

Navigating The Obstacles Of Women-Led Businesses

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Abstract- *Women entrepreneurs play a crucial role in driving economic growth, innovation, and social progress. However, they often encounter unique challenges and barriers that impede their success in the entrepreneurial ecosystem. This study aims to explore the obstacles faced by women-led businesses and identify strategies to navigate these challenges effectively. Drawing on a comprehensive literature review and empirical research, the study examines the structural, societal, and individual factors that contribute to the gender disparities in entrepreneurship. Key areas of focus include access to finance, gender biases in leadership and decision-making, work-life balance, and the role of supportive networks and mentorship. By analyzing the experiences and perspectives of women entrepreneurs, the study provides valuable insights into the complexities of women's entrepreneurship and offers actionable recommendations for policymakers, practitioners, and stakeholders to foster an inclusive environment that supports the growth and success of women-led businesses. Ultimately, the study aims to empower women entrepreneurs, promote gender equality, and drive positive change in the entrepreneurial landscape.*

critically assesses the support networks accessible to women-owned enterprises. It is critical to comprehend how these support networks, which range from networking events to mentorship programs, assist female entrepreneurs in overcoming challenges. Through a comprehensive analysis of prosperous case studies, this research seeks to disentangle the complex web of tactics used by female-owned enterprises to successfully navigate. The ultimate objective is to highlight the tenacity demonstrated by female entrepreneurs while also distilling doable suggestions that can help create a more just and encouraging entrepreneurial environment.

STATEMENT OF PROBLEM:

In contemporary business landscapes, women-led businesses face a myriad of challenges that impede their growth, sustainability, and equitable participation. These challenges encompass gender biases, limited access to funding, industry-specific hurdles, and networking barriers, collectively hindering the entrepreneurial journey for women. Despite the increasing recognition of women's contributions to the business world, a comprehensive understanding of the nuanced obstacles they encounter remains elusive. This project seeks to unravel the intricate tapestry of challenges faced by women entrepreneurs, examining industry-specific dynamics, regional variations, and the impact of existing policies and support systems. By addressing these challenges head-on, the study aims to contribute

I. INTRODUCTION

The entrepreneurial spirit transcends gender lines in the fast-paced world of modern business. Although there is a noticeable increase in women-led businesses in the world of business, it is important to recognize that female entrepreneurs face a unique set of difficulties.

These issues cover a wide range, from ingrained gender stereotypes to unequal access to essential funds and resources. Acknowledging the necessity for a thorough comprehension of these complex impediments, this initiative, entitled "Navigating the Obstacles of Women-Led Businesses," sets out on a detailed investigation with the goal of elucidating the complex issues that confront female entrepreneurs. It is clear as we move through the various business sectors that the difficulties faced by female entrepreneurs are not uniform; rather, they are influenced by industry-specific factors. This research aims to explore the diverse array of obstacles that exist in various industries, investigating the ways in which gender-related barriers materialize and affect women-owned enterprises in disparate ways. Through shedding light on barriers unique to a given industry, we hope to provide insights into tailored strategies and policies that will support the growth of female entrepreneurs in any area. This research not only identifies obstacles but also

insights and recommendations that foster a more inclusive and supportive environment for women-led businesses, ultimately promoting gender equity in the entrepreneurial landscape.

OBJECTIVES:

- To Identify and analyze key challenges of women entrepreneurs.
- To Discover solutions for the obstacles faced by women in their business.
- To Explore various fields of Women empowerment in the market.
- To Know the satisfaction level of women employees in different field of markets.
- To Analyze the safety security of women in their working environment.

SCOPE OF STUDY:

Examining and classifying the main obstacles that women-owned enterprises encounter, such as finance constraints, networking impediments, industry-specific obstacles, and gender prejudices.

comparing and contrasting difficulties in other industries to see how

gender-related barriers appear in various business domains. examining regional variations in the difficulties faced by female entrepreneurs in order to identify any cultural or geographic influences on business roadblocks. assessing how well current support systems, like networking events and mentoring programs, help women-owned enterprises overcome obstacles.

evaluating the effects of the laws and rules in place on female entrepreneurs and making suggestions for new legislation to create more encouraging business climate.

Sources of data:

Primary data collection: Primary data are those which are collected a fresh and for the first time and thus happen to be original in character, questions and interviews methods were accede to collect primary data by visiting the factory premises and various department in it.

Secondary data collection: It is collected from the internet records such as library records, trade journals, various manuals of the company, various training programs previously conducted and its responds etc.

LIMITATIONS:

- Data Availability in regions with limited transparency or reporting mechanisms.
- The study might be influenced by subjectivity in the perceptions and attitudes of participants, as individual experiences and opinions about challenges may vary.
- Women-led businesses may be limited by variations in cultural, economic, and regulatory contexts, impacting the applicability of recommendations.
- The study may face challenges faced by women-led businesses which differed significantly across various sectors

ANALYSIS AND INTERPRETATION

II. REVIEW OF THE LITERATURE

Scott Tan(2023): according to her she says deliberately that there is Insufficient Support for Entrepreneurship. A lot of learning unlearning and skill upgrading are required during the lengthy path of entrepreneurship. To succeed as a business owner, one need to be in an atmosphere that fosters a strong entrepreneurial spirit. The absence of such a constructive setting, nevertheless, frequently hurts a lot of ladies.

Sheyn Thomas(2023): She is a Business Entrepreneur owning a company named Natural Scapes in Asheville she says that there is only Limited Movement for Women. One of the fundamental issues facing women business owners in India is “Restricted Mobility”. They are unable to travel on their own or stay in hotels for business without being concerned for their safety. A lot of hotels and resorts still won't let women check in unless they're accompanied by a man, too !

PARTICULARS	FREQUENCY	PERCENTAGE
Finance	93	88.6%
Family	86	81.9%
Time restriction	71	67.6%
Loan process	33	31.4%
Gender bias	50	47.6%
Collateral	33	31.4%
Safety	38	36.2%
Stress due to overload	68	64.8%
Employees	17	16.2%
Transportation	2	1.9%
Physical health	1	1%

III. RESEARCH AND METHODOLOGY

Sampling method:

Convenience sampling is efficient and practical, especially for online surveys, but it may introduce bias as participants self-select to respond based on their availability and interest. This survey is distributed through Google Forms, the sample is likely to be drawn from individuals who have access to the internet and are willing to participate in online surveys. It's essential to acknowledge this limitation and interpret findings accordingly, recognizing that sample may not be representative of all women entrepreneurs.

INTERPRETATION:

The above table shows that (88.6%) of respondents have financial obstacle, (81.9%) of the respondents have family obstacle, (67.6%) of the respondents have time obstacle, (31.4%) of respondents loan process obstacle, (47.6%) of the respondents have gender bias obstacle, (31.4%) of the respondents have collateral obstacle, (36.2%) of respondents are considering safety as an obstacle, (64.8%) of the respondents consider stress due to overload as an obstacle, (16.2%) of the respondents feel employees as an obstacle, (1.9%) of the respondents feel transport as an obstacle and (1%) of respondents feel physical health as an obstacle.

reaffirms the resilience of women entrepreneurs and underscores the collective responsibility to create a more equitable and inclusive entrepreneurial ecosystem.

Most of the respondents feel finance and family are the major obstacle.

FINDINGS, SUGGESTION AND CONCLUSION

FINDINGS

1. Most of the respondents feel finance and family are the major obstacle.
2. Most of the respondents have said that they have difficulty in marketing their products.
3. Most of the respondents have said that they are affected by their family responsibilities.
4. Most of the respondents have said that they are facing male dominance.
5. Most of the respondents have said that they are facing transportation as an issue.
6. Most of the respondents have strongly agreed that they have navigation problem.

SUGGESTIONS:

- It is suggested that there must be some beneficial action to be taken so that their navigation problem comes to an end
- Though family support is important it is suggested that even their husbands must give a hand to raise up them in their business without dominating them in household works.
- Women entrepreneurs feel that there is a heavy load of family responsibilities in their back which is suggested to be split equally in their family.
- Women even in modern lifestyle face time restrictions like olden days, their family must understand their reality and change their believes on it

The thought of only men can do business and women cannot do must be eradicated

IV. CONCLUSION

This study highlights the multifaceted challenges confronting women-led businesses, including gender biases, limited access to finance, and industry-specific hurdles. It emphasizes the need for family support, policy interventions, cultural shifts, and awareness campaigns to create a more inclusive entrepreneurial landscape. Moving forward, actionable strategies are essential to mitigate these obstacles and foster gender equality in entrepreneurship. By empowering women entrepreneurs, these initiatives contribute to broader economic growth and innovation. Sustained efforts from policymakers, industry leaders, and community stakeholders are crucial to dismantle barriers and cultivate an environment where women-led businesses can thrive. This study