

Exploring the Adequate Strategies Adopted By Women to Sustain the Growth and Development of Entrepreneurship in the Nkonkobe Municipality, Eastern Cape

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ABSTRACT Women entrepreneurs can contribute significantly to economic development in South Africa, but their contribution has not been adequately studied and developed. This study examined the adequate strategies adopted by women to sustain the growth and development of entrepreneurs in the Nkonkobe Municipality, Eastern Cape. 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 findings showed that the strategies to sustain the growth and development of entrepreneurs have a positive effect on small businesses. Also it was revealed that the cheaper source of finance has positive influence on the growth and development of business enterprise. Recommendations were given to entrepreneurs who are women such as taking their time to understand the nature of challenges women faced in business and to possibly provide solutions before starting their own business.