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ANALYSIS OF PROBLEMS OF WOMEN ENTREPRENEURS THROUGH SWOT ANALYSIS

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ABSTRACT

The most important thing that a woman needs in order to be successful entrepreneur is to become empowered. Success of an enterprise depends on the managerial role played by women. Proper decision making not only results in increased production but also income level. Thus, the present study was done to analysis the problem of women through SWOT analysis. A list of organized women entrepreneurs was obtained from District Industrial Centre (DIC). Thirty women entrepreneurs were selected on the basis of purposeful random sampling. Collecting the data, the same was coded according to preplanned format. It becomes necessary to analysis it in order to arrive at some conclusions. The data were analysed through categorization, coding, scoring and in percentage of statistical treatment in light of the objectives of the study.

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INTRODUCTION

Today the economic needs of the family are increasing day by day demanding the women to take up gainful employment. Outside the home, self-employment is a challenge to the women as they have to play multi-dimensional roles, those of the housewife, mother and business executive. It was found that expansion of female work participation rate is directly related with social and economic progress of country. The most important thing that a woman needs in order to be successful entrepreneur is to become empowered. Success of an enterprise depends on the managerial role played by women. Proper decision making not only results in increased production but also income level. Change is the spice of life. Without change, there would be no growth, no development, no society would thrive or flourish. In spite of this, change can create a lot of problems, for people and organizations which do not respond to it appropriately. The entrepreneur and the organization should have adopted to accept these problems as an ongoing process and strive to rectify them in the most efficient manner. The problems may be due to internal and external environment.

MATERIAL AND METHODS

Objectives: To analysis the problem of women through SWOT analysis.

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Locale of the study: The study was conducted in Udaipur district of Rajasthan.

Sample and its selection: A list of organized women entrepreneurs was obtained from District Industrial Centre (DIC). Thirty women entrepreneurs were selected on the basis of purposeful random sampling. Selected samples strictly had following characteristics:

- Women entrepreneurs had equal share in the capital structure of the enterprise.
- The women play a major role in the management of enterprise.
- The enterprise had employed a minimum of two employees. Questions regarding the problems and prospects of women entrepreneurs that is for SWOT analysis. Problems were investigated in the area of manufacturing, trading and service. A four-point scale was made that is strongly applicable, partially applicable and not applicable.

Evaluation of questionnaire: The questions in the questionnaire were closed ended in order to make it more comprehensive and less time consuming without undermining its accuracy. The questionnaire so prepared was given to a panel of experts to assess its viability and suitability. The crucial evaluation was done by the experts with following objectives:

- To judge whether all the aspects are covered or not.
- To examine the clarity of the questions in terms of language and construction of statements.
- To take suggestions for deletion, addition and modification in the questionnaire.

Pilot study: The questionnaire so prepared were presented on five samples. Pilot study was done with the following objectives.

- To find out the time required for complete administration of questionnaire.
- To see if any changes are required in the questionnaire for better administration of the tool and drawing the accurate results.
- Pilot study resulted in addition of certain questions.

Administration of tools

The tool was administered on 30 women entrepreneurs selected randomly by the investigator. Administration of tools was done through field study. The investigator personally visited the enterprise and handed over the questionnaire to the selected sample. The purpose of study was explained prior to administration of tool. The respondents were assured that the information so obtained would be used for research purpose only. The procedure of filling up questionnaire was explained to every respondent before getting the questionnaire filled. Efforts were made to retain the interest of respondents throughout the process of data collection through setting a convenient time, keeping questions short, preparing close ended questionnaire and pertinent questions.

Analysis of data: After collecting the data, the same was coded according to preplanned format. It becomes necessary to analysis it in order to arrive at some conclusions. The data were analysed through categorization, coding, scoring and in percentage of statistical treatment in light of the objectives of the study.

Statistical measured used

Categorization: When the data were completely collected. They were categorized. This was done in order to make coding simpler.

Coding: After categorization, coding was done as per the determined code characteristics for response through coding sheet.

Tabulation: The coded data was decoded by transforming it from code sheet to comprehensive tables.

Statistical method used: percentage- Simple comparisons were made on the basis of percentage.

Mean score: Mean score was obtained for SWOT analysis. From the questionnaire strength, weakness, opportunity and threats were selected. Each alternative was given the numeral. For strength and opportunity numeral assigned for each alternative were as follows:

Strongly application	4	Applicable	3
Partially applicable	2	Not applicable	1

For weakness and threats numeral assigned for each alternative were as follows:

Strongly application	1	Applicable	2
Partially applicable	3	Not applicable	4

RESULTS AND DISCUSSION

A SWOT analysis of the entrepreneurs under study was undertaken to enquire about the strength, weakness, opportunities and threats of women entrepreneurs. The results are as follows:

Strength: Women has to play a dual role of homemaker as well as of entrepreneur. To cope up with these roles and to get success, she needs support. It may be due to this reason women entrepreneurs have recorded major strength as husband's support with first rank and an overall average score of 0.36. Acceptance of women by the community as being an entrepreneur also gave strength to the respondents. It is the second most important strength reported by the respondents with an overall average score of 0.35. Creativity and desire to do something provides the attachment towards the enterprise which leads to the grace and charm in the field satisfaction also gives attachment towards the enterprise. The grace and charm and satisfaction with employee's attitude ranked third with an average score of 0.33. Contacts in the market help the entrepreneurs to sell their product easily without much effort. So, it was the fourth strength of the women entrepreneurs with an average score of 0.31. intuition was believed to be a strength to an extent of 0.30 which ranked fifth but they not solely go by it and always thought of supporting it by some concrete analysis. With regard to intuitions, the similar rank was obtained in SWOT analysis done by Lalita Rani (1996). When the material which is required either for manufacturing, trading or services are supplied at right time to the enterprise it gives strength to entrepreneur. It was sixth with an overall average score of 0.29. children support to the enterprise also ranked the same. Satisfaction for profit with planned and systematic work encourage the entrepreneur to work more which leads again to more profit and give strength to the enterprise. It was seventh strength with all overall average score of 0.28. employees discipline with respect to time, to the entrepreneurs and completion of the work were also reported as a strength with an overall average score of 0.27. Support by the different family members which also includes in laws provided strength to the entrepreneurs with an overall average score of 0.26. besides this contact with other women entrepreneurs which provided innovative ideas by exchange of views, messages and more planned and systematic work obtained an overall average score of 0.18 and easy loan facility (overall average score 0.17) were the last strengths considered by the respondents. It may be because 70% women take financial help from different institutions and majority of them borrowed money from their own family members.

Weakness: Women face a lot of criticism from different sections of the society. The mean score of each sector (manufacturing, trading and services, along with overall average scores and ranks are presented in table 23. The maximum score is 0.35 and minimum is 0.16. The higher the average score, the more was weakness. Women entrepreneurs expressed their highest weakness in two factors i.e. "lack of business background" and "mobility in business from one place to another" with the overall average score of

0.35. Educational level of women entrepreneurs is 87.77. yes, they do not have enough knowledge about the accounting system and maintenance of the records at different stages and levels. It was ranked second weakness with an overall average score of 0.31. Women entrepreneurs do not apply any particular method of distribution for their product /service and many of them do not have any idea of business before setting up the present enterprise. So, it obtained a score of 0.30. As women were confined to their homes their interaction with other organizations and people is less. This leads to less idea generation (ranked fourth, overall average score 0.29). In the SWOT analysis with respect to weakness, Lalita Rani (1996) also observed similar rank with regard to less idea generated due to less interaction. The data show that 16.67% of women had old technology for production and raw material was being purchased from outside Udaipur city by 50% of entrepreneurs. This increases the cost of production.

Also, due to lack of time and performance of dual role, women were not able to obtain feedback at right time. Thus, these were considered as weakness by the respondents with an overall average score of 0.26. Rapid modernization in machinery was also a problem as it leads to obsolescence which affected the work performance of the women as they have small scale industries and can't change machinery again and again. This weakness has an overall average score of 0.23. Many respondents agreed that their production/service is time consuming. Due to their products or services are not available to the consumer in time which decreased their role. Respondents ranked this weakness at seventh with an overall average score of 0.21. Lack of experience to handle financial crisis and lack of staff to perform work ranked next with an overall average score of 0.20. Women had to perform the traditional roles keeping in mind the attitude of the society. This hindered their performance and was viewed with an overall average score of 0.17. Lastly, the employees' attitude in the favour of industry was also a problem reported with an overall average score of 0.16.

Opportunities: Education has brought about liberal views among women and society. There are opportunities that have enabled the women to become entrepreneurs and to participate in the economic activities. Different opportunities help the women to run their enterprise successfully. Liberal views of the family members and society with women entrepreneurs make the opportunities for them, which they ranked first with an overall average score of 0.34. Client approach provides help in making advertisements for the enterprise and also help to expand their enterprise. This opportunity ranked second with an overall average score of 0.31. Third in rank was skills in the particular field which provided self-confidence to the women for performing these works. It obtained an overall average score of 0.28. Having proper working conditions in the enterprise, ranked next with an overall average score of 0.27. Infrastructure facilities like proper communication, road, water, electricity provided mental peace and motivation to the entrepreneurs. It was ranked fifth with an overall average score of 0.25. Opportunities to maintain and repair the machinery in the same city, ability to determine the risk within the enterprise and investing business for expanding enterprise obtained the same score i.e. 0.24. Different refresher courses/training help to increase the skill and improve the performance of the entrepreneurs. It was considered an opportunity by the respondents with an overall average score of 0.21. When the family has a business environment it leads to generation of

different ideas and also provide self-confidence and foundation for new women entrepreneurs. This opportunity ranked eighth with 0.20 as an overall average score. Knowledge about different agencies/facilities provided by government to women entrepreneurs ranked ninth as an opportunity with an overall average score of 0.19. Having technical education in this field also ranked at the same position. In the opportunity, technical education was ranked at ninth rank which is in agreement with the finding of Lalita Rani (1996). It may be so because women are not aware of facilities and short-term technical courses. Last in order was the knowledge about Entrepreneurship Development Programme (EDP). It was given the last rank because it is a new phenomenon for the women. They are not aware of these agencies and very few entrepreneurs have utilized the benefits of these agencies.

Threats: Women entrepreneurs are facing a plethora of problems day in and day out in their enterprises. Women need special consideration and assistance as they have to face some attitudinal problems and have to shoulder responsibility of home and children. For a women entrepreneur, problems and threats are doubled due to this (Lalita Rani, 1990). Having no personal contact in business ranked as the top most threat by women entrepreneurs with an overall average score of 0.31. Contacts can increase their business, help in increasing their consumer base, save their resources. Difficulty in receiving money from the consumers was the second most important threat felt by the respondents. Maximum number of respondents sell their product in instalment and in credit facility, so they felt the threat in this condition with an overall average score of 0.30.

Shortage of capital to invest in enterprise was felt as a threat by the entrepreneurs with an overall average score of 0.29 with third rank. Few respondents 16.67% had old technology for the production/services and due to rapid modernization, they feel obsolescence of technologies which was another threat with 0.28 as an overall average score. Similar rank has also been recorded by Kamala Singh (1998). Less demand of product due to small scale industries, also ranked at the same position. Less demand of product was due to the competition entrepreneurs have to face with bigger industrial units with economic scale of production ranked fifth with an overall average score of 0.26. Changes in rules and regulations of government and laws become a threat to the entrepreneurs because they have to follow them and the rules change frequently. Also, more family obligations were a threat as they are not able to concentrate on their business. It obtained an overall average score of 0.25. High price of transporting raw material purchased from different areas and high price of raw material increased the cost of production and selling price of the product which in turn affects the profit of entrepreneurs. This was a problem with an overall average score of 0.24. Working under one roof sometimes may cause conflicts among the employees and unable to solve these conflicts was given the last rank by the respondents with an overall average score of 0.21.

Conclusions

Women has to play a dual role of homemaker as well as of entrepreneur. To cope up with these roles and to get success, she needs support. Education has brought about liberal views among women and society. There are opportunities that have enabled the women to become entrepreneurs and to participate in the economic activities. Women entrepreneurs are facing

plethora of problems day in and day out in their enterprises. Women need special consideration and assistance as they have to face some attitudinal problems and have to shoulder responsibility of home and children. For a women entrepreneur, problems and threats are doubled due to this (Lalita Rani, 1990).

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