Illiteracy or semi-literacy among the majority of women in South African's rural areas and some townships, creates a further barrier to processing paperwork. Women's lack of control over resources, such as land and labour, also limits their eligibility for loans. Banks' ability to lend is often constrained by inflation-induced decapitalisation, resulting mainly in insufficient funds available to finance loan request. Inequality in rights and entitlements, whether economic, civil or family are a powerful source of discrimination against women. They may curtail women's ability to engage in gainful activities and may constitute a serious disincentive to women's economic participation (ILO, 2003i).

2.5.8 Lack of timely business information.

According to the department of Trade and Industry (the dti, 2009: 31) there are number of factors affecting women entrepreneurs such as access to capital, labour issues, inadequate education and training as well as discrimination as major constraints affecting the establishment as well as the expansion of women's entrepreneurial activities. Women normally rely on personal income to provide the initial finance for their enterprises.

2.5.9 Obstacles in starting up the new venture.

Botha *et al.* (2007: 163) argued that although education is not mandatory for new venture creation, it provides the skills, contacts and opportunities vital to most successful businesses. According to Herrington, *et al.* (2008: 44), for many start-up businesses, some form of mentoring is needed in varying degrees to grow business skills. One to one mentoring is effective but expensive and unless economies of scale can be achieved, providing these support services to small enterprises is difficult to sustain. Orford *et al.* (2003: 17) conducted a study on the main obstacles faced by several South African entrepreneurs, the results of which indicated that the most recurrent weakness is lack of education and training among entrepreneurs.

Henry *et al.* (2003: 12) maintained that entrepreneurship training can complement the early stage awareness-raising function of entrepreneurship education, as it provides the practical skills required by entrepreneurs when they are ready to set up their business. With regard to financing, previous research shows that women-owned businesses start with both lower levels of overall capitalisation and lower ratios of debt finance than men-owned businesses (Carter & Allen, 1997: 220).

With respect to debt financing, it is difficult for many youth to access this source of financial capital due to the fact that many are too young to have a substantive credit history, or to have collateral sufficient to secure loans or lines of credit. Because of their age, they are also unlikely to have the type of business experience or track record that financial institutions would look for in assessing creditworthiness. In addition, some potential entrepreneurs may be carrying student debts which will also make it harder to secure debt financing for new ventures (Heidrick & Johnson, 2002: 13).

The DTI (2000: 8) argued that, taxation has significant influence on the level of entrepreneurship. Taxation often causes serious problems to entrepreneurs because of the amount of administrative burdens it implies. Many governments use taxation as a key instrument in their entrepreneurship promotion policies. Often, tax incentives exist for start-ups, investing, innovation, hiring employees, and so on. However, incentives can cause tax systems to become very complicated, resulting in non-compliance, high administrative burdens and high accountant bills for entrepreneurs.

Access to finance is still considered one of the key constraints to entrepreneurship development, particularly the stimulation of start-ups. Townships and rural areas, in particular, suffer the most from lack of capital. While various initiatives have been launched to address the problem, these are still too limited to meet the amount of demand and many lending NGOs, in particular, are facing serious capacity problems, with a few having had to cease operations recently. Rural areas suffer not only from inability to access credit but also lack of appropriate savings mechanisms (DTI, 2000: 8).

Jalbert (2000: 51) stated that prescribing necessary policies and institutional reforms to improve the business environment facing women entrepreneurs is tied into the regulatory and legal framework governing competition, investment, commercial transactions, contractual laws, labour regulations, taxes, property rights, and procurement procedures.

2.5.10 Lack of female role models.

For some entrepreneurs, role models and mentors played a key role in carving out paths for them to follow. Mentors include business men and women, family members, women with a high public profile, and an occasional consultant. Mentors often view mentoring as a responsibility, a way of ensuring entry for the next generation of women. Within women's business associations, business management, economic empowerment, and advocacy techniques combine with the more humanistic skills of fostering mutual respect, improving ethical standards, and improving health in order to equip female entrepreneurs to succeed in a competitive business environment (Jalbert, 2000: 33).

Entrepreneurs are arguably the most important actors in our economy: the creators of new wealth and new jobs, the inventors of new products and services, and the revolutionising of society and the economy. Yet despite their centrality, little is known about entrepreneurs: what motivates them, how they emerge, why they succeed (Cohoon *et al.*, 2010: 5). Cohoon *et al.* (2010: 8) further suggested that efforts to promote women's entrepreneurship should ensure that women have access to the mentoring and support networks that they view as important contributors to their success.

2.5.11 Lack of business management skills.

Hisrich and Peters (2002: 74) are of the opinion that "a mentor–protégé relationship is an excellent avenue of securing needed professional advice, as well as providing an additional source of moral support". Sullivan (2000: 169) defined mentoring as "a protected relationship in which learning and experimentation can occur potential

skills can be developed and in which results can be measured in terms of competencies gained, rather than curricular territory covered". General business training includes basic business skills such as costing, marketing, accounting and negotiation, and is usually a central element of an integrated service package. However, training in skills is often not enough for women, and successful training programmes for women entrepreneurs therefore also include confidence building, entrepreneurship development training, fostering the attitudes important to starting and managing one's own business.

Since business skills are related to stage of business development, it is argued that women face challenges of learning business skills early in the life cycle of their business and are therefore less profitable than in later stages when they are more competent in business skills. Studies investigating business planning skills are mixed--some showing business planning skills related to success and others showing it do not make a difference (Lerner, Brush & Hisrich, 1997: 333).

2.5.12 Lack of confidence.

Lebakeng (2008: 40) quoted that another barrier that was apparent amongst women was a lack of self confidence. This was related to a lack of business knowledge and low self esteem (Bradley & Boles, 2003: 17). Nowadays most of the women are suffering from one major problem of lack of self confidence, determination, physically powerful outlook, hopefulness etc. They always panic from committing mistakes while doing their piece of work, more over there is limited initiative of taking risk and bearing uncertainty in them. Thus all these psychological factors often obstruct their path of achieving success in the area of enterprise (Masood, 2011: 8).

2.5.13 Great fear of failure.

Kelley *et al.* (2010: 28) commented that sometimes the downside risk of failure outweighs even the most promising gains imagined in the event of success. In other words, even if the expected returns from entrepreneurship are considerably higher than the next best alternative, the perceived risks of starting a business may nonetheless deter some individuals. Risk-taking propensity can therefore play a

significant role in the transition from potential (or latent) entrepreneurship to actual business starts.

Bosma *et al.* (2010: 21) commented that the downside risk of failure outweighs even the most promising gains imagined in the event of success. In other words, even if the expected returns from entrepreneurship are considerably higher than the next best alternative, the perceived risks of starting a business may nonetheless deter some individuals. Risk-taking propensity can therefore play a significant role in the transition from potential (or latent) entrepreneurship to actual business starts

Recognition of the value of female owned businesses and their input towards a dynamic economy is now widely accepted (Carter, 2000: 23). Despite this, it appears that women still lag behind men considerably in terms of entrepreneurial participation (Harding, Brooksbank, Hart, Jones-Evans, Levie, O'Reilly, & Walker, 2006: 3). Whilst female participation rates have increased in the last twenty years, it seems that this increase is not making substantial inroads to closing the gender gap in entrepreneurial activity. Confidence in the ability of an individual in being capable of completing a business start is also likely to be a major factor in deciding to become a nascent entrepreneur, with a 'fear of failure' likely to provide a considerable barrier (Weber & Milliman, 1997: 134). Galloway and Levie (2001: 12) found that female graduates are more likely to be deterred from business start-up than their male counterparts owing to fear of failure.

2.5.14 Lack of education and training in general.

According to Botha *et al.* (2007: 3), an entrepreneurship training model can be defined as a structure or layout of constructs that form the framework of an entrepreneurship training intervention. The creation of new ventures and the growth of existing businesses are vital contributing factors to any economy. Orford *et al.* (2003: 17) conducted a study on the main obstacles faced by several South African entrepreneurs, the results of which indicated that the most recurrent weakness is lack of education and training among entrepreneurs. It is therefore imperative to focus on the training of entrepreneurs, particularly the development of previously-disadvantaged individuals, specifically women entrepreneurs (Van der Merwe, 2002:

48). Ladzani and Van Vuuren (2002: 156) agreed to a certain extent, maintaining that organisations wishing to develop entrepreneurship by education presuppose that the lack of entrepreneurial training is the main reason for SME failure.

2.5.15 Isolation from business networks.

Networks are the formal and informal links that exist between individuals, firms and institutions. Partnerships between individuals and firms, among similar firms or across industries, provide access to peers and peer-based learning, financial resources for start-ups, growth and operational support, knowledge, services and other business resources that lead to more innovation. Network forms at a variety of scales between key players of all sizes and functions. The relationships that form between individuals, the base level for brainstorming, idea generation, everyday business advice, and overall support. Entrepreneurs tend to learn best from other entrepreneurs (Berlin *et al.*, 2010: 28).

The degree of development of social contacts (often referred to as social capital) determines the strength of institutional endorsement and emotional support for the entrepreneurial initiative. In addition, the social network in which entrepreneurs are embedded influences their ability to access scarce resources needed to operate and find niches in opportunity structures (Manolova, Carter, Manev & Gyoshev, 2007: 411).

A crucial factor contributing to the occurrence of networking opportunities is based on attendance at social functions such as conferences and informal gatherings. Conferences are identified as an effective mechanism in terms of getting to meet potential customers, keeping up to date with the latest developments and analysing competitors' activities (McAdam & McAdam, 2006: 87).

In the early stages of new firm creation, information networks represent an important resource for the entrepreneurial firm. Effective information networks enrich the entrepreneur's environment, thereby enhancing the other networks and processes in which the entrepreneur engages. The information-seeking behaviour undertaken by the entrepreneur is very personal and is primarily a social encounter. The

entrepreneur will rely on any informal contacts made throughout his/her personal life as well as business career (McAdam & McAdam, 2006: 88).

The resource embeddedness of entrepreneurs' networks (i.e., the degree to which contacts in the network can be tapped for valuable and mobilisable resources) becomes an important determinant of entrepreneurs' confidence that an effort devoted to the new venture will lead to higher growth outcomes. The collection of formal and informal advice contacts that entrepreneurs establish outside of their organisation, in particular, provides information, knowledge, and inspiration that may be drawn to advance the technical, innovative, and business performance of their ventures, thus increasing the belief that entrepreneurial effort will lead to higher growth outcomes (Manolova *et al.*, 2007: 412).

Lerner *et al.* (1997: 323) viewed entrepreneurship as embedded in a complex network of social relationships. Within these networks, entrepreneurship is facilitated or constrained by linkages between aspiring entrepreneurs, resources, and opportunities. Lerner *et al.* (1997: 324) argued that the personal network of the entrepreneur is the most important resource of the firm. The significance of personal contacts as an aid to business development has been validated, with a study showing that strong ties in social networks facilitate the start-up process (Aldrich, 1989: 112).

The fact that women lack networks outside of their family and close community is closely associated with their lack of formal employment and business experience, together with constraints placed on their mobility and ability to interact with other business people (mostly men) arising from their domestic roles and responsibilities. Both personal and business networks are critical for business success. Women's limited networks and networking reinforce women's isolation as entrepreneurs and reduces their scope and opportunities for building personal and business know-how and accessing other physical and financial assets (UDEEC, 2002). Women's membership of more formal, traditional business associations such as employers' Organisations or Chambers of Commerce is also very low (UDEEC, 2002).

2.6 DEVELOPMENT NEEDS OF WOMEN ENTREPRENEURSHIP

South African Government has established its funding organisations providing financial assistance to the small business sector, these are the Industrial Development Corporation and the Umsobomvu Youth Fund (UYF) which was tasked with promoting entrepreneurship, job creation and skills development among young people (now absorbed into the newly established National Youth Development Fund). There are also sector-specific frameworks such as the mining industry's Social and Labour Plan (SLP) that compels mining and production companies to develop strategies and programmes that create economic opportunities for low-skilled and under-employed communities in their operating areas (DTI, 2000:14).

Gender also plays a role in business performance, insofar as it influences the self-perception of women entrepreneurs and their abilities to realise business growth given the desirability society attaches to business success (Bruin, Brush & Welter, 2007: 329). The DTI (2000: 10) suggested that women also need training around growth strategies and how to translate a growth strategy to operational tactics to grow their businesses. Related to growth, there is an issue of needing financial support and marketing support to meet future expectations.

2.6.1 Entrepreneurship for economic growth.

Growth within existing companies, not just new small businesses, also generates job increases and contributes to a robust economy (Berlin *et al.*, 2010: 8). Setting up microenterprises, small and medium-sized enterprises in both formal and informal economic sectors is now being proposed as a way to achieve sustainable socio-economic development and eliminate poverty (Jalbert, 2000: 20).

An economy based upon managing production requires totally different conditions than one where entrepreneurship capital needs to be stimulated (Audretsch, 2007b: 66). It can even be that policies and institutions which made the managed economy successful are counterproductive in the entrepreneurial economy. The challenge of emerging economies is harder since they are a mixed model of the two economies where both the managed element and the entrepreneurial element have to be

encouraged while the challenge of developed economies is rather on the transition from the managed to the entrepreneurial one (Audretsch, 2007b: 63).

The availability of entrepreneurs may be considered the most important prerequisite for economic development in a country. Without entrepreneurs it becomes the task of the state to organise development – without the incentive of potential personal gain. The lack of entrepreneurs often results in a second-best solution (Botha, 1993: 10).

2.6.2 Women entrepreneurs in construction in general.

Hisrich & Peters (1998: 78) found that women entrepreneurs tend to be more motivated by the need for achievement. Wickham (2001: 9) described an opportunity as a gap in a market where the potential exists to do something better, enhance effectiveness and create value. The South African construction industry has been described as the most untransformed industrial sector, because the industry is still dominated by white male management (Haupt, 2005: 8). The construction industry defines a large sector of the economy. The size and markets of a construction firm may strongly influence the level of professionalism and working practices. Women are under-represented in management, particularly in the traditional project-based industries of construction and engineering. The experiences of women in both the traditional and non-traditional project environment offers an opportunity to investigate the importance and nature of gender relations and the "gendering" of organisations and project organisations (Cartwright & Gale, 1995: 15).

2.6.3 Growth strategies for women in construction industries.

Women's entrepreneurship development strategy document, it is intended to place a particular emphasis on women entrepreneurs whose businesses have growth potential as a more strategic way to create sustainable jobs and decent work. Enabling more women to pursue enterprise growth through a more favourable support environment generates employment, empowers women and brings social and economic benefits to women and to society at large (DTI, 2000: 12).

Government will continue to lead efforts to increase the level of entrepreneurship through supporting small business creation, but we are mindful that this important task cannot be successfully undertaken by one player alone. A partnership between government and various stakeholders and role players remains a critical success factor. (DTI, 2000: 11). According to Department of trade and industry (2000: 10), the crucial barometer for the success of the Integrated Strategy on the Promotion of Entrepreneurship and Small Enterprises is the continued creation of new start-up firms by all segments of society and in all corners of our country resulting in the improvement of economic and social well being of the poor communities.

The National Small Business Council (NSBC), a statutory body to promote and represent the interests of SMMEs, was created in terms of the National Small Business Act, 1996 (Act 102 of 1996). This act illustrated how serious the government was to establish a solid policy framework for small-business development (Ndwandwe, 1998: 11).

2.7 SUMMARY

Over the past few years there has been an explosion of interest in entrepreneurship, more particularly women entrepreneurship. Issues that discourage women entrepreneurs from pursuing and succeeding in their businesses are also highlighted. It is believed that entrepreneurship holds the promise that individuals' career success will rise or fall on their own merits—not on the preconceptions and prejudices of others in the work setting. If women entrepreneurs are leaving organisations because they are frustrated and unhappy, not because they sincerely want to be entrepreneurs, then this is a sad and potentially costly loss both for these individuals and for the organisations in which they work.

It can be concluded that women should learn to gain more education in financial areas and that they should learn more about the financial needs of their businesses, including aspects of working with money, banking requirements, loan processes; and how to talk to bankers. It can also be concluded that females should be encouraged to study non-traditional fields such as engineering and science in order to prepare

them for a broader range of industry choices, noting that many of the non-traditional fields offered higher growth potential and greater rewards.

Entrepreneurship constitutes a potentially important career alternative for females. Starting a firm of one's own may be one way for females to avoid the 'glass ceiling' that has sometimes been argued to exist in established organisations, providing one attractive way for career oriented females to realise their full potential. A small business owner also has more freedom to plan one's personal schedule and to combine work with family life, which is often an important consideration for females.

Entrepreneurs must have the flexibility and creativity to meet the challenges that their businesses are faced with. The importance of a strong, mindful vision that can lead toward a better world is often underestimated. South African government is currently embarking on job creation for different groups ranging from labour to skilled workers. With good entrepreneurial promotion as well as creating proper enabling environment for prospective entrepreneurs to operate, all that may be achieved.

The perception from women business owners who are forced to operate in a challenging environment is that there is not sufficient information reaching them, nor enough clarity on criteria for accessing financial services. Coordination between financial service providers is key, to permit fluidity in access to services along the size and growth continuum of enterprises. Women are also disadvantaged by their lower levels of financial literacy and awareness, while access barriers are significant. The opportunity for financial services companies who can provide affordable, appropriate and accessible products to meet the needs of self-employed women is also significant.

The education system trains for wage employment rather than self-employment. Develop entrepreneurial spirit from low educational levels upwards and stimulate the development of entrepreneurship curriculum and its integration into education. Start up capital is made more easily accessible. The study concludes that women confront barriers because of their gender and the authors cite previous research that argues that these barriers are a result of socialisation practices, educational experiences, family roles, and networking.

The development of female entrepreneurship needs support through policies and adequate institutions in many areas, such as education and training, access to credit and financing, access to information, business networks and new technologies. The Governments, in partnership with other stakeholders, should take the lead and responsibility for establishing institutions and policies aimed at development of SMEs.

Women entrepreneurs are still to overcome key challenges like access to training in international trade issues, access to mentoring, as well as access to the more basic skills of operations management and marketing. The importance of access to information technology cannot be underestimated. Information technology can help identify markets, provide important industry information, spotlight trends, and highlight potential niches. In today's world, technology is consistently changing at a startling pace. Political and economic transformations seem to be occurring everywhere, as countries convert from command to demand economies, dictatorships move toward democracy, and monarchies build new civil institutions. These changes have created economic opportunities for women who want to own and operate businesses.

Some of these changes are simply the legacy of a gender imbalance that existed prior to political and economic reforms. Other changes reflect a return to traditional norms and values that relegated women to a secondary status. Because women are expected, culturally and at times legislatively, to assume household responsibilities, they are subject to a double-shift burden. It can be recommended that women business associations be in place and available to offer training in fields where women have expressed special interest, including technical training and business skills. Associations must also provide the moral and psychological advocacy required to start a small business by creating a safe and growth-oriented atmosphere that is ideal for incubating new businesses.

It has also been noted that some women entrepreneurs do resist joining association organisations and other networks. However, as women watch one another, learn from one another, and communicate more freely, these networks expand. The other

challenge that will need head on tackling is access to credit. However, this can be resolved by Identify and define problems that women entrepreneurs often face when applying for bank loans. Explain the common problems women experience in obtaining credit. Research credit schemes that have worked in other countries that would be applicable to women owned businesses.

Lastly, government and all relevant stakeholders should ensure that resources for programs to foster entrepreneurship are decentralised as well as promoting public awareness of entrepreneurship. Women entrepreneurs should examine the role that the education system could play in developing entrepreneurial skills and attitudes. The country should increase opportunities for the unemployed to create their own jobs through self-employment schemes, especially women entrepreneurs. Its imperative for women entrepreneurs to make an effort in facilitating networking among firms in order to foster a culture of mutual cooperation and risk-taking. Regardless of the education level or the career path taken, family and children are the most important values for South African women-entrepreneurs.

CHAPTER 3

RESULTS AND DISCUSSION

3.1 INTRODUCTION

The purpose of this paper is to explore the involvement of the women entrepreneurs in the small business sector particularly in construction and engineering. The characteristics of women entrepreneurs (i.e. individuals trying to start an independent business) are analysed and compared to male counterparts in the similar industries.

The empirical study is focusing on women entrepreneurship especially women in construction and engineering industries. The structure of this investigation will include different categories such as opportunities that exist for women entrepreneurs, motivation for women to venture into entrepreneurship, challenges and obstacles which women entrepreneurs are facing in these industries. The empirical literature will examine the implications of venture capital, access to personal loans, entrepreneurial education, etc.

3.2 GATHERING OF DATA

Questionnaires were either e-mailed; faxed or hard copy delivered to relevant women entrepreneurs, sufficient time was allowed to properly complete questionnaires. Each questionnaires sent to correspondents was accompanied by a cover letter ensuring confidentiality of the report.

3.2.1 Development and construction of questionnaires.

The questionnaires were developed from a literature review done on women entrepreneurship and contain questions and items relevant to the initial research problem. Questionnaires used in this study are divided into five sections, namely:-

Section: A

Section A captures personal details of particular woman entrepreneur. In the section the following issues are being addressed:

- Age.
- Marital Status.
- employment history.
- number of years in self employment.

Section: B

Section B captures business information for that particular woman entrepreneur. In this section, following questions are being addressed:

- In which industry does the business operate?
- The legal status of the business.
- The age of the business.
- The path to business ownership.
- The source of start-up funds.
- The area where business operate.
- Number of employees employed by the business.
- The company turnover.
- The business history.

Section: C

Section C, captures motivational factors which drove woman entrepreneur to enter into own business ventures. The following issues are being explored under this topic:

- The need for independence.
- Need for flexible work schedule .
- Difficulty in finding job, among others.

Section: D

Section D, captures obstacles faced by current women entrepreneurs in entering and running their own business ventures. This section is subdivided into two parts:

- Part 1, looking at the factors that inhibit the female entrepreneurs to start their own businesses.
- Part 2, looking at the factors that are currently faced by women entrepreneurs in running their own businesses.

Section: E

Section E, focuses on the developmental needs for the entrepreneurs, in the research focusing mainly on women entrepreneurs. The Question focuses on the following:-

- Training received by women entrepreneurs from either government or private sector.
- Established organisation for women entrepreneurs.
- Any other developmental needs for women entrepreneurs.

3.2.2 Data Collection.

Soft and printed copies of the questionnaire were distributed to 40 women entrepreneurs in Ekurhuleni district 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 Ekurhuleni as well as Gauteng Entrepreneurs Propeller (GEP) were contacted to generate a preliminary list of women entrepreneurs in construction and engineering sector based in Ekurhuleni district. These businesses acted as informants and identified other potential women-owned ventures for inclusion in the sample. A total of 40 women-owned businesses were compiled.

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 to women entrepreneurs in construction and engineering sectors.

A period of four (4) weeks for responding to the questionnaire was allowed before the questionnaires were personally collected by the researcher. A total of 30 usable questionnaires were returned from the sample, which constitutes a response rate of 75%. The speculative reasons for non-returns during the process were possible limited time available to respondents to complete the questionnaires and busy work schedules.

3.3 BIOGRAPHICAL INFORMATION OF THE RESPONDENTS

This exercise is about exploration of women entrepreneurs in engineering and construction industries based in Ekurhuleni region. The Ekurhuleni region's demographic areas included all towns within the boundaries of Ekurhuleni, i.e. Alberton, Benoni, Boksburg, Brakpan, Edenvale, Germiston, Kempton Park, Nigel and Springs.

3.3.1 Types of industries which participants are currently involved in.

The research as indicated above is focusing on women construction and engineering sectors. The term 'Construction' in this study refers to activities such as civil works, plumbing, transport, road construction, etc. The 'Engineering' term refers to activities like mechanical maintenance equipments, equipment failure investigations, compressors, industrial pumps/gear boxes, blowers, fans, mechanical seals, couplings, electrical motors and accessories, instrumentation, workshop equipments/tools, oil condition monitoring, motor mechanics, panel beating and industrial chemicals.

3.4 PERSONAL INFORMATION

3.4.1 Age group.

- **Purpose of question.**

The main purpose for this question (A1) is to establish the personal information regarding age category in women entrepreneurs interviewed fall. This question will be used to investigate any relationship regarding the age in which women entrepreneurs start engaging in self-employment.

- **Results obtained.**

The age category of women entrepreneurs examined are listed in Table 3.1.

Table 3.1: Age group classification of respondents

Age group	Count	Cumulative	Percentage (%)	Cumulative (%)
<20 years old	1	1	3.33	3.33
20-29 years old	15	16	50.00	53.33
30-39 years old	8	24	26.67	80.00
40-49 years old	3	27	10.00	90.00
50-59 years old	2	29	6.67	96.67
60+ years old	1	30	3.33	100.00
Total	30	30	100.00	

- **Analysis of the results.**

Based on the results presented in Table 3.1, the study indicates that the majority of the women who participated in this study are between the age of 20 and 29 years. According to Table 3.1, 50% of the women who participated in this study are actively involved in self-employment. The study also reveals that only few women entrepreneurship under the age of 20 and 60 years participate in self-employment.

The study indicates that 10% of the respondents are between the age of 40 and 49 years old. The remainder of the group constitutes 13.33% of the respondents where 6.67% represent the ones who are between the age of 50 and 59 years old. The study further indicate that 3.33% of the respondents represents are younger than 20 years old while other 3.33% of the respondents are older than 60 years old.

3.4.2 Marital status of respondents

- **Purpose of the question.**

The main purpose for this questionnaire (A2) is to establish the marital status of the women entrepreneurs participated in the study.

- **Results obtained.**

The marital status of the women entrepreneurs participated in the study is presented in the table below (Table 3.2).

Table 3.2: Marital status of respondents.

Marital status	Count	Cum	%(Percentage)	%Cumulative
Single	13	13	43.33	43.33
Married	13	26	43.33	86.67
Divorce	3	29	10.00	96.67
Widowed	1	30	3.33	100.00
Total	30		100.00	

- **Analysis of the results.**

Table 3.2 indicate that 43.33% (13) of the women that participated in the study are married. The other 43.33% (13) of the respondents are single. The remainder of the respondents constitutes 13.33% (4) where 10% (3) represents divorced respondents. The remaining 3.33% (1) represent widowed respondent.

3.4.3 Highest academic qualification of respondents.

- **Purpose of question.**

The main purpose for this questionnaire (A3) is to establish academic levels of the women entrepreneurs participated in the study.

- **Results obtained.**

The academic levels of the women entrepreneurs participated in the study is presented in the table below (Table 3.3).

Table 3.3: Highest academic qualification of respondents.

Qualification	Count	Cum	% (Percentage)	%Cumulative
Lower than matric				
Matric	5	5	16.67	16.67
Certificate	5	10	16.67	33.33
Diploma	13	23	43.33	76.67
Degree	4	27	13.33	90.00
Post grad	3	30	10.00	100.00
Total	30		100.00	

- **Analysis of the results.**

The study reveals that a diploma constitutes highest representation, representing 43.33% of the respondents. The study further reveals that 16.67% of the respondents have matriculation as their highest academic qualification. The study also indicates that another 16.67% represent that have certificate as the highest level of education. The study indicates that 13.33% represent respondents with degree as the highest academic qualification. The remaining 10.00% represent respondent with university post graduate as the highest academic qualification.

3.4.4 Number of Children.

- **Purpose of question.**

The main purpose for this study is to determine the number of children each participated women entrepreneur have.

- **Results obtained.**

The number of children of the women entrepreneurs participated in the study is presented in the table below (Table 3.4).

Table 3.4: Number of children of respondents

Children	Count	Cum	%(Percent)	%Cumulative
None	10	10	33.33	33.33
One (1) Child	8	18	26.67	60.00
Two (2) Children	7	25	23.33	83.33
Three (3) Children	4	29	13.33	96.67
Four (4) Children	1	30	3.33	100.00
Total	30		100.00	

- **Analysis of the results.**

The study as presented in the above table (Table 3.4) reveals that 33.33% (10) of the respondents do not have children. It can also be revealed that 26.67% of the respondents have only one child. This is then followed by 23.33% (7) of women entrepreneurs who have two children. The study also shows that 3.33% (1) represent women entrepreneur who has four (4) children. It can also be concluded that majority of women entrepreneurs participated in the study were either have one (1) child or no children at all.

3.4.5 Past experience of the women entrepreneur

- **Purpose of question.**

The main purpose of this questionnaire (A6) is to establish past experiences of women entrepreneur.

- **Results obtained.**

The past experiences of the women entrepreneurs participated in the study is presented in the table below (Table 3.5)

Table 3.5: Women entrepreneurs past experiences

Past experience	Count	Cum	% (Percentage)	%Cumulative
Unemployed	5	5	16.67	16.67
Self-employed	3	8	10.00	26.67
Worker	11	19	36.67	63.33
Supervisor	7	26	23.33	86.67
Middle management	4	30	13.33	100.00
Total	30		100.00	

- **Analysis of the results.**

Table 3.5 reveal that majority of the respondents 11 or 36.67% were previously permanently employed elsewhere. The study further reveals that 23.33% of the respondents previously occupied supervisory positions. It can be revealed that 16.67% of the respondents were unemployed. The study indicates that 13.33% have previously occupied middle management positions. The further reveals that 10% of the respondents have been self-employed.

3.4.6 Years in business

- **Purpose of question.**

The main purpose of this questionnaire (A7) is to establish the number of years in which these women have been participating in self-employment sector.

- **Results obtained.**

The number of years in which the women entrepreneurs participated in the study have been running their own businesses, is presented in the table below (Table 3.6)

Table 3.6: Years in business.

Years in business	Count	Cum	%(Percentage)	%Cumulative
Less than 1	6	6	20.00	20.00
1 to 3 years	18	24	60.00	80.00
4 to 5 years	5	29	16.67	96.67
6 to 10 years	1	30	3.33	100.00
10 years plus				
Total	30		100.00	

- **Analysis of the results.**

Table 3.6 indicates that the majority 60.00% (18) of the businesses owned by respondents are between 1 and 3 years old. Study further shows that 20% (6) of these entrepreneurs have recently started their own businesses, which are less than one year old.

The total of 16.67% (5) of the respondents indicated that their businesses are between 4 and 5 years old. One (3.33%) respondent indicated that she has been running her business for the period between 6 and 10 years. It can be concluded that the study participants businesses are all younger than 10 years old. None of the respondents have been running their businesses for more than 10 years.

3.5 BUSINESS INFORMATION

3.5.1 Industry in which women entrepreneurs are trading.

- **Purpose of question.**

The main purpose for this questionnaire (B1) is to establish the industry in which women entrepreneurs participated in this study are operating.

- **Results obtained.**

The industry, in which the women entrepreneurs participated in the study have been operating, is presented in the table below (Table 3.7).

Table 3.7: Industry in which women entrepreneurs are operating their businesses.

Industry	Count	Cum	% (Percentage)	%Cumulative
Mechanical Engineering	4	4	13.33	13.33
Civil works	3	7	10.00	23.33
Manufacturing	5	12	16.67	40.00
Construction	8	20	26.67	66.67
Transport (Plant hire)	3	23	10.00	76.67
Electrical engineering	1	24	3.33	80.00
Plumbing	2	26	6.67	86.67
Civil consultant	2	28	6.67	93.33
Services	1	29	3.33	96.67
Other	1	30	3.33	100.00
Total	30		100.00	

- **Analysis of the results.**

This exercise is about women entrepreneurs in construction and engineering sector. Results presented in table 3.7, indicate that majority 26.67% (8) of the respondents are into construction. The study further reveals that 16.67% (5) of the respondents are into manufacturing. The study reveals that 13.33% (4) of the respondents are involve in mechanical engineering activities. The study reveals that 10.00% (3) of the respondents are actively involved in civil works. Another 10.00% (3) of the respondents are involved in transport (plant hire).

The study further indicates 6.67% (2) of the respondents are involved in plumbing and another 6.67% (2) are in involved in civil consulting. The study further indicates that 3.33% (1) of the respondents are currently operating in electrical engineering fields. The study further reveals that 3.33% (1) of the respondents is into other services in construction and engineering sector.

3.5.2 Legal status of the business.

- **Purpose of question.**

The main purpose of the questionnaire (B2) is to establish the legal status of the business which women entrepreneurs are currently operating.

- **Results obtained.**

The legal status of the business being operated by the women entrepreneurs who participated in this study, is presented in the table below (Table 3.7).

Table 3.8: Legal Status of the business

Legal status	Count	Cum	% (Percentage)	%Cumulative
Sole proprietary.	2	2	6.67	6.67
Partnership	11	13	36.67	43.33
CC	12	25	40.00	83.33
Private company.	2	27	6.67	90.00
Not registered	3	30	10.00	100.00
Total	30		100.00	

- **Analysis of the results.**

The study shows that the majority (12 or 40.00%) of the respondents have their businesses legally registered under close corporation (CC). The study also reveals that 36.67% (11) of the respondents have their businesses legally registered in the form of partnerships.

The study further reveals that 10% (3) of the respondents are running unregistered businesses. The table 3.8 further reveals 6.67% (2) of the respondents have their

businesses legally registered under sole proprietary. The remaining 6.67% (2) of the respondents have their businesses legally registered under private company.

3.5.3 Age of the business.

- **Purpose of question.**

The main purpose for this questionnaire (B3) is to establish the age of the business that is being operated by women entrepreneurs.

- **Results Obtained.**

The age of the business being operated by the women entrepreneurs who participated in the study, is presented in the table below (Table 3.9).

Table 3.9: The age of the business.

Business age (Year)	Count	Cumulative	% (Percentage)	%Cumulative
One (1) year	0	9	0.00	0.00
Two (2) years	9	17	30.00	30.00
Three (3) years	8	13	26.67	56.67
Four (4) years	5	22	16.67	73.34
Five (5) years	2	24	6.67	80.01
Six (6) years	3	27	10.00	90.01
Seven (7) years	1	28	3.33	93.34
Eight (8) years	1	29	3.33	96.67
Nine (9) years	1	30	3.33	100.00
Total	30		100	

- **Analysis of the results.**

Table 3.9 indicate that the majority 30.00% (9) of the respondents have been running their businesses for two (2) years. The study further reveals 26.67% (8) of the respondents have been operating their businesses for three (3) years. Sixteen (16.67%) of the respondents have been running their businesses for four (4) years.

Ten 10% (3) of the respondents have been running their businesses for six (6) years. The study further reveals the 6.67% (2) has been operating their business for five (5) years. The remainder of the respondents constitutes 9.99% (3) where each of the remaining respondents have been running their business between seven (7) and nine (9) years.

3.5.4 Path to business ownership.

- **Purpose of question.**

The main purpose of this question (B4) is to establish the taken by women entrepreneurs to business ownership.

- **Results obtained.**

The path in which these women entrepreneurs followed in business ownership are tabled in table 3.10.

Table 3.10: Path to business ownership.

Path to business ownership	Count	Cum	%(Percentage)	%Cumulative
Founded	18	18	60.00	60.00
Purchased	4	22	13.33	73.33
Join family business	7	29	23.33	96.67
Inherited business	1	30	3.33	100.00
Total	30		100.00	

- **Analysis of the results.**

Table 3.10 indicate that 60.00% (18) of these businesses were started (founded) by the women entrepreneurs. The study indicates that 23.33% (7) of these entrepreneurs joined family businesses. The study also reveals that 13.33% (4) of these entrepreneurs purchased their businesses from someone. It can be concluded that 3.33% (1) inherited their businesses.

3.5.5 Source of start-up funding

- **Purpose of Question.**

The main purpose for the question (B5) is to establish the source of start-up capital for the women entrepreneurs participated in this study.

- **Results obtained.**

Results regarding start-up capital for the women entrepreneurs participated in the study are presented in table 3.8.

Table 3.11: Source of start-up funding.

Source of start-up funding	Count	Cum	% (Percentage)	% Cumulative
Personal savings	16	16	53.33	53.33
Borrowed from friend or relative	4	20	13.33	66.67
Household / spouse	3	23	10.00	76.67
Sold previous business	1	24	3.33	80.00
Bank loan	6	30	20.00	100.00
Total	30		100.00	

- **Analysis of the results.**

The study indicates that majority 16 (53.33%) of the respondents used their investments for business start-ups. The study further reveals that 20% of the respondents used bank loans as their business start-up capital. The study further indicates 13.33% (4) of these women borrowed money from either a friend or relative. 10.00% (3) of these women made use of family assets to start-up their businesses. The study also reveals that only 3.33% (1) sold their businesses for start-up capital.

3.5.6. Business premises

- **Purpose of question.**

The purpose of this question (B6) is to establish the business premises for these women entrepreneurs.

- **Results obtained.**

Results obtained regarding where does these women entrepreneurs operate their businesses are presented in table 3.12.

Table 3.12: Business premises.

Business premises	Count	Cum	%(Percentage)	% Cumulative
Home-based	13	13	43.33	43.33
CBD	5	18	16.67	60.00
Outlying business area	12	30	40.00	100.00
Industrial area				
Total	30		100.00	

- **Analysis of the results.**

The study shows majority 13 (43.33%) of these businesses are home-based. The study also reveals that 40.00% (12) of businesses are operated on outlying business area. Sixteen (16.67%) of these businesses will be are being operated in Central Business District (CBD). None of the respondents has the business situated in industrial area.

3.5.7 Number of permanent employees

- **Purpose of question.**

The main purpose for this question (B7) is to establish the exact number of employees employed by the business.

- **Results obtained.**

Results obtained regarding number of employees employed by the business, are table below in table 3.13.

Table 3.13: total number of employees employed by business.

Employees	Count	Cum	% (Percentage)	% Cumulative
Myself	1	1	3.33	3.33
2 to 4	14	15	46.67	50.00
5 to 10	10	25	33.33	83.33
11 to 25	3	28	10.00	93.33
26 to 50	2	30	6.67	100.00
Total	30		100.00	

- **Analysis of the results.**

The study indicates that majority 14 (46.67%) of the entrepreneurs are employing between two (2) and four (4) employees. The study further suggests that 10 (33.33%) of these entrepreneurs are employing between five (5) and ten (10) employees.

Small business enterprises are represented by 10.00% (3) of the entrepreneurs is employing between eleven (11) and twenty-five (25) employees. Two (6.67%) of these businesses are employing quite a big number of employees between twenty-six (26) and fifty (50) employees. The study further reveals that one (3.33%) of the entrepreneurs is working for herself.

3.5.8. Business turnover

- **Purpose of question.**

The main purpose for this question is to determine the turnover that the business generates per annum.

- **Results obtained.**

Results obtained in this study regarding business turnover is presented in table 3.14

Table 3.14: Business turnover

Turnover	Count	Cum	% (Percentage)	% Cumulative
<R30000	4	4	13.33	13.33
30000-50000	7	11	23.33	36.67
50000-100000	7	18	23.33	60.00
100000-500000	8	26	26.67	86.67
500000-R1m	3	29	10.00	96.67
R1m-R5m	1	30	3.33	100.00
R5m+				
Total	30		100.00	

- **Analysis of results.**

The majority 8 or (26.67%) of these businesses generate profit between R100000 and R500 000 per annum. The study further reveals that 23.33% (7) of these businesses generate profit between R30 000 and R50 000. It further suggests that another 23.33% (7) generate profit between R50 000 and R100 000.

The study reveals that 13.33% (4) of these businesses generate turnover that is less than R30000.00. 10.00 % (1) of these business women generate profit between R500 000 and R1m. One (3.33%) respondent owns the business that generates profit between R1m and R5m.

3.5.9. Business exposure

- **Purpose of question.**

The main purpose of this question (B9) is to establish the level of exposure to business at an early age.

- **Results obtained.**

Results regarding women entrepreneurs' exposure in business exposure at an early age are represented in table 3.15.

Table 3.15: Exposure to business in childhood

Role models (exposure)	Count	Cum	% (Percentage)	% Cumulative
Yes	15	15	50.00	50.00
No	15	30	50.00	100.00
Total	30		100.00	

- **Analysis of the results.**

Study reveals that the total of 15 (50%) of these women entrepreneurs were exposed to business at early age. Other 50% had not been so fortunate, had to learn along the way.

3.6 MOTIVATIONAL FACTORS

3.6.1. Women entrepreneurship motivational factors.

- **Purpose of question.**

The main purpose is to determine the main factors that drove these women to start their businesses.

- **Results obtained.**

Based on the respondents feedback, results in this section will be presented in the form of mean (\bar{x}) and the standard deviation (s) results are tabled as below, see table 3.16.

Table 3.16: Motivational factors

Motivational factors		n	\bar{x}	S
C1	The need for independence	30	6.500	0.572
C2	Need for a challenge	30	6.233	1.040
C3	Self-fulfilment	30	5.767	1.501
C4	Ensure high job security	30	5.700	1.264
C5	Need for flexible work schedule	30	5.533	1.756
C6	Desire for wealth	30	5.300	1.784
C7	Confidence in the product/service offered.	30	5.233	1.547
C8	Dissatisfaction with salaried jobs (job/ career frustration)	30	5.233	1.612
C9	Insufficient family income	30	4.933	1.701
C10	Role models and other people's influences (friends & family members)	30	4.900	1.583
C11	Difficulty finding a job	30	4.633	2.282
C12	Compatibility with family duties	30	4.267	1.596
C13	To develop my hobby	30	4.267	1.741
C14	Entered the family business	30	3.367	1.956
C15	Redundancy (lost your job, retrenchment)	30	3.133	2.161

- **Analysis of the results.**

In this section of the questionnaire, likert-scale type questions were used (where 1= strongly disagree, 2= disagree, 3= slightly disagree, 4= neutral view, 5= slightly agree, 6= agree, 7= strongly disagree). See appendix A in the questionnaires section.

This data will be evaluated using a mean- score. In analysing data one will start with the highest mean go down to the lowest mean. In this case **need for independence** has the highest mean, $\bar{x} = 6.500$. This indicate that majority of these women were motivated by independence. Some of the women who participated in this study cited **need for challenge** one of the motivational factor, $\bar{x} = 6.233$.

The study further reveals that some of these entrepreneurs have indicated that this route will **ensure them high job security**, $\bar{x} = 5.700$. It has been revealed in the study that the need for flexible work schedule is one of the motivational factor, with $\bar{x} = 5.533$. The **self-fulfilment** is also one of the reasons for these women

entrepreneurs to choose self-employment route, $\bar{x} = 0.5767$. The **desire for wealth** was also mentioned as one of the motivational factors to self-employment, $\bar{x} = 5.300$.

The study further reveals that some of these women entrepreneurs were **dissatisfied with salaried jobs (career frustration)**, $\bar{x} = 5.233$. It can be mentioned that **insufficient family income** was highlighted as one of the main reasons for self-employment route for these women entrepreneurs, $\bar{x} = 4.933$.

The least motivational factors as revealed by the study, one of them is **role models and other people's influences (friends and family members)**, $\bar{x} = 4.900$. According to table 3.15, **difficulty in finding a job** has been mentioned as least of the motivational factor, $\bar{x} = 4.633$. **Compatibility with family duties** has been mentioned as least motivational factor as well, $\bar{x} = 4.267$.

The study further reveals that of these women entrepreneurs who participated in the study, few have **entered family businesses**, $\bar{x} = 3.367$. It can be concluded that most of these women entrepreneurs had been employed previously, hence **redundancy (lost job or retrenchment)** has been mentioned as the least motivational factor, $\bar{x} = 3.133$.

3.6.2 Demographic Analysis

- **Purpose of question.**

The main purpose for this question C17 21 is to establish the feelings of women entrepreneurs who participated in this study towards the support structures available at their disposal in their regions of operation. These women entrepreneurs are trading in constructions and engineering which is perceived to be an unfamiliar territory for women to explore their skills. This is perceived to be male dominated sector.

- **Results obtained.**

Results regarding the feelings of women entrepreneurs' towards the support structures in their regions of operation are presented in the table3.17.

Table 3.17: Demographic analysis.

Demographical factors		n	\bar{x}	S
C17	Ekurhuleni District (Alberton,Benoni, Boksburg,Brakpan, Edenvale, Germiston, Kempton Park, Nigel, Springs) has proper policies in place for enhancing women entrepreneurship in the region.	30	5.267	1.143
C18	Ekurhuleni District (Alberton,Benoni, Boksburg,Brakpan, Edenvale, Germiston, Kempton Park, Nigel, Springs) is a source of ambient number of entrepreneurial opportunities.	30	5.200	1.710
C19	Ekurhuleni District (Alberton,Benoni, Boksburg,Brakpan, Edenvale, Germiston, Kempton Park, Nigel, Springs) infrastructure (electricity, water, road network) adequately meet the needs of my business.	30	4.933	1.507
C20	Ekurhuleni District (Alberton,Benoni, Boksburg,Brakpan, Edenvale, Germiston, Kempton Park, Nigel, Springs) provides excellent base for export opportunities.	30	4.633	1.608
C21	Ekurhuleni District (Alberton,Benoni, Boksburg,Brakpan, Edenvale, Germiston, Kempton Park, Nigel, Springs) region provides ambient network opportunities with other businesses.	30	4.433	1.431

- **Analysis of the Results.**

In this section of the questionnaire, likert-scale type questions were used (where 1= strongly disagree, 2= disagree, 3= slightly disagree, 4= neutral view, 5= slightly agree, 6= agree, 7= strongly disagree). See appendix A in the questionnaires section.

Respondents feel that Ekurhuleni District (Alberton,Benoni, Boksburg,Brakpan, Edenvale, Germiston, Kempton Park, Nigel, Springs) has proper policies in place for enhancing women entrepreneurship in the region with the highest mean , $\bar{x} = 5.267$.

Respondents feel that Ekurhuleni district (Alberton, Benoni, Boksburg, Brakpan, Edenvale, Germiston, Kempton Park, Nigel, Springs) is a source of ambient number of entrepreneurial opportunities, with mean $\bar{x} = 5.200$.

The study also shows these women entrepreneurs feel that Ekurhuleni District (Alberton, Benoni, Boksburg, Brakpan, Edenvale, Germiston, Kempton Park, Nigel, Springs) infrastructure (electricity, water, road network) adequately meet the needs of my business. $\bar{x} = 4.933$. However there is strong feeling that Ekurhuleni District does not provide excellent base for export opportunities which is evident by low mean score, $\bar{x} = 4.633$. It can be concluded that Ekurhuleni region does not provide ambient network opportunities with other businesses, $\bar{x} = 4.433$.

3.6.3 Obstacles to business start-up

- **Purpose of question.**

The main purpose for this section (section D) is to accumulate body of knowledge of barriers which current women entrepreneurs are facing in entering their own businesses.

- **Results obtained.**

The findings of the study are based on the results of the group of women who participated in the study. The results thereof are tabled in table 3.18.

Table 3.18: Obstacles during business start-up.

Start obstacles		n	\bar{x}	S
D1	Awareness/ Access to business support	30	5.033	1.351
D2	Risk averse (great fear of failure)	30	4.733	1.837
D3	Inter role conflict (work/home conflict)	30	4.467	1.676
D4	Family pressures (gender-role expectations)	30	4.167	1.663
D5	Socio-cultural environment (lack of respect from male community and stereotype)	30	4.100	1.936
D6	Isolation from business network	30	4.067	1.911
D7	Legislative (lack of focussed women entrepreneurship policies from regional municipalities or government)	30	4.033	1.771
D8	Lack of female role models	30	3.967	2.173
D9	Inequality of access to credit (difficult to obtain financing as a female)	30	3.933	1.760
D10	Lack of education and training (in general)	30	3.800	1.864
D11	Lack of business management skills	30	3.800	2.007
D13	Lack of self-confidence	30	3.667	2.073
D14	Lack of timely business information	30	3.500	1.871

- **Analysis of the results.**

The study reveals that there is high and low mean scores , which will be interpreted as follows:-

- High mean scores representing major obstacles which these women entrepreneurs often encounter.
- Low mean scores least representing least obstacles which these women entrepreneurs often encounter.

The study reveals that the majority of the respondents rated **awareness or access to business support** as one of the major obstacles as in the indicated in table 3.15 with the highest mean, $\bar{x} = 5.033$. Respondents also rated **socio-cultural environment (lack of respect from male community and stereotype)** with mean, $\bar{x} = 4.100$.

Fear of failure with mean, $\bar{x} = 4.733$ was identified as one of the major obstacles. **Inter role conflict (work or home conflict)**, mean $\bar{x} = 4.467$ as well as **family pressures**, mean $\bar{x} = 4.167$, were also highlighted as one of the major obstacles in women entrepreneurship. Respondents rated **Legislative (lack of focussed**

women entrepreneurship policies from regional municipalities or government as one of the major obstacles, with mean score $\bar{x} = 4.033$.

Most respondents rated **Isolation from business network**, with mean $\bar{x} = 4.067$ were also as one of the major obstacles which many women entrepreneurs often encounter. **Inequality of access to credit (difficult to obtain financing as a female)** with mean, $\bar{x} = 3.933$ was also mentioned as one of the major obstacle when it comes to financing business owned by women entrepreneurs.

Lack of female role models mean, $\bar{x} = 3.963$. Lack of female role model is on its own an obstacle as many people would always prefer not to be the first one. Hence, established role models in some industries do inspire lot of up and coming young entrepreneurs.

Lack of business management skills, mean $\bar{x} = 3.800$ as well as **lack of education and training (in general)**, mean $\bar{x} = 3.900$. These women have emphasised the importance of education and training. Some of them indicated that more training in general will be required in improve their business skills.

3.6.4 Obstacles faced by running businesses

- **Purpose of question.**

The main purpose for this questionnaire (section D15-D26) is to accumulate body of knowledge of barriers which current women entrepreneurs are facing in running their own businesses.

- **Results obtained.**

The findings of this study as received from women entrepreneurs who participated in this study are tabled in table 3.19.

Table 3.19: Obstacles faced by running business.

Current obstacles		n	\bar{x}	S
D15	Gaining acceptance/respect of people (internally and externally)	30	4.433	1.591
D16	Awareness/ Access to business support	30	4.167	1.642
D17	Liquidity and other financial problems	30	3.967	1.712
D18	No time for training/upgrading of skills	30	3.700	1.745
D19	Inter role conflict (work/home conflict)	30	3.667	1.688
D20	Isolation from business network	30	3.667	1.918
D21	Socio-cultural environment (lack of respect from male community and stereotype)	30	3.500	1.548
D22	Socio-cultural environment (lack of respect from male community and stereotype)	30	3.500	1.548
D23	Lack of female role models	30	3.467	1.907
D24	Family pressures (gender-role expectations)	30	3.433	1.524
D25	Lack of timely business information	30	3.333	1.688

- **Analysis of the results.**

The study reveals that there is high and low mean, which will be interpreted as follows:-

- High mean representing major obstacles which these women entrepreneurs often encounter in running their businesses.
- Low mean least representing least obstacles which these women entrepreneurs often encounter in running their businesses.

The study further reveals that **gaining acceptance or respect of people (internally and externally)**, mean $\bar{x}=4.433$ as well as **awareness or access to business support**, mean $\bar{x}= 4.167$, have been highlighted as the main obstacles faced by women entrepreneurs in running their own businesses.

Most respondents rated **liquidity and other financial problems**, mean $\bar{x}=3.967$ as well as **no time for training or upgrading of skills**, mean $\bar{x}=3.700$, as one of the main obstacles which they are facing in running their business. Hence, they claim that lack of basic financial and business skills are hindrance towards their success.

Isolation from business networks, mean $\bar{x}= 3.667$ and **inter role conflict (work or home conflict)**, mean $\bar{x}= 1.667$. Above mentioned obstacles have been

highlighted by these women entrepreneurs as the ones which has been giving challenges in running businesses.

3.7 DEVELOPMENT NEEDS OF ENTREPRENEURS

Part A; E1: Have you been trained or developed by either a government agency or the private sector?

- **Purpose of question.**

The main purpose for this question (section E, E1) is to establish the developmental needs for the women entrepreneurs in Ekurhuleni region in general, especially those who participated in this study.

- **Results obtained.**

The results obtained regarding developmental needs for these entrepreneurs are tabled in table 3.20.

Table 3.20: Support and developmental needs for women entrepreneurs

Training and development	Count	Cum	% (Percentage)	% Cumulative
Yes	8	8	26.7	26.7
No	22	30	73.3	100.00
Total	30		100.00	

- **Analysis of the results.**

The study reveals that majority twenty-two (22) or 73.3% of the respondents feel that there is a lack of training or development from either a government agency or the private sector. However 8 (26.7%) confirms that have received training or development by either a government agency or the private sector.

Section E: Part B

E2: Do you know any organisation which is specifically established for women entrepreneurs?

- **Purpose of question.**

The main purpose for this question (section E, E2) is to establish if there is any organisation which has been established mainly for women entrepreneurs.

- **Results obtained.**

The results obtained regarding establishment of an organisation which is mainly for women entrepreneurs, are tabled in table 3.21.

Table 3.21: An organisation established for women entrepreneurs.

An organisation established for women entrepreneurs	Count	Cum	% (Percentage)	% Cumulative
Yes	4	4	13.3	13.3
No	26	30	86.7	100.00
Total	30		100.00	

- **Analysis of results.**

The study reveals that 26 (86.7%) of the women entrepreneurs who participated in this study claim that they do not know of any established organisation for women entrepreneurs. The study further reveals that four (4) or (13.3%) of the respondents claim that one training and development organisation do exist and has assisted them.

3.8 SUMMARY

The purpose of this paper is to explore the involvement of the women entrepreneurs in the small business sector particularly in construction and engineering in

Ekurhuleni region. The characteristics of women entrepreneurs (i.e. individuals trying to start an independent business) are analysed and compared to male counterparts in the similar industries.

An empirical study is focusing on women entrepreneurship especially women in construction and engineering industries. The structure of this investigation included different categories such as opportunities that exist for women entrepreneurs, motivation for women to venture into entrepreneurship, challenges and obstacles (during start-up as well currently running businesses) which women entrepreneurs are facing in these industries.

The empirical literature also examined the implications of venture capital, access to personal loans, entrepreneurial education, etc. Methodology used to gather data as well challenges associated with this exercise were discussed at the beginning of this chapter. The investigation results were then presented in frequency tables. The investigative data included biographical information of all the women entrepreneurs that participated in the study. The biographical information included age group, marital status, and highest academic qualification, number of children and age group of the children.

CHAPTER 4

CONCLUSIONS AND RECOMMENDATIONS

4.1 INTRODUCTION

Gnanadhas and Jesurajan (2011: 1) stated that economic growth and development of the country is determined by human, physical and financial resources. An economy can *move* on to higher levels of growth either by acquiring a larger quantum of the factors of production or through technical progress. The objective of any planned development is to develop human resources to their brimming utilisation.

The economic development of a nation is sparked largely by its enterprising spirit. The characteristic of enterprising emerges from the interplay of behaviour and activity of a special segment of the population known as entrepreneurs. It is also known that a healthy business environment is an essential requirement of entrepreneurial growth. Since a high quality entrepreneurial skill tends to attain industrial growth, talent must come from within the environment for rapid and sustained growth of the economy (Gnanadhas & Jesurajan, 2011: 1).

Many professional women are increasingly taking the decision to opt out of the labour market, with a small but increasing percentage starting their own businesses (Cabrera, 2007: 220). The decision to leave a current career and lifestyle is not easy for anyone to make (Mattis, 2004: 155). Therefore, with such a dramatic shift, both in personal and working lives, the decision for these women to leave their current positions to start up in business where the barriers are significantly greater for women than men.

The study of female entrepreneurship especially in construction and engineering disciplines is very dynamic field in the sense that more women engaging in self employment than men. In South Africa it is common to see women taking up self employment as this is evident by the fact that there are more women than men in an informal trading such street vendors, running unregistered tuck shops, etc.

In order to find out the factors influencing the women to become entrepreneurs 18 attributes that can influence their decision were identified such as economic independence, dissatisfaction with existing job, unemployment, seeking challenge, self interest, self prestige, traditional or hereditary, employment opportunities, financial assistance, technical knowledge, encouragement from family members, use of idle funds, infrastructural facilities, entrepreneurial experience, market potentials, family members interest, social status and family background. The respondents were then requested to express their level of opinion on the influence of those attributes on a 7 point Likert-scale.

4.2 CONCLUSIONS ON THE EMPIRICAL STUDY

The following reflects the summary of the women entrepreneurs who are currently involve in construction and engineering operating in Ekurhuleni region. The areas covered in that study are Alberton, Benoni, Boksburg, Brakpan, Edenvale, Germiston, Kempton Park, Nigel and Springs.

4.2.1 Biographical information results.

The majority of the women entrepreneurs who participated in this study were between the ages of 20 and 29 years. The study reveals that one entrepreneur who was younger than 20 years. There was also significant number of them who were between the ages of 30 and 39 years. There were few entrepreneurs who participated in the study who were between the ages of 40 and 59 years. One participant was above the age of 60 years.

The results indicate that the majority of these women some were married and others single. The study indicated that few were ether divorced or widowed. The study further revealed that educational wise, the majority of these women are matriculated and beyond. The study further revealed that majority of these entrepreneurs had at most two (2) children. The majority of these women entrepreneurs had been employed. Majority of the women entrepreneurs who participated in this study have had their business for between 4 and 5 years.

4.2.2 Structure of participating women-owned businesses results.

The study focuses mainly on women entrepreneurs in construction and engineering in Ekurhuleni region. The majority of the women who participated in the study were into construction. The legal status of the participating businesses is mainly reserved to close corporation. The Ekurhuleni women entrepreneurs who participated in the study have business which are between four to five years old with an annual turnover in the R100 000 to R500 000 range.

4.2.3 Path to ownership results.

It has been revealed that these women have founded their business and these businesses have been in operation for at least two years. Majority of Ekurhuleni women-owned businesses used their personal savings for business start-up capital and to the majority of them, these are first time businesses. In some instances, some of these women do make use of bank loans to finance their businesses.

4.2.4 Motivational factors to self employment results.

Mallon and Cohen (2001: 218) highlighted three interconnecting themes that emerged from their study of women's transition from employment to entrepreneurship which spanned push and pull factors; organisational life, values and integrity and imbalance between personal and professional life.

Women become entrepreneurs due to several factors which may be grouped under "Pull factors" and "Push factors". Pull factors refer to the urge in women to undertake ventures with an inclination to start a business. Women entering business, driven by financial need due to family circumstances are said to be influenced by push factors (Gnanadhas & Jesurajan, 2011: 2).

The need for independence, need for a challenge, self- fulfilment, need for flexible work schedule, ensure high job security as well as dissatisfaction with salaried jobs

(job / career frustration) were the main motivational factors for these women entrepreneurs.

4.2.5 Demographic factors as well as support services offered by Ekurhuleni.

Most women entrepreneurs who participated in this study have indicated that Ekurhuleni is a source of ambient number of entrepreneurial opportunities. They all also stated that Ekurhuleni region has proper policies in place for enhancing women entrepreneurship in the region. However, women felt that Ekurhuleni region does not provide ambient network opportunities. These women entrepreneurs also expressed their dissatisfaction about the export opportunities in Ekurhuleni region. To conclude, these women felt that Ekurhuleni infrastructure (water, electricity, and road networks) adequately meet the needs of their businesses.

4.2.6 Obstacles to business start-up results.

Women entrepreneurs who participated in the study revealed few obstacles as major obstacles during business start-up. Few obstacles were identified as inter role conflict with work or home conflict, family pressures with gender role expectations, awareness or an access to business support, socio-cultural environment with lack of respect from male community and stereotype, the lack of isolation from business networks, the fear of failure as well as legislative with lack of focussed women entrepreneurship policies from regional municipalities government.

4.2.7 Obstacles experienced in current business operations results.

These women also mentioned main current obstacles experienced by the average woman entrepreneur as awareness or access to business support, liquidity and other financial problems as well as gaining acceptance or respect of people either internally or externally.

4.2.8 Support needs results.

The majority of women entrepreneurs participated in the study indicated that they are not receiving training assistance from either government or private sector. These women indicated that in general there is need for support in the following fields:

- Technical skills.
- Financial support.
- Networking with other business owners.
- Training skills.
- Marketing skills.
- Business advice, information, counselling and mentoring.

4.3 RECOMMENDATIONS

There is an imminent need to motivate more women in Ekurhuleni region to take up entrepreneurial activities and realise their potential by making use of available opportunities. Ekurhuleni region has great shortage of women entrepreneurs in construction and engineering field. Funding and technical expertise can be made available to develop a regional information network with national centres where women can exchange information about trade opportunities and share experience.

The recommendations in this section are based upon the findings of the field research which was designed to identify, motivation factors to women entrepreneurship , challenges which women-owned businesses are facing during start-up and currently running businesses, as well as addressing the needs and opportunities that exist for women entrepreneurs. The suggestions derive from the outcomes of this research are intended to take this project forward in terms of practical action for the development of women entrepreneurs in construction and engineering industries. These challenges can be effectively addressed in the form of promotion, strategy, and support.

- **Promotion.**

Ekurhuleni municipality and government in general should promote awareness of the importance of women's entrepreneurship in building strong economies, and acknowledge and promote the positive impact of their work in improving living conditions for their families. Government should bring more women into positions of economic influence by giving them the mandates and tools that they need in order to become entrepreneurial. Ekurhuleni municipality should develop women entrepreneurs and ensure easy access to those resources required to support and encourage women's entrepreneurship, including access to education and training, business development services, credit, information and communications technologies, appropriate business premises and mobility.

Recommendation 1: Promote awareness or access to business support.

Business management and technical training for women entrepreneurs should be easily accessible, inexpensive, and available on flexible terms, maximising the opportunities offered by e-learning and new technologies for skill building. Mentoring can also be an effective means of providing women entrepreneurs with one-on-one training, skills and guidance. In addition, good practices and female models of management should be shared and replicated where applicable.

- **Strategy.**

Ekurhuleni municipalities and other stakeholders should set-up a centre which can assist with training and development in terms of start-up and growth training, special export promotion programmes and information technology skills (information collection).

- **Support.**

Ekurhuleni municipalities should promote awareness of the importance of women's entrepreneurship in building strong economies, and acknowledge and promote the

positive impact of their work in improving living conditions for their families. Ekurhuleni municipalities should encourage introduction of women entrepreneurship in primary and secondary schools.

Recommendation 2: Promote an entrepreneurial culture for women.

Efforts should be made to foster a greater awareness of the benefits of entrepreneurship among women in Ekurhuleni region. Governments should promote an entrepreneurial and risk-taking spirit, and eliminate the stigmas attached to failure. Strong, positive female role models should be showcased to build self-confidence and encourage other women to consider becoming entrepreneurs

- ***Strategy.***

Ekurhuleni municipality should take a lead in promoting entrepreneurship in the area, by developing and supporting emerging entrepreneurs especially women. This can be achieved by setting up seminars and conferences where entrepreneurial topics are articulated as well as promoting support structures for emerging entrepreneurs. Ekurhuleni municipality with government should foster the introduction and entrepreneurial teachings in schools and universities

- ***Support.***

The educational system should be mobilised as a vehicle to introduce young girls to entrepreneurial challenges and offer them equal opportunities to learn and cultivate their skills from an early age.

Recommendation 3: Improve business management skills for women entrepreneurs.

Ekurhuleni municipalities and institutions should work together to improve the status of women in business and remove gender-related obstacles to entrepreneurship. These institutions should work to improve their access to support services and seek measures which can lighten the double burden of professional and household

responsibilities for women, in order to allow them to undertake entrepreneurial activities under conditions more similar to those confronting men, e.g., as regards inheritance and ownership and as well as access to finance.

- ***Strategy.***

Ekurhuleni municipalities should encourage women entrepreneurs to participate in training which involves fields which were previously perceived to be male dominated, like mining, engineering and construction. Ekurhuleni region should encourage local higher education institution to introduce a year certificate course in business management. In so doing this will benefit both men and women entrepreneurs to improve their business management skills.

- ***Support.***

Ekurhuleni municipalities and other local stakeholders should offer bursaries to women entrepreneurs who want to further their studies in business management. Where possible, Ekurhuleni should be willing to carry to cost of training and developing women entrepreneurs in the region. It is very important that Ekurhuleni municipality does give women entrepreneurs' necessary support to deal with the imbalances of the past.

Recommendation 4: Promote entrepreneurial networks.

Ekurhuleni municipalities should improve the conditions and infrastructure for well-functioning business networks aimed at both men and women, including through cooperation with regional and international organisations. Ekurhuleni municipality and other stakeholders should help women entrepreneurs to explore and take advantage of opportunities to join and actively participate in existing networks for business people, or create their own traditional or virtual networks, at the local, national and international levels.

- ***Strategy.***

This network should be made known and easily accessible to current women entrepreneurs as well as future entrepreneurs. Ekurhuleni municipalities should encourage seminars and conferences where issues affecting women businesses are tackled, this should form a good platform for networking of women entrepreneurs.

- ***Support.***

Ekurhuleni network of women entrepreneurs should be formed with the aim to improve advocacy, policy monitoring and exchange of good practice. The network should become a recognised dialogue partner for government and other stakeholders in relation to female entrepreneurship policies, advocacy and policy support measures.

Recommendation 5: Promote financial information to women such as easy access to credit.

Ekurhuleni municipality and other stakeholders should encourage women entrepreneurs to learn about the full range of financial instruments, through the education system, targeted informational campaigns, and well-functioning business networks. Ekurhuleni should facilitate innovations to overcome the constraints to women's access to formal credit through simplified forms and procedures. Self-sustaining microfinance institutions should be promoted as an effective source of finance for women entrepreneurs with low capital requirements; best practices in this area should be shared, particularly between developing and developed countries, and replicated when appropriate. Governments should consider introducing legislation to create and regulate microfinance institutions.

- **Strategy.**

Ekurhuleni should use different media to promote women entrepreneurship and ensuring that there is no barrier when it comes to access to finance. Bank in conjunction with local municipality (Ekurhuleni) should make bank loans easily accessible to women entrepreneurs without requiring any form of collateral. Ekurhuleni municipality and other private financial institutions should encourage banks to work towards equitable treatment for women business clients, through comprehensive gender awareness training for staff at all levels, and better representation of women in high-level and decision-making positions.

- **Support.**

Access to finance is the challenge faced by many women entrepreneurs emerging and established alike. A credit guarantee facility should be established, in order to enable access to credit for a greater number of women. There should be no need for them to produce collateral. Ekurhuleni municipality should establish centres where advice and business information can be accessed easily. Ekurhuleni and other stakeholders should establish organisations that will be responsible for assisting women entrepreneurs with funds, especially those who are battling with start-up capital. Ekurhuleni should promote entrepreneurial spirit and assist knowledge in the field of business.

Recommendation 6: Promote education and training for women entrepreneurs.

A country-wide training needs' assessment should be completed, so as to see what are the training interests and training requirements of existing and potential women entrepreneurs. Afterwards, a cross stakeholder task force (education, economy, labour, Chambers, employers, NGOs) should be established with the aim of building a gender-sensitive system approach for female entrepreneurship training. Include economic and entrepreneurship education in school curricula, starting at an early age.

- **Strategy.**

Ekurhuleni should ensure that curriculum reform includes positive messages about women and work, that equal educational opportunities are provided for both boys and girls, and that sexist stereotypes in schoolbooks and classrooms are eliminated.

- **Support.**

The curriculum should include confidence building, and sensitise both boys and girls to the entrepreneurial spirit. Strengthen linkages between the business sector and the schools, and include women entrepreneurial role models.

Recommendation 7: Improve women's liquidity and other financial problems.

Governments should enforce or amend laws to ensure women's financial rights, particularly their rights to property, wages or inheritances, and work to improve basic social services for women and their families. Women entrepreneurs in general will still need do more work in business sustainability. Government structures have huge role in ensuring prospering of women-owned businesses, especial in fields previously perceived to male- dominated like engineering, construction, mining, etc.

- **Strategy.**

Ekurhuleni women entrepreneurs should form networking groups in order their dailly business challenges such as discrimination, access finance, markets, training, information and negotiate better terms. Ekurhuleni municipality in association with banks should work with institutions' in ensuring that current and future women entrepreneurs receive relevant financial training.

- **Support.**

Ekurhuleni municipality, private banks and other financial institution should develop a system that will assist women entrepreneurs with financial management and business management.

Recommendation 8: Listen to the voice of women entrepreneurs.

The creation of government offices of women's business ownership is one way to facilitate this. Such offices could have programme responsibilities such as providing women's business centres, organising information seminars and meetings and/or providing web-based information to those wanting to start and grow a business

- **Strategy.**

The Ekurhuleni women entrepreneurs should organise an office to facilitate and address financial needs for women-owned businesses.

- **Support.**

Ekurhuleni government should financial assist local women entrepreneurs with the establishment of such office.

4.4 CRITICAL EVALUATION OF THE STUDY

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

4.4.1 Primary Objective re-visited.

The primary objective of this study was to investigate the challenges that women entrepreneurs are facing in the construction industry, involvement, benefits as well as government's women empowerment.

4.4.2 Secondary objectives re-visited.

- Lack of training has been identified as one of the major challenges in Ekurhuleni municipality. How can that be improved?
- To investigate reasons for the shortage of women entrepreneurs in construction and engineering fields within Ekurhuleni region.
- To determine the additional reasons for self –employment within Ekurhuleni region.
- To determine effectiveness of current systems that Ekurhuleni government has in place in promoting women entrepreneurship.
- To determine additional challenges women entrepreneurs face during start-up phase as well as developmental.
- To determine the effectiveness of developmental strategies that Ekurhuleni government and other stakeholders have for women entrepreneurs.
- To recommend possible solutions in addressing women entrepreneurship in the Ekurhuleni region.

The first secondary objective which is lack of training has been identified as one of the major challenges in Ekurhuleni municipality. How can that be improved, was achieved through literature review in chapter two.

The second objective namely, to investigate reasons for the shortage of women entrepreneurs in construction and engineering fields within Ekurhuleni region. This objective is addressed in chapter two literature reviews, and empirical research on women entrepreneurship within Ekurhuleni region focusing on construction and engineering was discussed in chapter three and concluded in chapter four.

Third objective is to determine the additional reasons for self –employment within Ekurhuleni region. This objective was discussed in chapter three as well as chapter three and concluded in chapter four.

Fourth objective is to determine effectiveness of current systems that Ekurhuleni government has in place in promoting women entrepreneurship. This objective was addressed in chapter three and concluded chapter four. Further recommendation for future investigation on this particular topic is presented in chapter four.

Fifth objective is to determine additional challenges women entrepreneurs face during start-up phase as well as developmental. This objective was addressed in literature review in chapter two and through empirical research chapter three and concluded in chapter four.

Sixth objective is to determine the effectiveness of developmental strategies that Ekurhuleni government and other stakeholders have for women entrepreneurs. This objective is addressed in empirical research section of chapter three.

Seventh objective is to recommend possible solutions in addressing women entrepreneurship in the Ekurhuleni region. Recommendations to developmental needs and growth strategies in women entrepreneurship in Ekurhuleni region has been highlighted in chapter four.

To conclude, it can be concluded that all seven objectives regarding women entrepreneurship in construction and engineering fields within Ekurhuleni region, as highlighted in chapter one were successfully investigated.

4.5 SUGGESTION FOR FUTURE RESEARCH

Women's motives for starting and leading a business have been documented in many studies to help illuminate the desires and needs of women leaders who choose business ownership over organisational management positions. Based on the information that surfaced during this study, the following suggestions are put forward for consideration regarding future research:

- The role of financial institutions in fast tracking the progress of prospective female entrepreneurs in the construction and engineering industries in Ekurhuleni region.

- An investigation to the effectiveness of Ekurhuleni or provisional government institutions tasked to promote effective participation of female entrepreneurs in the construction and engineering sectors.
- An investigation to the practical and effective methods of marketing women-owned businesses in Ekurhuleni Region.
- The role of training institutions in providing necessary skills for women entrepreneurs in the Ekurhuleni region.
- To investigate systems in place that promote women entrepreneurship in schools in the Ekurhuleni region.
- To determine the effectiveness of women entrepreneurs networking organisation.
- To determine the effectiveness of the role models and mentors within Ekurhuleni region.
- To investigate the effectiveness as well as the success of current growth strategies that Ekurhuleni region has for women entrepreneurs.
- To determine, how does Ekurhuleni address the imbalances of the past in as far as women entrepreneurship is concerned.
- Lastly proactively, how do Ekurhuleni government and other stakeholders address challenges which emerging and current running women entrepreneurs are facing?

4.7 SUMMARY

The purpose for this chapter is to conclude on the empirical study by profiling women entrepreneurs in construction and engineering within Ekurhuleni region. This chapter firstly summarises the biological information for women entrepreneurs in Ekurhuleni region. Secondly summarises in general the path in which these women entrepreneurs took in business ownership.

Motivational factors to self-employment for these women entrepreneurs were also summarised, followed by the summary of the support services offered by the Ekurhuleni region. In the study the detailed report on obstacles that Ekurhuleni women entrepreneurs face in both business start-up and currently running business

were also highlighted. Lastly, women entrepreneurial support within Ekurhuleni region was also summarised.

The empirical research resulted in the formulation of recommendations to women entrepreneurship development in Ekurhuleni region. This resulted in critical evaluation of the study, followed by suggestions or recommendations for future research in the women entrepreneurship field.

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APPENDIX A:
WOMEN ENTREPRENEURSHIP QUESTIONNAIRE



Private Bag X6001
Potchefstroom Campus
North-West University
Potchefstroom

Code number:

QUESTIONNAIRE:
AN ASSESSMENT FOR EXPLORING WOMEN
ENTREPRENEURSHIP IN THE
CONSTRUCTION AND ENGINEERING
INDUSTRIES IN THE EKURHULENI DISTRICT

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AN ASSESSMENT OF WOMEN ENTREPRENEURSHIP QUESTIONNAIRE

PLEASE NOTE:

This questionnaire must only be completed by women entrepreneurs in the Construction and Engineering industries in the Ekurhuleni 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	Ekurhuleni Municipality is assisting adequately in the needs of women entrepreneurs.	1	2	3	4	X	6	7

It is essential 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
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	No children		(01)
	One (1) to five (5) years		(02)
	Six (6) to 10 years		(03)
	11 – 18 years		(04)
	18+		(05)

A6	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)

A7	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?		
	Mechanical engineering		(01)
	Civil works		(02)
	Manufacturing		(03)
	Construction		(04)
	Transport (Plant hire)		(05)
	Electrical engineering		(06)
	Plumbing		(07)
	Civil consultant		(08)
	Services (Please specify the type of service)		(09)
	Other: (Please specify)		(10)

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

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

B4	Indicate your path to business ownership.	
	Started (founded) the business	(01)
	Purchase 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)
	Agriculture land	(04)
	Other: (Please specify)	(05)

B7	How many permanent employees are employed by your business?							
	Myself	2-5	6-10	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 of		(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 following 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	Ekurhuleni District (Alberton, Benoni, Boksburg, Brakpan, Edenvale, Germiston, Kempton Park, Nigel, Springs) is a source of ambient number of entrepreneurial opportunities.	1	2	3	4	5	6	7
C18	Ekurhuleni District (Alberton, Benoni, Boksburg, Brakpan, Edenvale, Germiston, Kempton Park, Nigel, Springs) has proper policies in place for enhancing women entrepreneurship in the region.	1	2	3	4	5	6	7
C19	Ekurhuleni District (Alberton, Benoni, Boksburg, Brakpan, Edenvale, Germiston, Kempton Park, Nigel, Springs) region provides ambient network opportunities with other businesses.	1	2	3	4	5	6	7
C20	Ekurhuleni District (Alberton, Benoni, Boksburg, Brakpan, Edenvale, Germiston, Kempton Park, Nigel, Springs) infrastructure (electricity, water, road network) adequately meet the needs of my business.	1	2	3	4	5	6	7
C21	Ekurhuleni District (Alberton, Benoni, Boksburg, Brakpan, Edenvale, Germiston, Kempton Park, Nigel, Springs) provides excellent base for export opportunities.	1	2	3	4	5	6	7
C22	List other aspects of Ekurhuleni District (Alberton, Benoni, Boksburg, Brakpan, Edenvale, Germiston, Kempton Park, Nigel, Springs) 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 business 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 following 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 FEMALE 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

		Strongly disagree	Disagree	Slightly disagree	Neutral view	Slightly agree	Agree	Strongly agree
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)		

E2	Do you know any organisation which is specifically established for women entrepreneurs?	Yes (01)	No (02)
(03)	If yes, what is the name of that organisation?		
	How does the organisation 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.