

Challenges Faced by Women Entrepreneurs and Strategies Adopted by Women Entrepreneurs to Ensure Small Business Success in Nkonkobe Municipality, South Africa

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ABSTRACT The operations of women entrepreneurs are not well understood and have rarely been addressed internationally. The aim of this paper is to establish a base level of understanding of the operational core values of women entrepreneurs in Nkonkobe Municipality in the Eastern Cape Province. Survey was conducted on 50 women entrepreneurs. Data analysis included Statistical Package for the Social Sciences (SPSS), using descriptive statistics as the statistical tool. The findings from previous literature revealed that there are obstacles faced in the operations of women entrepreneurs. The field survey confirmed some of the operational challenges which are discussed in the paper. The findings also identified the search for solutions to the challenges faced by women entrepreneurs in the developing countries by providing an insight for further research regarding the institutional weaknesses and policy issues. The implications of the findings are that unless the limitations named above are resolved, the role of women entrepreneurs in the developing nations will continue to experience deprived economic growth, development and display substandard competitiveness.