

Strategies Adopted by Women Entrepreneurs to Ensure Small Business Success in the Nkonkobe Municipality, Eastern Cape

Agholor Deborah Ewere¹, Emmanuel O. Adu² and Seriki Idowu Ibrahim³

University of Fort Hare, South Africa

Telephone: ¹<+27 78 929 7081>, ²<+27 84 925 1948>, ³<+27 73 200 0697>

E-mail: ¹<deborahewere@yahoo.com>, ²<eadu@ufh.ac.za>, ³<iseriki@ufh.ac.za>

KEYWORDS Small Business. Women. Success. Growth and Development. Entrepreneurs. Eastern Cape. Strategies

ABSTRACT The important role women entrepreneur plays to combat unemployment should not be underestimated, especially in countries with growing unemployment rates such as South Africa. This study examined the strategies adopted by women entrepreneurs to ensure small business success in the Nkonkobe Municipality, Eastern Cape. The objectives of the study were to identify business strategies adopted by women entrepreneurs to remain sustainable and completely effective in the market. The study also identified the impact of financial challenges on failure of women entrepreneurs. The study adopted survey research design. A structured questionnaire was used to elicit information from the respondents and simple random sampling method was used to select the samples for this study. The instrument that was validated and its reliability measured was analysed using descriptive and inferential statistics. The findings showed that the strategies adopted by women entrepreneurs have a positive effect on the success of small businesses. Recommendations were given to women entrepreneurs to take some time to study the nature of challenges other women have faced in business and possibly provide solutions to such issues before starting their own business.