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## **A study on business profile of women entrepreneurs in Coimbatore City**

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### **Abstract**

The women entrepreneurs play a despite role in the development of any economy, there seems to exist a dearth of empirical knowledge on business profile of women entrepreneurs in Coimbatore city. Multistage sampling techniques have been employed in the selection of 300 women entrepreneurs engaged in service and manufacturing sector. Data were collected primarily using interview schedule. Data were analysed using descriptive statistics. The result reveals that many women entrepreneurs have service rendering enterprise and are sole proprietors; they have implemented their own idea to start their business with help of the procedural knowledge obtained through training programs.

**Keywords:** Women Entrepreneurs, Business, Training

### **Introduction**

In this dynamic world, women entrepreneurs are an important part of the global quest for sustained economic development and social progress. Today, more and more women are seeking economic opportunity and self-determination by creating their own enterprise. Women entrepreneurs are playing a vital role in socioeconomic development of the country. All over the world the number of female business owners continues to increase progressively which is changing the shape of global economy. In recent times, women are capable of achieving self-economic independence, procure and manage resources, and bring innovation by their creativity.

### **Objective of the Study**

- To analyse the business profile of women entrepreneurs

### **Methodology of the Study**

The present study has been taken up in the Coimbatore city, in the state of Tamilnadu. Both primary and secondary data have been used for this study. Multistage sampling technique is used in this study. An interview schedule was used to collect data from 300 respondents. The study was conducted from December 2014 to February 2015.

### **Analysis and Interpretation**

Table 1 describes the business profile such as years in business, type of set up and who presented the idea to start the business and gives the necessary information about the business, work experience before starting the business, type of enterprise and nature of enterprise.

**Experience in Business:** It is inferred that out of the total respondents taken for the study, 50.3 per cent of the respondents are having 6-10 years of experience in business, 38 per cent of them have 5 years or less of experience, 6.7 per cent of the respondents are having experience of 11-15 years and 5 per cent of them have more than 15 years of experience in business.

It is revealed that majority of the women entrepreneurs have 6 -10 years of experience in business. Adequate experience in business helps to gain more business knowledge and market knowledge which helps to run the business better.

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**Table 1:** Business Profile

Factors	Description	No.	percent
Experience in this business	5 years or less	114	38.0
	6-10 years	151	50.3
	11-15 years	20	6.7
	> 15 years	15	5.0
Type of set up	Self started	247	82.3
	Inherited business	11	3.7
	Husband Business	16	5.3
	Purchase of an existing firm	26	8.7
Total		300	100.0
Promotion of idea to start the business	Yourself	120	48.6
	Husband	67	27.1
	Friends and Relatives	42	17.0
	Any Women Organization	11	4.5
	Other Source	7	2.8
Total		247	100.0
Type of Enterprise	Manufacturing	74	24.7
	Service Rendering	226	75.3
Manufacturing Sector	Food products	39	52.7
	Soap and detergents	15	20.3
	Instant sticks	20	27.0
Services Sector	Beauty parlour	78	34.5
	Catering services	40	17.7
	Tailoring	62	27.4
	Xerox Shop	21	9.3
	STD booth	25	11.1
Nature of Organisation	Sole Proprietorship	262	87.3
	Partnership	38	12.7
Work experience before starting the enterprise	Yes	52	17.3
	No	248	82.7
Procedural Knowledge obtained to start and run the Business	Yes	226	75.3
	No	74	24.7
Training program attended	Yes	180	60.0
	No	120	40.0
Total		300	100.0
Type of training program	Traditional	65	36.1
	Modern	115	63.9
Total		180	100.0

Source: Primary Data

**Type of Setup:** In the analysis 82.3 per cent of the respondents have started the business on their own, 8.7 per cent of them purchased an existing firm, and 5.3 per cent of the respondents have continued their husband business and 3.7 per cent of them have inherited business.

**Promotion of Idea to start the Business:** Out of the sample respondents 48.6 per cent of the respondents presented their own idea to start the business, 27.1 per cent of their husband presented idea, 17 per cent of friends and relatives presented the idea, 4.5 per cent of them were influenced by women organization and 2.8 per cent of the respondents were influenced by other sources. The study reveals that nearly half of the respondents presented their own ideas to start the business.

**Type of Enterprise:** In the analysis 75.3 per cent of the respondents have service rendering enterprise and 24.7 per cent of them have manufacturing enterprise. It is observed that most of the respondents have service rendering type of business as it is easy to form and there is more demand for quality service.

**Manufacturing Sector:** Among the 300 respondents taken for the study 74 respondents belong to manufacturing sector. Out of the respondents taken for the study in manufacturing sector 52.7 per cent of them are manufacturing food products, 27.0 per cent are involved in doing instant stick and 20.3 per cent are manufacturing soap/detergents. It is inferred that majority of the respondents manufacture food products as there is more demand and more options available.

**Services Sector:** Out of 300 respondents taken for study 226 of them belong to service sector. 34.5 per cent of the respondents of the service sector have beauty parlors, 27.4 per cent of them do tailoring, 17.7 per cent of them have catering services, and 11.1 per cent of the respondents run STD booths and 9.3 per cent of them have Xerox shop. It is observed that among respondents belonging to service sector most of them have beauty parlors and tailoring, since the demand for these business is increasing.

**Nature of organisation:** Most 87.3 per cent of the respondents are sole proprietors and 12.7 per cent of the respondents have partnership nature of enterprise. Most of the respondents are sole proprietors as it is easy to start.

**Work Experience:** It is seen that 82.7 per cent of the respondents did not have any work experience and 17.3 per cent of them had work experience before starting the business. Based on the knowledge and awareness of demand they started the business without work experience.

**Knowledge /Training Program:** Knowledge or training is one of the most important factors in development of the enterprise. The knowledge gained through training programs can be implemented in the business.

**Procedural Knowledge obtained:** In analysis, the procedural knowledge obtained to start the business reveals that 75.3 per cent of the respondents obtained procedural knowledge and 24.7 per cent of them did not obtain any procedural knowledge. Most of the respondents have obtained procedural knowledge. This will help them to run their enterprise in a successful manner.

**Training Program Attended:** It is observed that 60 per cent of the respondents have attended the training program and 40 per cent of the respondents have not attended any training program.

**Type of Training Program:** The study reveals that out of 180 respondents, 63.9 per cent of the respondents had attended modern training program and 36.1 per cent of them had attended traditional training program.

## Business Infrastructure

Table 2 describes briefly about the business infrastructure.

**Table 2:** Business Infrastructure

Factors	Description	No.	percent
Business Premises	Owned	173	57.7
	Rental	108	36.0
	Lease	19	6.3
Location of the business enterprise	Within City limits	246	82.0
	Outer City	54	18.0
Factor considered in selecting the location of business premises	Near to House	129	43.0
	Availability of labor	21	7.0
	Transportation facility	17	5.7
	Demand in locality	98	32.7
	Availability of land and building	35	11.7
Total		300	100.0

**Source:** Primary Data

**Business Premises:** It is observed that 57.7 per cent of the respondents have their own business premises, 36 per cent of them have their enterprise in a rental building and 6.3 per cent of the respondents have taken their business premises for lease. Hence, it is inferred that majority of the respondents have their own business premises, as they could set up the business premises according to their need.

**Location:** The study reveals that 82 per cent of the respondent's business enterprise is located within city limits and 18 per cent of their business enterprise is located in the outer of the city. Since, it is easy to promote the business most of the respondents business are located within city limits.

**Factor's Considered in Selecting Location:** In the analysis, 43 per cent of the respondents have considered near to house as the main factor in selecting the location of business premises, 32.7 per cent of them considered demand in locality, 11.7 per cent of the respondents consider availability of land and building is the main factor, 7 per cent of them has considered availability of labor, and 5.7 per cent has considered transport facility. Most of the respondents' consider near to house as the main factor in selecting the location of business premises. It will be easy for them to look after their business and their family.

## Conclusion

The analysis reveals that most of the women entrepreneurs were able to setup their enterprises by inculcating their own ideas with the help of the knowledge gained by attending training program and the skills that they possessed. It is found that many have service rendering enterprise and are sole proprietors; they feel that there is more demand for service rendering enterprise and it is easy to form sole proprietor type of firm. Thus it could be concluded that selection of enterprise and prominent location for setting up a business plays a vital role. As women are playing dual role and have to balance between work and family they set their premises near to their house within the city limits so that it would be easy for them to access all the resources required and commute from home.

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