

## RESEARCH ARTICLE

# The Characteristics and Challenges of Female Entrepreneurship in the Market

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## Abstract

It is noticed that the entrance of the woman in the entrepreneurship is quite expressive since, it can reconcile the professional career with the personal life. Therefore, this study aimed to analyze the profile of female entrepreneurship in Bacabal. Specifically, it aimed to identify the characteristics of women entrepreneurs; Know the main difficulties of female entrepreneurship and discover the reasons that led women to start their own business. This study is of a bibliographic character since it was based on the main works of authors recognized in the academic environment and thus, the research has got a support in the theoretical reference. The research is also in the field, because interviews were conducted with the women who own micro and small companies. Among the results, it is noticed that the greatest difficulty in female entrepreneurship focuses on financial issues, however, the research concludes that part of these businesses are stabilized in the market, since these entrepreneurs are working in the industry for more than 7 years.

**Keywords:** *Companies; Management; Business.*

## Introduction

"Entrepreneurship is not a new term or fad: it has always existed since the first innovative human action, with the aim of improving man's relationships with others and with nature [1]. In the work relations, entrepreneurship is always of great relevance; however, the woman had more participation in this context recently.

According to Barbosa [2], women's activities up to the 1970s were restricted only to taking care of the home and children, but over the years they began to worry about vocational training, started to work outside and seek personal fulfillment. With this, female entrepreneurship is increasingly advanced. According to the Global entrepreneurship Monitor (GEM) [3]. The optimism for women is much higher than the world average, and the study shows that women's optimism to undertake is greater than the world average

and that Proportion of women in the TEA (Entrepreneurship Start Rate), which is 49%, is the fourth largest.

Based on this, it is necessary to study on the subject, aiming to know the motivations, challenges and opportunities found by these entrepreneurs in entering the labor market. This research is justified since, the feminist entrepreneurship in the current society has provided great advances in the diverse sectors of the economy. The way of looking at women has also changed, since these professionals are part of big business. There are a lot of challenges in this area and women are at the heart of these competitions.

It considers this study to be of great relevance, since it allows individuals to understand how women reconcile family, work and the prejudice they face in the

competitive market, in addition, the role of entrepreneurship for society.

They have as research problem, women who entered the labor market faced difficulties and among many, one of the main is to be able to reconcile work with family. According to Jonathan [4]. "Entrepreneurs do not prioritize one aspect of life over others, they have abandoned the idea that failure in one area pays for success in another."

Based on the survey of the Global Entrepreneurship Monitor (GEM) held in 2011 women choose to undertake is because there are no work options for them and another factor is when they are employed seek to open their own businesses to increase family income. Based on this, one wonders: what is the factor that led Bachelors women to undertake?

It has been hypothesized; financial independence is the main factor that led Bachelors women to undertake. This study was structured first the abstract, introduction containing a contextualization of the theme, justification, problem, hypothesis and objectives of the research. Subsequently, presents methods and materials, results and discussion, finally, the final considerations.

This study was based on the works of Nishimura, Alperstedt and Feuershütte [5] and Cassol, Silveira Hoeltgebaum [6]. This article considers an important study since it presents a subject that is little explored and therefore, old works are used to base the research.

This study aimed to analyze the profile of female entrepreneurship in Bacabal - Maranhão. Specifically, it aimed to identify the characteristics of women entrepreneurs; know the main difficulties of female entrepreneurship and discover the reasons that led women to start their own business.

## Materials and Methods

The present study has an exploratory-descriptive character, since in the point of view of it has "as an objective the formulation of a problem for more exact investigation or for the creation of hypotheses", in addition "To increase the knowledge of the researcher about the phenomenon [...]; The clarification of concepts;

The establishment of priorities for future research". As a research strategy, the case study was used in the micro and small companies of the confections, aesthetics and haberdashery trade. This type of research strategy meets the precepts of Yin [7] which defines a case study as an empirical research that investigates a contemporary phenomenon, in this case, female entrepreneurship in the local economic context.

For this research it was necessary to carry out a bibliographical and field study. Bibliographical since this study was based on the main works of authors recognized in the academic environment and that have been published in periodicals and annals on the subject. And so, the research has got a support in the theoretical referential. The research is also in the field, as interviews were conducted with the women who owned their own businesses.

The first question asked for these entrepreneurs was about marital status, children, schooling and working time, and secondly, the study wanted to know what the main difficulty (financial, emotional or supplier) these women have faced and ultimately.

These people were questioned whether financial independence or identification with the line of business or the ease of opening their own business were the reason they took the same steps. Based on the responses, the study reveals the profile of women in a competitive and competitive market in recent years.

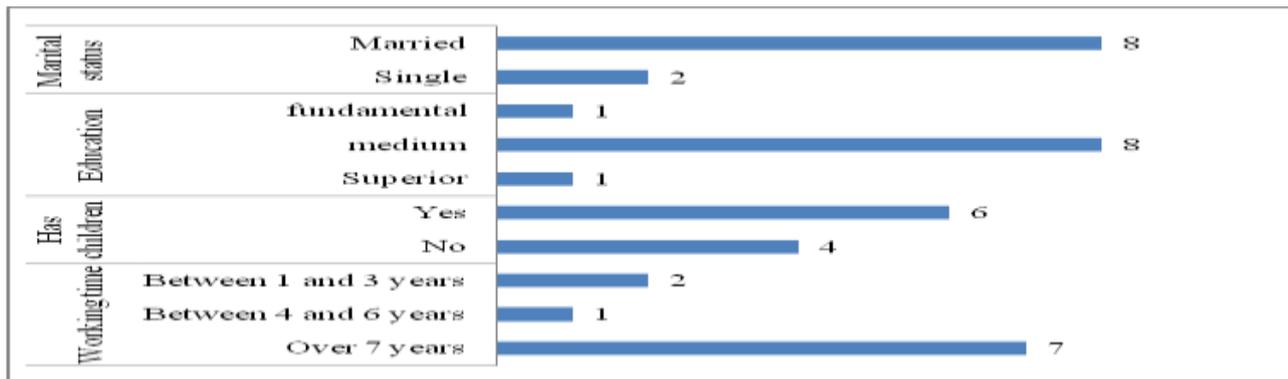
## Results and Discussion

In order to obtain answers to the proposed objectives, it was necessary to interview entrepreneurial women, being: 8 from the clothing sector, 1 from the aesthetic branch and 1 from the branch of haberdashery. Initially the research sought to identify the characteristics of Bacabal entrepreneurial women according to Fig. 1.

It can be said that the entrepreneurial women in Bacabal most of them are married, have children, have high school and have been in business for over 7 years. Therefore, the Credit Protection Service (SPC) in a survey conducted in February 2014 indicated

that more than seven out of 10 entrepreneurs (74%) are mothers and in relation to

schooling SPC BRAZIL also states that there is a predominance of Women entrepreneurs with high school (58%).

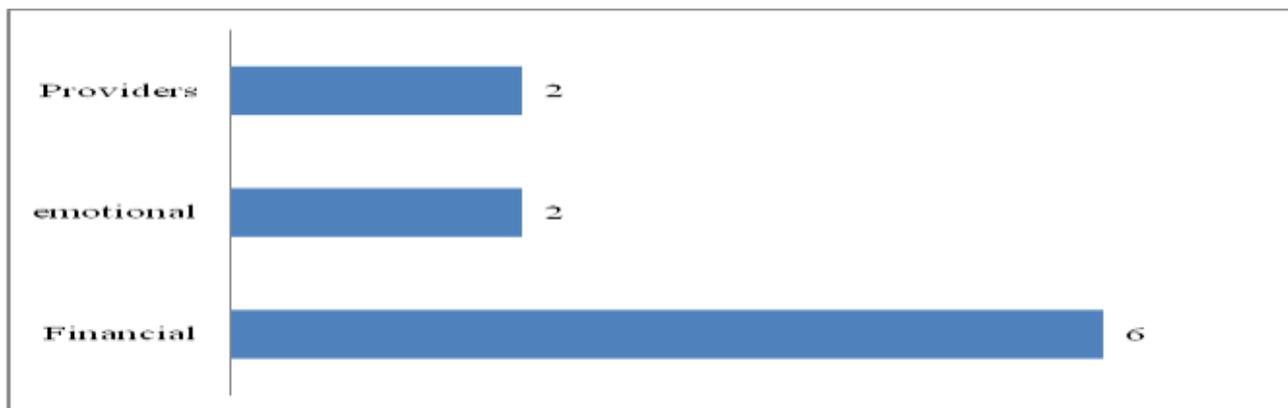


**Figure 1: Characteristics of female entrepreneurs**

Prepared by the authors

It is also noted that most women do not have a specialization in the area and therefore, according to them use the experiences in the

branch as devices to manage their business among them: persuasion and sympathy. Graph 2 shows the main difficulties of female entrepreneurship.

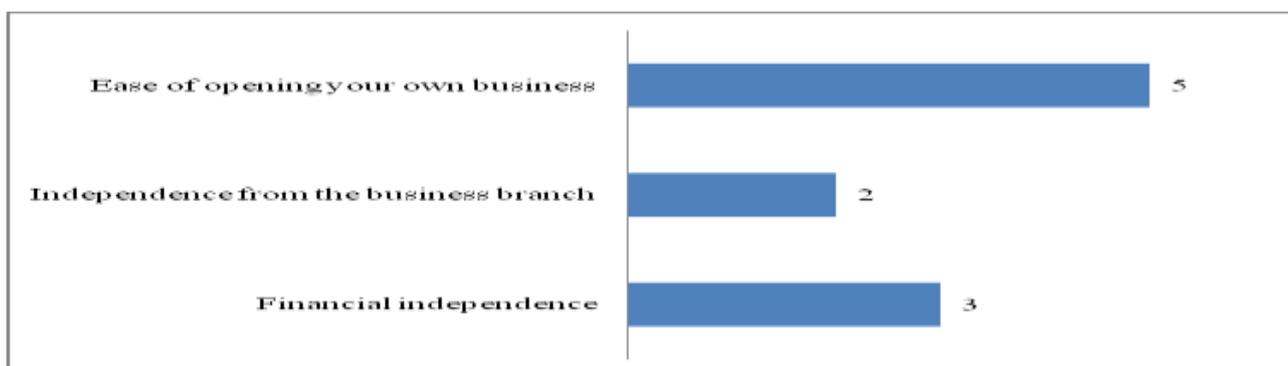


**Fig. 2: Difficulties in female entrepreneurship**

Prepared by the authors

Based on the research, it is noticed that among the initial difficulties encountered by the entrepreneurs, the largest is concentrated in the financial sector (60%) and relatively in motivation (20%) and suppliers (20%). The main problem for these

women and according to the Among the difficulties of entrepreneurs to conduct and maintain their own business, the main one is access to credit. Finally, it was observed the reasons that led the women to open their own business according to Fig. 3.



**Figure 3: Reasons that led women to start their own business**

Prepared by the authors

It can be observed in the research that 50% of the interviewees reported that the facility to open their own business is what most influenced them to choose entrepreneurship, standing out the other reasons for the choice of profession, therefore, a survey made by GEM Shows that 66% of women choose to open their own business after identifying a new market opportunity and thus, Luís Barreto, president of SEBRAE, in an interview with Exame magazine states that "[...] they are no longer undertaking Only to supplement the income of the family or the consequence of a pastime " [8-10].

## Conclusions

This article aimed to analyze the profile of female entrepreneurship in Bacabal. Based on the analysis understands that the ease of opening the deal gives women an opportunity to reconcile professional life with personal life.

It also considers, stability crucial point, therefore, shows the strength of female entrepreneurship in the market, since, 70% of the respondents are more than 7 years in the market. However, the hypothesis that financial independence is the main factor that led Bachelors women to undertake is not confirmed, since most of them said that the ease of opening their own business was the main reason.

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