

THE CHALLENGES WOMEN ENTREPRENEURS FACE IN PIETERMARITZBURG

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I hereby declare that the Research Report submitted for the BCom Honours Management degree to The Independent Institute of Education is my own work and has not previously been submitted to another University or Higher Education Institution for degree purposes

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Abstract

The success of any economy, South Africa included, lies on the success and number of entrepreneurship ventures. Over the years, women entrepreneurs in various industries have been rising up and taking on the business environment as the male counterparts. However, due to discrimination and biasness that has been shown towards women for so many years, this research set out to identify the challenges that women entrepreneurs in Pietermaritzburg face and to determine whether gender empowerment is truly being practiced. The main challenge of this research was getting an estimated population of women entrepreneurs in Pietermaritzburg as the departments that source this information were not forthcoming for a reason that remains unknown. However, this challenge was then sorted by using a different type of data collection method. The data collection method which was used was the snowball sampling method because without having an estimated population, a sample size could not be calculated and neither was a list found with names of women entrepreneurs. Therefore, the participants of this research was based on references. The most significant findings included how motivated the sampled interviewees who were all women entrepreneurs have chosen to overcome the challenges they face. This research contributes to the current way government departments and support groups operate by just towards all entrepreneurs and conducting activities that focus on the business aspect.

Table of Contents

Abstract	2
CHAPTER 1	5
1. INTRODUCTION.....	5
1.1. Rationale.....	6
1.2. Problem Statement	6
1.3. Research Questions.....	7
1.4. Purpose Statement	7
CHAPTER 2	8
2. THEORETICAL FOUNDATION.....	8
CHAPTER 3	9
3. LITERATURE REVIEW.....	9
3.1. Entrepreneurship.....	10
3.2. Women in Entrepreneurship.....	13
3.3. Small and Micro Enterprises (SMEs) in South Africa	14
3.4. Challenges Faced by Women Entrepreneurs.....	14
3.4.1. Access to Finance	15
3.4.2. Stereotyping or Gender Bias/ Discrimination.....	16
3.4.3. Multiple Responsibilities	17
3.4.4. Lack of Education	17
3.4.5. Access to Human Resources	18
3.4.6. Low Self-esteem.....	18
3.4.7. Mentorship.....	18
CHAPTER 4	20
4. METHODOLOGY	20
4.1. Research Design	20
4.2. Research Plan	21
4.3. Data Analysis.....	22

Profile of the research participants	22
Table 1.....	22
Open coding	23
Naming the categories.....	23
Common themes	25
CHAPTER 5	25
5. FINDINGS AND INTERPRETATION OF FINDINGS.....	25
CHAPTER 6	30
6. RECOMMENDATIONS AND CONCLUSION.....	30
7. Bibliography.....	33
ANNEXURE 1: LETTER OF CONSENT.....	38
ANNEXURE 2: IN-DEPTH INTERVIEW QUESTIONS GUIDE	40
ANNEXURE 3: INTERVIEW TRANSCRIPTS.....	41
ANNEXURE 4: THEMES ONLY	48
ANNEXURE 5: TABLES OF COMMON THEMES	49
ANNEXURE 6: GATEKEEPERS LETTER	51
ANNEXURE 7: ETHICS CLEARANCE LETTER	52
ANNEXURE 8: ORIGINALITY REPORT	53
ANNEXURE 9: FINAL RESEARCH SUMMARY DOCUMENT TABLE	54

CHAPTER 1

1. INTRODUCTION

Africa has the highest growth rate of female owned businesses and South Africa places high value on economic policies concerning entrepreneurship because they add growth to the economy of the country (Van der Merwe, 2008). Entrepreneurship is considered as the backbone of any country because it leads to job creation and economic growth. For years this sector has been dominated by the male species but in recent years women have begun breaking the barriers and entering into entrepreneurship ventures of their own (Chinomona & Maziriri, 2015). According to Das (2001), women are venturing into entrepreneurships in order to break through the 'glass ceiling' concept which limits them from attaining managerial posts in many organisations. However, women continue to face challenges in the corporate world that are unique and subjected only to them (Moyo, 2018). Despite many studies conducted on the benefits of entrepreneurships to the nation's economy including those run by women, so much bias behaviour is still encountered towards women in the business environment (Sbp, 2013). Women in this modern era are very active, proving that they can do what men can do, in some cases even better but society still tends to overlook these attributes and instead undermines women in this sector (Moyo, 2018). Therefore, the focus of this study is to outline the issues that women entrepreneurs face in Small and Micro Enterprises in other areas, specifically areas in South Africa such as Gauteng province and sub-Saharan African countries, and to determine whether those are the same issues faced by women entrepreneurs in Pietermaritzburg. As part of the introduction, the rationale of this research will be discussed, explaining why the topic was selected and why it is relevant to be undertaken. The problem statement will be identified, the purpose of the study and the research questions and objectives will be discussed as well.

1.1. Rationale

This study is relevant because it seeks to educate the masses of the importance of empowering women entrepreneurs in the business world. Women are no longer characterised as weak as many women now are able to do things men can do and in some cases, even better (Chinomona & Maziriri, 2015). The research means to bring to attention the gap that exists between both men and women in the business environment with the latter being lower than the former because there is less support to women as compared to men despite all the gender empowerment initiatives taking place regularly in every part of the country.

Various past researches have been conducted on this topic though there has not been much improvement to the situation that would make it easier for women to have a less stressful and frustrating transition into entrepreneurship. Many women still struggle to start-up the business and from there onwards, become an established firm. Global studies have shown that the number of women entrepreneurs has increased rapidly in recent years, however this is in specific sectors; mainly those which have lower entrance requirements, for example the retail sector (Sbp, 2013). This shows that women are undermined and not considered capable to dominate in other industries such as the construction industry.

1.2. Problem Statement

The problem identified in this topic are the challenges that women entrepreneurs face in the corporate world as men saturate this environment (Chinomona & Maziriri, 2015). It is harder for women entrepreneurs to receive recognition as compared to the male counterparts yet every Small and Micro Enterprises (SMEs) adds to the economic growth of the country (Sbp, 2013). Some of the challenges that women entrepreneurs face in Sub-Saharan Africa as stated by Aneke (2015) and Moyo (2018) include limited access to funding from banks and independent investors; negative attitude towards women especially from the men. Other challenges in most African countries are no support system from the government in terms of certain policies; low self-esteem from the women themselves; socio-cultural views of where a woman's place is; lack of adequate training; to mention a few (Aneke, 2015; Moyo, 2018). The scarcity of similar studies conducted in Pietermaritzburg suggests that this research topic is an unexplored theoretical problem therefore, challenges discovered in other African countries and regions in South Africa will be analysed to

determine whether they are pertinent to the challenges faced by women entrepreneurs in Pietermaritzburg.

1.3. Research Questions

The following are the research questions, which will be used to solve the research problem:

- 1) What are the challenges faced by women entrepreneurs in Small and Micro Enterprises?
- 2) What characteristics are associated to Small and Micro Enterprises which women own?
- 3) What form of assistance do women entrepreneurs need in order to achieve maximum potential in the business environment?

1.4. Purpose Statement

The purpose of this research is to highlight the challenges that women face as entrepreneurs and to create an awareness to educate people in the business environment and society, of the biasness and subjection women receive simply because they are female. These challenges have a ripple effect on the future generation of women who aspire to be entrepreneurs by demotivating them. The objectives of this research are as follows:

- 1) To identify the challenges that women entrepreneurs face when starting and growing a small business venture.
- 2) To identify what characteristics make up a Small and Micro Enterprise owned by women.
- 3) To explore ways in which women entrepreneurs can be assisted by government, investors and fellow competitors concerning the challenges that they face.

CHAPTER 2

2. THEORETICAL FOUNDATION

The theories identified as relevant to this study are:

- 1) The Entrepreneurship Theory: New Challenges and Future Prospects (Chepurenko, 2015)
- 2) Entrepreneurship, Innovation and Wealth Distribution: The Essence of Creative Destruction (Spencer, et al., 2008)
- 3) A feminist theory entitled The Variety of Feminisms and their Contribution to Gender Equality (Lorber, 2010).

The development of the entrepreneurship theory was to enable the sustainable development of the entrepreneurship theory in terms of comprehensive adjustments and refocusing on new areas of entrepreneurship (Chepurenko, 2015). Likewise, in Spencer, et al. (2008) article, the researcher states how Schumpeter argues that entrepreneurship means innovation by independently owned start-up firms and many other entrepreneurship scholars focus on innovation as a source of wealth creation. The focus is on the importance of entrepreneurship research and the future prospects that are determined by the developments in the Information Technology industry as well as in the increase of people interested in entrepreneurship such as academicians, MBA students and policy makers (Chepurenko, 2015). Technology is advancing every single day and the school of business in many universities increases every enrolment year because there has been a sudden realisation of how important the business environment is in a country. The advancement of technology has also lead to an increase in innovation strategy plans and this is the process of creating value from ideas (Tidd & Bessant, 2014). The emphasis of entrepreneurship has moved towards recognising opportunities, creating innovations, developing new organisations and the availability of resources to implement the start-up phase (Baumol, 1993). Chepurenko (2015) also highlights the importance of an economy encouraging entrepreneurship ventures because entrepreneurial creativity helps increase the growth of the country's' Gross Domestic Product (GDP) and secures the wellbeing of the nation. Therefore, entrepreneurship developments are very important to the economies of scale of the nation and must be encouraged regardless of the gender of the person who is running the business.

This theory is relevant to the current study because it emphasises the importance of ongoing entrepreneurship research being conducted regularly especially with the changes in the world where gender equality is being encouraged. Simply put, this means that the rules, which were, implemented in the past concerning entrepreneurship requirements, do not apply to today's world or in the future (Chepurensko, 2015). Therefore, if more individuals and institutions apply this theory, women entrepreneurs will face less challenges in the business environment as compared to the male counterparts because the knowledge of the importance of entrepreneurship to the growth of the nation's economy shall eliminate the challenges subjected to women entrepreneurs.

According to Lorber (2010), gender is understood to be a personal identity, social status and relationship between men and women. Gender inequality is not a personal issue but rather it is the way of society (Lorber, 2010). Unfortunately, gender inequality has integrated into organisations, institutions, the economy, marriages, etc. (Aneke, 2015). To close this gap, society needs to have a different viewpoint (Lorber, 2010). Society needs to be re-educated on the importance of gender equality and the role that women can play in the growth of the country's economy because many people still view women as being incapable of running an organisation and being an effective leader (Aneke, 2015).

CHAPTER 3

3. LITERATURE REVIEW

This study focuses on the challenges that women entrepreneurs in Pietermaritzburg face pertinent to other regions of South Africa and other African countries mainly in the Sub-Saharan region and Southern Africa. This section is a literature review on previous studies that have been conducted on this topic showing how relevant this study is. The literature review will first begin by explaining entrepreneurship in a broader view and this is because it is the main area of concern of this research. Secondly, an in depth review of the meaning of Small and Micro Enterprises in the South African context because the characteristics differ between developed countries and developing countries. Following this will be an analysis of women in entrepreneurship and lastly, a review of past literature concerning the challenges women entrepreneurs face grouped in specific themes and headings.

3.1. Entrepreneurship

Authors define entrepreneurship in more than one definition because of the different perspectives each author has studied this aspect from. Van Aardt, et al., (2011) defines entrepreneurship as the act of initiating, creating, building, expanding and sustaining a business venture, while building a team and gathering the necessary resources in terms of finances and information, to exploit an opportunity in the marketplace for a long term return on investment. Another definition of entrepreneurship is a process or an action-oriented management style which takes innovation and change as the focus of thinking and behaviour (Stokes & Wilson, 2010). A person who takes on this role is known as an entrepreneur and can either be male or female. An entrepreneur is defined as one who organises, manages and assumes the risk of a business enterprise (Kuratko, 2010). Therefore, an entrepreneur identifies an opportunity and takes risks in order to establish a feasible business venture which in turn results in much needed job creation and an increase in the Gross Domestic Product (GDP) of the country. An entrepreneur must be innovative, creative and able to identify a need in the business environment (Aneke, 2015). A business environment involves all internal and external factors that contribute to the operations of the organisation. These factors include customers, employees, competitors, suppliers, and the PESTLE (Political, Economic, Socio-cultural, Technological, Legal, Environmental) environment (Chattopadhyay, 2015). Nieman & Nieuwenhuizen (2009) identified different types of entrepreneurs namely:

- a) Basic survivalist is a person who operates as an entrepreneur to survive until a formal sector job or entrepreneurial opportunity is obtained. This is a basic means to survival
- b) Pre-entrepreneur is a person who is involved in welfare-based entrepreneurship and the focus is not on profit maximisation
- c) A micro-entrepreneur is a formal sector entrepreneur with zero to 10 employees
- d) Last but not the least, is the small-scale entrepreneur who is also a formal sector entrepreneur but has 11 to 49 employees.

It is clear to see that the definitions of entrepreneurship tell a story of growth, expansion and long term financial gain (Van Aardt, et al., 2011). Over the years, entrepreneurship has become a topic of interest and this is because it has been

recognised as an activity that is important to the economic growth of a country (Spencer, et al., 2008). Small businesses that are only focused on the survival of the entrepreneur are not considered as entrepreneurial ventures because it is meant to be regarded as a long term approach and not an overnight success process (Van Aardt, et al., 2011). Entrepreneurs and entrepreneurial activities bring about many benefits in the sense that it improves competitiveness, job creation, stimulates the economy and creates wealth (Spencer, et al., 2008). A number of research studies have been conducted to try and identify the characteristics that make a successful entrepreneur, however no researcher has been able to fully discover what traits make up a successful entrepreneur (Van Aardt, et al., 2011). Nevertheless, Stokes & Wilson, 2010 describe five characteristics which have been identified in entrepreneurs who are currently successful and these are:

- a) A need to achieve which was first recognised by McClelland (1961) as a common characteristics in successful entrepreneurs. This need emerges from high levels to chase goals, confidence of success being achieved and having a clear measurement of success.
- b) A need for autonomy and this is defined as the need to be independent (Hisrich & Peters, 2002). In other words, an individual prefers to make decisions without having to abide to policies, rules and regulations instilled by someone else.
- c) An internal locus of control refers to an individuals personal belief that they steer their own destiny and can control their environment.
- d) Calculated risk taking means that an entrepreneur must have self-belief to take the risk to start a venture of their own.
- e) Entrepreneurial self-efficacy. This is the belief one has in their own ability to start and complete a specific activity irrespective of whether the resources to do so are readily available or not.

Baum, et al. (2001) also identifies some further traits of successful entrepreneurs which include:

- a) Tenacity which is the determination entrepreneurs have to not give up.
- b) Proactivity means that entrepreneurs tend to plan ahead of the current position.

- c) Passion for the work they do and believing in the business venture.
- d) Opportunism in the sense that entrepreneurs are able able to identify opportunities and act on them.
- e) Entrepreneurs have visions of what they want to achieve and how to go about doing so.
- f) Dynamism which in a nutshell means entrepreneurs are go-getters and very energetic.

Despite the characteristics of successful entrepreneurs, there are many myths that surround entrepreneurship and people tend to stereotype entrepreneurs (Van Aardt, et al., 2011). The most common myth which stands out is whether entrepreneurs are born and not made (Allan, 2010; Kuratko, 2010). In this regard, “made” means teaching or training in an academic environment such as tertiary school. Allan (2010) and Kuratko (2010) argue that the reality is while entrepreneurs are born with a certain natural intelligence and have a flair for creativity, these talents need to be developed by accumulating relevant skills and experience over a number of years. Therefore, education of entrepreneurship theory is required to help cultivate an individuals talent but it is also important for the practical aspect to also be implemented. Being an entrepreneur is not limited to a certain gender, race or age, any individual who is willing to take risks and identifies an opportunity can start a business venture, hence many women are motivated to become entrepreneurs. The second myth is entrepreneurs are doers and not makers but the reality of this is that entrepreneurs that are able to recognise the difference between an idea and an opportunity, and think big enough, have a higher chance of starting a business that is successful as compared to one who is not able to differentiate the two (Allan, 2010; Kuratko, 2010). Therefore, being able to think things through is just as important as taking action. The third myth states that entrepreneurs are gamblers and yet the reality is that entrepreneurs are individuals who take very careful, calculated risks by gathering information, getting others to share the risks and avoiding or minimising the risks if it possible (Allan, 2010; Kuratko, 2010). The fourth is that entrepreneurs are inventors however, entrepreneurship requires a complete understanding of innovative behaviour (Van Aardt, et al., 2011). Another common myth claims that starting a business is risky and often ends in failure. Successful ventures are often headed by talented and experienced entrepreneurs due to the fact that they pursue

attractive opportunities, attract the right stakeholders, and necessary financial and other resources to make the business work (Kuratko, 2010). There are more myths but these are merely some of the most common ones that are often associated to entrepreneurship when a discussion arises.

3.2. Women in Entrepreneurship

A woman entrepreneur is a woman who organises all factors of production, undertakes risks, provides employment to other individuals and is chairing the organisation (Naik, 2003). Over the years, women in entrepreneurship have caused an increasing interest in government, scholars and business practitioners resulting in more research studies being conducted on this topic (Carter, et al., 2007). Therefore, women entrepreneurs are receiving a lot of attention around the world as potential catalysts of growth, job creation and economic development (Chakava, et al., 2017). Despite this increase in the growth rate and interest in women entrepreneurs, academic and international communities have given very little attention to this phenomenon and it is visible in the number of studies that have been conducted on women entrepreneurs in Africa (Aneke, 2015). The reason why there is a lack of research studies conducted in developing countries is attributed to the fact that women entrepreneurs is a relatively new phenomenon in the developed world (Della-Giusta & Phillips, 2006). According to Brush (2006), other reasons include the assumptions that there are no differences between male and female entrepreneurs, institutional support and funding for studies, and presumably a prejudice against people in developing countries ever being able to be entrepreneurs. A study in Gambia found that start-ups owned by women tend to be higher than those owned by men and this is because of the nature women enterprises are concentrated in, namely those with low skill and entry requirements (Della-Giusta & Phillips, 2006). Women become entrepreneurs for two reasons, either they are driven by necessity or driven by opportunity (GEM, 2016-2017). Out of necessity means that women become entrepreneurs as a means to survival because of the lack of job opportunities and many women in developing countries have become entrepreneurs out of necessity (GEM, 2016-2017). As much as women entrepreneurs still face several barriers in the business environment, a number of success stories motivate more women to break ground in this male dominated environment (Mathur-Helm,

2010). Women entrepreneurs continue to increase the country's' economic growth regardless of the many challenges encountered.

3.3. Small and Micro Enterprises (SMEs) in South Africa

Small, Medium and Micro Enterprises (SMMEs) also referred to as small business play an important role in an economy and are key drivers of economic growth, innovation and job creation (Seda, 2016). The South African government has recognised the importance of SMMEs and this lead to the establishment of a new Ministry of Small Business Development in 2014 with the aim to facilitate the promotion and development of small businesses (Seda, 2016). However, this research will only focus on Small and Micro Enterprises because women enterprises tend to be micro or small in scale mainly to provide for the women's own and family needs, flexible and mostly based on part-time work (Della-Giusta & Phillips, 2006). Small and Micro Enterprises in South Africa is defined as an enterprise that has between 10 to 50 employees and contributes about 34% to the country's' GDP (The Banking Association South Africa, 2018). The government of South Africa has prioritised entrepreneurship and the advancement of Small and Micro Enterprises as the driving force to achieving economic growth and development (dti, 2013). The National Small Business Act states that Small and Micro Enterprises have between 5 and 50 employees with an annual turnover that is less than 10 million South African Rands (NSBA, 1996). According to Nieman (2006), SMEs in South Africa have become an important focus for policy makers because they provide opportunities for aspiring entrepreneurs and often use local resources which allows for more competitive markets. Small Medium and Micro Enterprises are therefore, expected to play a vital role in the country's social and economic stability (Nieman, 2006). SMEs contribute approximately 30% to South Africa's GDP and absorbs about 70% to 80% of the employed population whilst contributing less than 4% to export earnings, leaving a large margin for future growth (Sbp, 2013).

3.4. Challenges Faced by Women Entrepreneurs

In the past, female entrepreneurs have been compared with their male counterparts in terms of similarities and differences, and most researches mainly are concerned with who the female entrepreneurs are in terms of characteristics, instead of what exactly they do (Galonska, 2015). According to Kantor (1999), women experience greater constraints on the economic side more than men do. There are certain

factors that limit women entrepreneurs' ability to take advantage of the opportunities which are available to them in the business environment (Mayoux, 2001) and these factors have been identified as the reasons why most of female owned businesses fail (Kantor, 1999). However, Galonska (2015) argues that female entrepreneurs have another approach of conducting business and do not use things such as business models let alone know what they are, hence some of the challenges that they face are due to the lack of business models knowledge. The word challenge is a hindrance or situation that makes it difficult for an individual to operate freely (Van Aardt, et al., 2011). This section will focus on the challenges that women entrepreneurs face in a global context, Africa and South Africa. These challenges are identified as subheadings in themes.

3.4.1. Access to Finance

A study conducted in India by Gupta & Aggarwal (2015) discovered that access to external sources of finances from the banks is very limited because of the economic state of the country. This is a huge challenge for women entrepreneurs because financial resources are important to the development of the business. In a developed country such as Canada, a quantitative research was conducted by Andriuta & Kartasova (2013) found that respondents had identified obtaining finances was a challenge that was also faced by women entrepreneurs there. Likewise, a USAID research undertaken by Spevacek (2010) also agrees that lack of financial support in terms of credit access is a challenge women in Sub-Saharan African countries face when running a small business. This is because the fair lending terms are often too high for a business that is just starting and because of this, women are then forced to apply for smaller loans however, these are considered as non-profitable to the same banks and little interest is shown (Spevacek, 2010). Carter, et al. (2001) state four reasons concerning financial issues that are disadvantageous for women entrepreneurs and these are:

- I. Women are not good as men when raising start-up capital
- II. Women have smaller amounts of personal capital and assets which are needed as guarantee when acquiring external funding
- III. Women are most likely unable to become a part of informal financial networks meaning that the possibility for financial support to continue the business is less available

IV. Discrimination and sexual stereotypes influence relationships with bankers and other possible investors negatively.

Buttner & Rosen (1992) and Cole & Wolken (1995) also agree that women entrepreneurs are less likely to use bank loans thereby relying on personal capital, resources from their networks and other alternative funding. Women entrepreneurs in South Africa are experiencing gender discrimination practices embedded in lending practices used by financial institutions and these are discouraging the women to venture into industries such as construction, engineering, etc. (Derera, et al., 2014). Many emerging women entrepreneurs in South Africa find it difficult and costly to obtain information on thousands of financial products which are available in the country (Derera, et al., 2014). According to Rouse & Jawyawarna (2006), women are perceived as high risk borrowers because they are not considered as being on the same level as their male counterparts. Therefore, it is clear to see that whether in a developed country or in developing countries, women entrepreneurs still face the same challenge with regards to financial support especially from banks. The same challenge applies to women entrepreneurs in South Africa. Phillips, et al. (2014) states that women entrepreneurs in South Africa have been particularly disadvantaged in the past as most of them do not own property registered in their names which can be used as collateral to apply for a loan. This makes it difficult to obtain finances to invest in the start-up of the business.

3.4.2. Stereotyping or Gender Bias/ Discrimination

Unfortunately, South Africa and the world at large still faces the issue of gender discrimination and it is in most cases subjected to women whether as entrepreneurs or employees in organisations (Aneke, 2015). Women are discriminated in the business environment because it is believed that between the two sexes, women are the weaker ones simply because of the characteristics portrayed such as sympathy, caring, nurturing, etc. (Aneke, 2015). Chinomona & Maziriri (2015) conducted a study in the Gauteng province of South Africa also identified this challenge and stated that this hinders women entrepreneurs from being successful which is very unfortunate because as much as women cannot do every single thing as men can, they still make very good entrepreneurs because of the natural characteristics they possess.

3.4.3. Multiple Responsibilities

Another major challenge identified in a research undertaken in Kenya is the responsibility that women have aside from the business life and that is the responsibility of family (Mwobobia, 2012). Sometimes it is hard for the money earned in the business not to be used for personal issues mainly for family responsibilities (Mwobobia, 2012). However, Aneke (2015) argues that the inability to get support from family and friends also plays a role as a major barrier to the success of women entrepreneurs. The positive attitude received from those close to the entrepreneur helps in motivating them, therefore when that support is not present, it becomes difficult for the entrepreneur to have a positive mindset. Women entrepreneurs also struggle to identify a role model who can help especially in the start-up phase (Aneke, 2015).

3.4.4. Lack of Education

In Kenya, the women have a lower level of education as compared to men and this puts them at an even further disadvantage (Mwobobia, 2012). Issues of gender discrimination still appear even in this sector. This decreases the chances that women have to be entrepreneurs because they have no knowledge of entrepreneurship (Mwobobia, 2012). In the long-term, this has a negative effect on the economy of the country as stated previously, Small and Micro Enterprises contribute to the growth of the country through the GDP. Chinomona & Maziriri (2015) also make this point, education and training is important to the survival of women entrepreneurs in South Africa. Running a business in a male dominated environment is difficult but it becomes even more challenging when the woman has no prior knowledge or training to sustain the business as the start-up phase is the most crucial when developing a business venture (Phillips, et al., 2014). It is not by choice that most women are not educated as it is because of the way life was structured in the past. A woman's place was designed to be at home while the men were allowed to get an education.

3.4.5. Access to Human Resources

Aneke (2015) identifies the access to human resources as a challenge encountered by women entrepreneurs. Due to the bias perception that women lack knowledge to run a successful business, acquiring human capital that have the skills needed becomes a challenge especially with regards to men. Many men find it unacceptable to have a woman in leadership hence most of the employees are women (Aneke, 2015). DiTienne & Chandler (2007) also agree that aside from financial resources, women have a harder time gaining access to resources such as human and social capital resources.

3.4.6. Low Self-esteem

This is another barrier faced by women entrepreneurs and it is a challenge because they create it themselves. In the start-up of the business, most women are insecure and lack the confidence that men have to take the risks required when one engages in entrepreneurship and this is due to the fear of failure as well as what other people will say (Brindley, 2005). Apart from the fear of failure, promotions in organisations are in most cases given to men as compared to women therefore, it is possible for the same to happen even in the entrepreneurship sector (Aneke, 2015).

3.4.7. Mentorship

Laukhuf & Malone (2015) highlight the importance of women entrepreneurs learning to be more objective while managing a company through a leadership position because another challenge women entrepreneurs face is the fact that most of them do not have a mentor to identify with. The value of a mentorship figure and a transformational leadership style is likely to help women entrepreneurs grow the business and develop both personally and professionally (Laukhuf & Malone, 2015). As stated by Laukhuf & Malone (2015) who conducted a study on women entrepreneurs in the United States of America which is a developed country, women entrepreneurs agreed that mentoring plays a very intergral part in their careers. However, mentorship is something that developing countries in Africa, including South Africa, have not fully grasped how valuable it is to a business especially one that is starting-up. Likewise, Browder (2011), explains that women entrepreneurs who participate in mentoring relationships stress the importance of maintaining such relationships due to the positive contributions reflected in the professional and personal growth and development. Successful mentoring helps women make

execute decisions while reducing the feelings of isolation and are a great source of inspiration (Woodd, 1997). Often times, women entrepreneurs tend to rely on personal reference groups for professional guidance and not from mentors, and this is indeed a great challenge (Laukhuf & Malone, 2015).

Women entrepreneurs face so many challenges and regardless of the country, whether developed or developing, the challenges faced are the same. In all these challenges listed above, the common trait that can be identified is discrimination or biasness. The perceptions, which are still faced from past generations, can be matched to the discrimination faced then and now. The gaps which have been identified in this review is certainly the lack of financial support from financial institutions which is harder for women to acquire than it is for men. Another gap is the mentorship which most women entrepreneurs who own Small and Micro Enterprises do not have because of the cost and simply the lack of knowledge concerning that aspect. This research aims to raise an awareness for both these gaps by having the government introduce policies which do not only support the female as a sex but also the businesses that they own to make certain that there are no discriminations or stereotypical issues arising.

Upon reviewing studies conducted in different areas of South Africa and other countries, this research is necessary to see whether the same challenges will be identified in Pietermaritzburg since, there are hardly any studies on this topic which have been taken in this area.

In conclusion, this chapter gave a detailed review of how past literature discussed the challenges that women entrepreneurs face. Some reviews agreed on the challenges being the same while others were of a different opinion. The literature review therefore highlighted the many challenges women entrepreneurs in other regions of South Africa and Sub-Saharan countries experience and these are both externally and internally unfortunately.

CHAPTER 4

4. METHODOLOGY

4.1. Research Design

For this study, the most appropriate research paradigm is the Interpretivism paradigm. This paradigm involves the study of human beings; and is centred on attitudes and beliefs that humans exhume on a regular basis (Plooy-Cilliers, et al., 2014). The reason this research used the interpretivism paradigm is because the study is focussed on identifying the challenges that women entrepreneurs in Pietermaritzburg face pertinent to other parts of South Africa and some African countries in the Sub-Saharan region as well as Southern Africa. The research used a qualitative approach, as it is the one best suited to address the purpose of this study, which is to highlight the challenges that women face as entrepreneurs and to raise an awareness in the business environment and society of how much inequality is subjected to women because of their gender. The qualitative approach also helped address the objectives by getting an in-depth view of these challenges (Maree, 2017). Inductive theorising infers theoretical concepts from the data collected and is then analysed in a specific study therefore, this involves reasoning from the specific to the general, applying findings to theoretical constructs which are more abstract and broad (Plooy-Cilliers, et al., 2014). Hence, this research used inductive theorising to answer the research questions and assist in solving the research problem by looking at other theories that have been conducted on a similar topic. This research is a descriptive and participative action research since it aims to study the perceptions of women entrepreneurs concerning the challenges they face. Descriptive case studies describe an intervention or phenomenon and the real life context in which it occurred (Maree, 2017). It also made use of case studies and literature assessments. This research is a cross-sectional study, meaning it is used to create an overall picture of a phenomenon at one point in time (Maree, 2017). Due to time constraints, data for this research was only collected once from the respondents.

4.2. Research Plan

The unit of analysis is the smallest units of the research study that can be investigated (Plooy-Cilliers, et al., 2014); therefore, the unit of analysis for this research is women who own Small and Micro Enterprises (SMEs) in Pietermaritzburg. The population of a research is generally a large collection of individuals or objects and these are the focus of a study (Plooy-Cilliers, et al., 2014). An estimated population of women entrepreneurs who own SMEs in Pietermaritzburg had been inaccessible for reasons unknown. A sample is a group of people, objects or items that are taken from a larger population for measurement (Plooy-Cilliers, et al., 2014). Because an estimated population for this research could not be found, a sample size could not be calculated from it either. However, according to Dworkin (2012), an extremely large number of articles, book chapters and books recommend guidance and suggest anywhere from 5 to 50 participants for qualitative research. Therefore, the sample size for this research was estimated between 5 to 50 participants. The research also used a non-probability sampling technique and this is used when it is nearly impossible to determine the entire population (Plooy-Cilliers, et al., 2014), which is the case for this particular research. Snowball Sampling was used to sample participants for the purpose of data collection. Snowball sampling is often used in cases where the population is difficult to find or the research interest is in an interconnected group of people (Maree, 2017). The starting point will be to make contact with one or more people who belong to the population of women entrepreneurs (Maree, 2017), hence this was the recruitment method used since the first contact recommends a second contact who then recommends a third and so on and so forth. Data collection methods are ways in which data is collected for a research proposal with the assistance of certain techniques that make this possible (Plooy-Cilliers, et al., 2014). An open-ended, structured in-depth interview was used to collect data for this research and this is because the researcher aimed to learn more about the views, opinions and beliefs the participants have concerning the challenges women entrepreneurs face in Small and Micro Enterprises. Using in-depth interviews allowed the researcher to ask participants to clarify a point and provide a more detailed explanation (Plooy-Cilliers, et al., 2014). Data for this research was collected until data saturation was reached since there was no exact sample size calculated from the population size. Data saturation is when the number of required subjects becomes obvious as the study

progresses, as new categories, themes or explanations stop emerging from the data (Marshall, 1996). The method which was used to analysis the data collected is the content analysis method. It is defined as a systematic, replicable technique for compressing many words of text into fewer content categories based on rules of coding (Stemler, 2001). It is also defined as a research method for subjective interpretation of the content or text data through the systematic classification of coding and identifying themes or patterns (Hsieh & Shannon, 2005). The themes which arose from the data collected was grouped into different categories and codified to determine the final findings of this research.

4.3. Data Analysis

In order to collect the data for this research, in-depth interviews were conducted and these interviews consisted of five structured, open-ended questions which allowed the participants the liberty to answer the questions without any limitations. Due to the fact that this research had no estimated sample size, the first woman entrepreneur who was identified gave a recommendation for the second entrepreneur and so begun the chain of references. This lead to interviews being conducted on a total of thirteen women entrepreneurs until data saturation was achieved. However, the data was analysed from the responses of the best six participants who have been listed below.

Profile of the research participants

Table 1.

Research Participant	Gender	Ethnicity	Job Title	Industry	Years in operation
RP 4	Female	Black	CEO	Hospitality industry	Over 8
RP 5	Female	White	CEO	Locksmith industry	Over 14
RP 6	Female	White	CEO	Service industry	13
RP 8	Female	White	CEO	Education industry	6
RP 9	Female	White	CEO	Service industry	31
RP 10	Female	White	CEO	Recruitment industry	28

Open coding

Coding is a process of identifying and organising themes in qualitative data (Cape, 2016). According to Corbin & Strauss (2008), coding is also defined as the process that allows for the extraction of raw data in order to develop them on the basis of their properties and dimensions. Therefore, the data that was generated for this research from the interviews was raw data and it had to be developed in order to identify the themes which were arising from the response of the participants.

To achieve this, the researcher had to begin by listening to the audio recordings which were on a mobile phone and then transcribed the participants responses word for word to all five questions which were asked. After this was done, the researcher placed a comment using the review tab in Microsoft Word 2010 and this comment was a phrase or sentence that pin pointed what the respondent was saying in a nutshell. Reliability was ensured in this process by making sure that this phrases were in line with what the responses received from the questions and not from the researcher's point of view.

Some of the questions were combined because they were similar to a certain extent. The themes that emerged from the data after creating the brief memos are as follows:

- Question 2 and 3 were combined and had eight themes. This was labelled as data set 1.
- Question 4 had five themes emerge and this was labelled as data set 2.
- Lastly, question 5 produced three themes and was labelled as data set 3.

Therefore, in total, the researcher was able to identify sixteen themes (refer to Annexure 4 page 48).

Naming the categories

After the themes were identified, the researcher then had to name the categories according to the responses the participants gave as more than one phrase or sentence can be used to describe the same thing.

Data set 1: Questions 2 and 3: Experiences of starting and growing the business.

- Presumptions (which incorporated references to promises that were made by a third party)

- Competition (which incorporated reference to the industry being already saturated)
- Transition (which incorporated reference to a career change from one industry to another)
- Government practices (which incorporated reference to nepotism, unfavourable treatment, governing rules and regulations specifically labour laws)
- Time period (which incorporated reference to the pre and post-apartheid era)
- Utilities (which incorporated expenses incurred and benchmark of income earnings in Pietermaritzburg)
- Perseverance (which incorporated reference to the mindset of the entrepreneur, the desire to learn and the determination to succeed)
- Synergy (which incorporated the importance of teamwork).

Data set 2: Question 4: Are these unique to women? Why?

The common response was no, due to the following themes:

- Nepotism (which incorporated reference to how it is about being well connected with government departments)
- Utilities (which incorporated reference to working for bills)
- Personal perspective (which incorporated reference to the decision to be successful and stay informed)
- Government procedures (which incorporated reference to ticking the boxes and still not receive a response)
- Perseverance (which incorporated reference to tenacity and service delivery)

Data set 3: Question 5: What support options are available to women entrepreneurs?

- Unaware of any (which incorporated reference to currently non-existent, loss of focus and not beneficial)
- Aware of several (which incorporated reference to Chamber of commerce, Women in Business and several others which have been beneficial)
- Social Networking (which incorporated reference to self-support and others in the industry).

Common themes

Upon completion of the naming of themes and connecting them to references that had been made by the research participants, the themes of all three data sets were then put in a table format and matched to the participants' response that was in line with that theme (refer to Annexure 5 pages 49-50). It was from this that the interpretations of the data was made. From the three tables, it is clear to see what the common themes were as stated by the respondents. Data set 1, which was a combination of questions 2 and 3, showed a high in government practices. This was a common theme amongst five of the respondents and this was followed by perseverance, which had four respondents. Data set 2, which consisted of question 4, had perseverance as the highest theme from three respondents. Finally, data set 3, which had question 5, discovered social networking as the most common theme given by four respondents and then followed by the theme aware of support groups; which was stated by two respondents.

In this chapter, how the researcher conducted the process of analysing the data was discussed in detail. Firstly, the interviews were transcribed and it was from there that phrases or sentences were used to summarise the response that was given by a participant. Secondly, the phrase or sentences open coded according to the questions which resulted in questions 2 and 3 being combined. This created three sets of data and were then named according to the theme. Last but not the least, common themes were identified in each set and this can be viewed in Annexure 5 (pages 49-50).

CHAPTER 5

5. FINDINGS AND INTERPRETATION OF FINDINGS

This chapter aims to discuss the findings that were identified in the data analysis section and this is achieved by selecting the highest common themes and comparing them against previous literature.

As stated in the sub-section of chapter 4 titled common themes, all three of the data sets produced at least two names that were common to the response of the participants concerning the questions asked. The themes, which had the highest number of responses, were government practices, perseverance and social networking. This can be verified in annexure 5 (pages 49-50). By looking at the

outcome of these themes, it is clear to see that the findings and the research problem are contrary. The research problem that was identified in this topic are the challenges that women entrepreneurs face in the corporate world as men saturate this environment (Chinomona & Maziriri, 2015). It was also discovered that there was a scarcity of similar research topics that had been discussed in the past in Pietermaritzburg raising up another problem, hence this research sought to identify whether the challenges women entrepreneurs in Pietermaritzburg are pertinent to those faced by women entrepreneurs in other parts of South Africa and some Sub-Saharan African countries. Upon completion of coding the data analysis, the researcher discovered that women entrepreneurs in Pietermaritzburg, who had been interviewed; do not face as much challenges as women in other parts of South Africa and the Sub-Saharan countries.

One of the objectives of this research was to identify the challenges that women entrepreneurs face when starting and growing a business venture and from the collected data, the main challenge was the government procedures. From the participants' responses, this entails things such as nepotism, unfavourable treatment, laws and regulations such as the labour laws, and requirements in terms of filling out paperwork, which does not receive feedback in speedy time. Research participant 4 had this to say:

“Nepotism, you have to be connected, go and fill up the forms with the government. You never get the business because they have their own preferences. It is just a formality to go to the treasury and fill up a form when you are in hospitality and submit it thinking that government is going to give you business, they never do. Every department in my observation already has a person or a BnB in my opinion that they prefer...”

From the literature review, the challenge of government procedures was not an issue that was raised and therefore, it can be said that women entrepreneurs in other regions of the country and other African countries may not experience the negative side of government departments as compared to women entrepreneurs in Pietermaritzburg especially when starting and growing a business. However, the change in labour laws by the Constitutional Court in South Africa, which ruled that employers would have to insource employees, that used labour brokers after three

months (Gous, 2018). This has resulted in several companies reducing their number of staff and keeping them on contractual basis. This is a challenge that research participant 9 identified in terms of government procedures:

“I think labour laws have changed a lot in this country, which has made people not want to employ staff themselves so we are not labour brokers but contractors; there is a big difference...”

This challenge can be incorporated to a challenge in the literature review, which is access to human resources. DiTienne & Chandler (2007) also agree that aside from financial resources, women have a harder time gaining access to resources such as human and social capital resources. Although the lack of human resources for the women who had been interviewed is not because they are women, considering that the change in labour laws affects all business regardless of the gender of the entrepreneur, it can be argued as a challenge because it is directed towards human resources.

Another objective of this research was to identify what characteristics make up a Small and Micro Enterprise owned by women. The women who were interviewed all owned registered Small and Micro Enterprises and had a staff of between zero and ten. Another common theme that emerged from the data collection was perseverance and this was in line with the characteristics that these women entrepreneurs have chosen to operate by in order to avoid domination from their male counterparts in the industry. Research participant 5 had this to say concerning this theme:

“I think it is everybody. I think a transition from one industry to the next is a big adjustment... Having said that, it is up to you to learn and to make a success of it because you are in this position now... It is for other people to believe in you and for you to inspire others... It is who you are that will make you or break you that is what I absolutely believe...”

This answer was also in response to whether the experiences faced were unique only to women. In the literature review, perseverance was not discussed as it was said that women entrepreneurs have low self-esteem. Brindley (2005) states that in the start-up of the business, most women are insecure and lack the confidence that men have to take the risks required when one engages in entrepreneurship and this

is due to the fear of failure as well as what other people will say. Apart from the fear of failure, promotions in organisations are in most cases given to men as compared to women therefore, it is possible for the same to happen even in the entrepreneurship sector (Aneke, 2015). Once again, the literature and the findings have proven to be contrary.

The last objective was to explore ways in which women entrepreneurs can be assisted by government, investors and fellow competitors concerning the challenges that they face. Concisely, this objective was focussing on support options that are available to women entrepreneurs. In the data analysis, two support groups were mentioned the most and these are The Chamber of Commerce and Women in Business. However, of the six participants that were selected for transcribing, only two of the participants spoke highly of these support groups. The other participants relied mainly on social networking with people from the same industry as opposed to being part of an elite group for reasons explained below:

Research participant 4: *“I initially belonged to one NGO that was instrumental in assisting SAWEN but it was run by people who did not know what to do with it. They ended running stokvels and funeral policies. It was not focussed on what I thought they were meant to do so it derailed somehow so I decided I did not want to be part of them... They lost the objective that they were established for as far as am concerned. I have mainly been involved with networks in the same industry, the hospitality industry. I got to know some people and we used to share notes but ours was really more of business problems than women’s problems in business somehow we thought it was a general problem...”*

Research participant 6: *“No, I have done this all on my own. We belong to hairdressers groups. We do training for the young people.”*

Research participant 9: *“I have no time. Am a member of the Chamber of Commerce and they do have Women in Business lunches, and I often think it would be so nice to go for lunch. There are but I have not been which is maybe my own fault that I should make time... I do play a lot of sport so I have an outlet in that time to seem to network... That also gives me an opportunity because I could be playing against the CEO of a company, where if I phoned his company he might not take my*

call but if I am sitting with him after a game of squash, there is a lot of things you can discuss.”

Research Participant 10: *“There are a number of business associations for women of sort but I have never really subscribed to anything. To be honest and this is my opinion, I do not like idle chatter. Whenever I am somewhere I like to make sure my time is constructively productive and very often business women groups that we have in our small community have been driven by fashion and hairdressing instead of inviting stimulating motivational speakers or something that will help us enhance our business acumen as opposed to labelling us.... If the businesses were more business oriented, I may have subscribed to them but might just be a culture thing that is here in Maritzburg...”*

Social networking was a common theme in data set 3. Support options are available for women entrepreneurs but according to the women interviewed, not all have seen the need to be a part of them as they may not have the time or they have not had their expectations met. However, as research participant 10 stated, it may be that the culture in Pietermaritzburg does not offer stimulating support groups that are of benefit while in other regions, the support groups are focussed on the direction the vision stands on.

Reliability and validity in qualitative studies differ from how they are used in quantitative studies (Plooy-Cilliers, et al., 2014). To ensure reliability was carried out in this research, trustworthiness was examined. Trustworthiness was enhanced by making certain that the data collected, was interpreted accurately by the researcher and that it was credible enough to lead to findings which can be confirmed.

Confirmability requires the researcher to have described the research process fully in order for it to assist others who look at the data to come to similar conclusions (Lincoln & Guba, 1985). The researcher therefore promoted confirmability by:

1. Clearly defining the purpose of the study,
2. The methods of data collection used and this was done by conducting structured, open-ended in-depth interviews,
3. The evidence which had acted as the basis for interpretation which were the audio recordings,

4. Finally, the analysis techniques used which was achieved by transcribing the audio recordings and identifying the themes which came from the answers given by the participants.

This chapter gave a full review of the interpretations and the findings of the interpretations by comparing the common themes that were discovered after data analysis was conducted and comparing those themes to the information in the literature review. It was discovered that the findings from the fieldwork conducted for this specific research were different to those found in past literature.

CHAPTER 6

6. RECOMMENDATIONS AND CONCLUSION

As stated in chapter 4, this research had to use the snowball sampling data collection method because no database on women entrepreneurs was obtained despite numerous attempts to find records. Evidently, this collection method did work in achieving the results of this subject matter but it cannot be ruled that there is a possibility another sampling method may have yielded different results because the results were not generalised to the entire population of women entrepreneurs in Pietermaritzburg. Therefore, one of the recommendations is that it is important that there is a database of women entrepreneurs owning SME's and it must be accessible. Further research could be done on women entrepreneurs of all ethnicity because with the snowball sampling method, the majority of the participants were of white ethnicity due to it being based on references.

This research was aimed at solving the research problem, which the researcher identified as the challenges that women entrepreneurs face in Pietermaritzburg. Evidently, some of the challenges that women entrepreneurs face in other regions were common with what women entrepreneurs faced in other African countries hence the need to find out whether women in Pietermaritzburg experience the same issues was ignited. The research problem was solved because it was discovered that sample of women entrepreneurs in Pietermaritzburg actually do not face the very same challenges that other women entrepreneurs face as they have chosen to focus more on rising above the discrimination and not succumb to the limitations of

being a woman. The research questions were answered as the main challenge for the interviewed women faced when they started the business as well as whilst growing it was identified as government procedures. Perseverance was exuded as the main characteristics and lastly, their perception of the support options available was an interesting turn of events.

These findings have the ability to create an impact on future practices in the sense that things such as nepotism and unfavourable treatment shall not be considered as a normal thing but awareness against such characteristics must increase forcing major departments in government to treat every business owner fairly. Another impact is definitely on the support options that are currently available to women entrepreneurs. The focus of the group should not be lost and cause biasness from the male perspective to enter these groups instead; it must be aimed on the business aspect and how to motivate women entrepreneurs in various industries.

Further studies should definitely be carried on this topic as there is a need to have more support group options that are not only accommodated to a select few but to a vast majority of women entrepreneurs in Pietermaritzburg. As this research was done on a smaller scale and the results may be different when conducted on a broader scale such as other sites in Kwa-Zulu Natal province.

Ethical considerations were ensured in this research by presenting a letter of consent to the participants so that the responses given were used to supplement the findings of this topic. No questions that were of a sensitive nature or harmful to the participant were asked. The wishes of the participants were respected and the research did not impose any personal opinions on those of the participants. No incentives in the form of money, food, a holiday, etc. had been given and this was to make certain that the results were not distorted in any way (Plooy-Cilliers, et al., 2014). The confidentiality and anonymity of the participants was protected by ensuring the difference between the two synonymous was explained to the participants who had a right to choose whether to have their names recorded or not.

Some of the limitations that were encountered in this research were financial limitations which contributed to transport constraints, therefore some potential participants could not be reached. Another limitation was due to the fact that this research used snowball sampling, most of the participants interviewed were of white

ethnicity and that may have had an impact on the findings but at the same time, the few participants who were of a different ethnicity were not always available leading to numerous cancellations and time was another constraint.

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ANNEXURE 1: LETTER OF CONSENT

Dear Respondent,

BCom Honours: Management

Researcher: Thokozile Chabwera

Supervisor: Luther-King Zogli

I, Thokozile Chabwera, a BCom Honours Management student at the Independent Institute of Education (IIE) invites you to participate in a research study entitled A Cross-Sectional Qualitative Study on the Challenges Women Entrepreneurs face in Pietermaritzburg pertinent to other parts of South Africa and Sub-Saharan African countries.

The aim of this study is: To identify the challenges women entrepreneurs in Small and Micro Enterprises face and if they are the same as those identified in other regions.

Through your participation, I hope to establish reasons why women entrepreneurs face certain challenges which men do not seem to face when compared to their counterparts. The results of this survey are intended to contribute positively in closing the gender gap in the business environment and also to help suggest possible solutions to the challenges faced by women entrepreneurs without any form of discrimination.

Your participation in this project is voluntary. You may refuse to participate or withdraw from the project at any time with no negative consequence. There will be no monetary gain from participating in this research study. The researcher will maintain confidentiality and anonymity of records identifying you as a participant.

If you have any questions or concerns about participating in this study, please contact the researcher.

It should take you about 30 to 60 minutes. I hope you will take the time to partake in the interview.

Sincerely

Researcher's signature_____

Date_____

ANNEXURE 2: IN-DEPTH INTERVIEW QUESTIONS GUIDE

The primary objective of this interview is to know the challenges faced by women entrepreneurs in Pietermaritzburg and to determine whether the same challenges faced by other women entrepreneurs in different regions of South Africa and other African countries are the same ones faced in Pietermaritzburg. Thank you for your participation.

Question 1:

Personal profile of entrepreneur.

Question 2:

Tell me of your experiences in starting your business.

Question 3:

Tell me of your experiences in growing your business.

Question 4:

Do you believe these are unique to women? Why?

Question 5:

What support options are available to women entrepreneurs?

Thank you for your participation.

ANNEXURE 3: INTERVIEW TRANSCRIPTS

Question 1: Personal profile of entrepreneur

Research Participant 4: *Started the business in 2010, we were promised we would have wheelbarrows of money to take to the bank so I was persuaded. I started with a BnB... Before then I was renting out four houses to students, monthly rentals and when 2010 came, the temptation was there to convert one into a BnB but I never got not a single person. Later, after 2010 it picked up and was doing quite well... Those are the two property businesses that I have the BnB and the rental houses. I then decided to open another one but a self-catering...*

Research Participant 5: *I am the co-owner of Lock & Key Solutions; I have been in the industry for over 14 years. I am also the national chairlady for the Locksmith Association of South Africa and I have an approved training centre through Sassetta. A qualified assessor with the Locksmith Association, also the KZN branch chairlady of the Locksmith Association...*

Research Participant 6: *We have been open now for 19 years...and yes, we did have challenges. I have been a woman in business since then. Started with an apprentice and me now there are 15 of us. We do education; we give them a skill to make money...*

Research Participant 8: *I run Maritzburg Tutor Centre; I have background in running a business so it was easy for me to take this challenge on and steer the ship... Am not a teacher or educator myself, I hire all the specialist tutors that I need and we have 25 home schooled students...*

Research Participant 9: *I am 56 years of age; I have been in business for 31 years started in 1986...*

Research Participant 10: *I have been running this business for close to 21 years in Maritzburg and 28 years in total. I have been in the industry for over 13 years so recruiting is definitely my game but I started out as a legal secretary and then branched out into this industry looking for purpose and now thriving my own business. I have a staff of about eight, at one point before the contentious labour broking issue, I had about 18 staff but obviously, things have changed...*

Question 2: Tell me of your experiences in starting your business

Research Participant 4: *It was not easy especially because at the time I started there had been word from government and other people that we were going to make loads of money so there were many BnB's in Pietermaritzburg catering for the world cup... The competition was tough, it was not easy and when we all did not get visitors because football was in either Johannesburg, Cape Town or Durban. We did not have plan B, everyone was expecting guests for the world cup... It was not easy because it was my savings and I did not make profit until quite late. Just when I thought I was done with teething problems, the municipality announced they were building student properties and that is when I sold the first BnB...*

Research Participant 5: *It was very hard because I came from an insurance background, very corporate environment and I had to go from corporate to jeans and takkies... That was a challenge in itself, which put me into a deep depression because for 10 years I was in a corporate box and to change from that to this, not having a purpose, was my biggest challenge. A change of mind set and realise that you are in this position now... That is what helped me and to join forces with Women in Business, the Chamber of Commerce and learning, getting involved...*

Research Participant 6: *We had many issues with council because it is a residential area but we did get over that. We found that when the council came in to do inspections that they were very derogatory to us...because they thought I owned a brothel. I did fight it in court and we won. When we opened, it was just logistics really... I got a loan, I got all the stuff we needed and I opened.*

Research Participant 8: *I was hosting a professor who was doing career counselling from Johannesburg and he was doing subject choices and career guidance for all the students here in Maritzburg... He found that there were so many students that were struggling in mainstream and he was a director of a home schooled centre in Johannesburg... He said to me one day "you know what, we need to start a home school centre here in Maritzburg" to give the kids an alternative to mainstream schooling and we literally started with three students... We started from there but definitely a need for this type of niche market here in Maritzburg.*

Research Participant 9: *When I started which was a long time ago, it was quite difficult because in those days, you had to have joint bank accounts and it only*

changed much later. To get funding was quite difficult so I mostly got money from family that I needed, I never got an overdraft per say. In those times, it was quite difficult because business ran by men I used to go and tender and they would say, "Why is this young English girl in here?"... I think it is also up to the individual, if people asked me for a quote I gave them a quote immediately...so I think it is also the individual and not really the gender as to how you approach the business if you are willing and able especially in the service industry...

Research Participant 10: *When I started the business, I actually bought it as a very small enterprise down in the cape. I took an overdraft to purchase the business, I was very lucky that I was able to pay back that overdraft in the first month. What benefited me hugely was a particular incident when I first started the business, I started it in Western Cape where they had not had anybody who had prior industry experience and I had been in the industry; where I had learnt an infinite amount of how to operate and then I had won a number of big awards so I was quite well connected in that sector. The biggest challenge for me where I had to learn from where I started obviously was the financial aspect of the business but luckily I have always been quite a good person when it comes to budgeting, am very conservative, am not a risk taker from the financial side but am a risk taker on the business point of view. I also make very good decisions. I started in Afrikaans time where women were women were very definitely subservient...though it has changed tremendously since then.*

Question 3: Tell me of your experiences in growing your business

Research Participant 4: *Nepotism, you have to be connected, go and fill up the forms with the government. You never get the business because they have their own preferences. It is just a formality to go to the treasury and fill up a form when you are in hospitality and submit it thinking that government is going to give you business, they never do. Every department in my observation already has a person or a BnB in my opinion that they prefer...*

Research Participant 5: *Getting into the business itself was very hard for me because it is a very technical environment to be in and for a woman to go from a corporate, tailored suits and high heels to a technical environment is a big adjustment. People see that and men see that, they think what do you know because*

you are only a high-heeled person? Whenever am in a male dominated environment, which is 99.9% of the time, I make sure that I do know what I am talking about for them not to intimidate me... To have knowledge of the industry and not to lose my identity... You can have the best of both worlds.

Research Participant 6: *Try things and it does not work then try something else. If we have tried something and it works then we carry on with it but it is the education that we have grown into more with my juniors... Everyone works as a team.*

Research Participant 8: *Starting with three, we are now on 25 students... Very difficult to grow a business in Maritzburg that is as personal as this one is so our costs for the amount of students that we have got to keep the personal care, the overheads are so high if you calculate the ratios of students to tutor... It has been a very difficult business to grow and also our Pietermaritzburg income is not comparable to the highway areas...their earning income is far greater and Johannesburg is also far greater, so me being in Maritzburg I have got to take the cost into account a lot.*

Research Participant 9: *We supply, we obviously tender, obviously, there is competition out there. I think labour laws have changed a lot in this country, which has made people not want to employ staff themselves so we are not labour brokers but contractors; there is a big difference... I think people recognise that and I think also the demand as things get tight, people do not want somebody for a whole week coming into the office to clean, they might need a cleaner for once a week or twice a week so that is how the business has grown...*

Research Participant 10: *I think that our business as most businesses are very driven by what is happening globally... Keeping abreast of what is transpiring in our economic media it is very important because there is huge focus on employment and the likes in this particular industry. I think what has managed to keep me strong is that I am completely confident when it comes to managing the cash flow so am very strict in those areas and am very aware of what is happening in my industry. Am quite passionate about it...I do love what I do, whenever there are any legislation changes or talks am always looking for an opportunity and taking advantage of that particular opportunity...*

Question 4: Do you believe these are unique to women? Why?

Research Participant 4: *No, it is not just women. It depends with the contacts that you have in the government... The rates that they charge be it water, by virtual of being a BnB whether you get people or not, electricity doubles, rates doubles, everything almost doubles whether you make money or not. At the end of the day, you end up working for electricity and rates...*

Research Participant 5: *I think it is everybody. I think a transition from one industry to the next is a big adjustment... Having said that, it is up to you to learn and to make a success of it because you are in this position now... It is for other people to believe in you and for you to inspire others... It is who you are that will make you or break you that is what I absolutely believe...*

Research Participant 6: *No. I think if anybody had tried it, they would have done the same... I think am just tough, I really am tough. I am not scared to put myself against other people.*

Research Participant 8: *I do not think so... The difficulties I have experienced have been more to do with government procedures and ticking all the boxes for education. That I think that the challenges would have been the same across the genders. It has possibly been easier for me being a woman to manage the business because am a lot more understanding of my staff and of my students than I think a man would be so I have a very unique approach and I think that comes from being a mother...*

Research Participant 9: *I do not know. I have quite a strong personality; I suppose there have been times when people think you are a joke because you are female but as I said if you are business minded and deliver your service, which you have promised and keep everything on a business level, then it is the same for men and women I believe... I do not think that I have not got work because I am female, I might not have got work because my price has not been right or because somebody else is offering something different...*

Research Participant 10: *Not necessarily. I think that any entrepreneurs starting their own business in any environment are going to face any type of difficulty... I think that perseverance and tenacity is particularly important. I think that the most difficult thing I may have found by being a woman is that there are times when you*

are not taken seriously and if you are ever in a social engagement situation, the men tend to stick together and leave the girls. I have made inroads and I have worked hard at that so that could be the only time that it is slightly awkward as a woman otherwise many aspects I have had to look at as advantageous.

Question 5: What support options are available to women entrepreneurs?

Research Participant 4: *I initially belonged to one NGO that was instrumental in assisting SAWEN but it was run by people who did not know what to do with it. They ended running stokvels and funeral policies. It was not focussed on what I thought they were meant to do so it derailed somehow so I decided I did not want to be part of them... They lost the objective that they were established for as far as am concerned. I have mainly been involved with networks in the same industry, the hospitality industry. I got to know some people and we used to share notes but ours was really more of business problems than women's problems in business somehow we thought it was a general problem...*

Research Participant 5: *Yes. I belong to Women in Business and to the Chamber of Commerce. I belong to Midlands Women in Business, and I have a lot of girl supporting groups... I believe connections are important. I am also part of the Sherry Blair Foundation for women and that is worldwide. I have a mentor that is in the U.K. Being on social media but it is really about using it for the right reasons. It is all about networking...*

Research Participant 6: *No, I have done this all on my own. We belong to hairdressers groups. We do training for the young people.*

Research Participant 8: *I think that is a very valid question, I love that Pietermaritzburg has Women in Business... The support there has been invaluable but unfortunately, I have been so busy getting the centre up and running the last 6 years that I have not being able to maximise the support that the organisation gives but definitely it has got its place and I have peace of mind knowing that it is there... If I ever need to bounce ideas, off of anybody that they are so approachable.*

Research Participant 9: *I have no time. Am a member of the Chamber of Commerce and they do have Women in Business lunches, and I often think it would be so nice to go for lunch. There are but I have not been which is maybe my own fault that I should make time... I do play a lot of sport so I have an outlet in that time to seem to network... That also gives me an opportunity because I could be playing against the CEO of a company, where if I phoned his company he might not take my call but if I am sitting with him after a game of squash, there is a lot of things you can discuss.*

Research Participant 10: *There are a number of business associations for women of sort but I have never really subscribed to anything. To be honest and this is my opinion, I do not like idle chatter. Whenever I am somewhere I like to make sure my time is constructively productive and very often business women groups that we have in our small community have been driven by fashion and hairdressing instead of inviting stimulating motivational speakers or something that will help us enhance our business acumen as opposed to labelling us.... If the businesses were more business oriented, I may have subscribed to them but might just be a culture thing that is here in Maritzburg...*

ANNEXURE 4: THEMES ONLY

DATA SET 1:

Question 2: Tell me of your experiences in starting your business.

Question 3: Tell me of your experiences in growing your business.

Themes
Presumptions
Competition
Transition
Government practices
Time period
Utilities
Perseverance
Synergy

DATA SET 2:

Question 4: Do you believe these are unique to women? Why?

Themes
Nepotism
Utilities
Personal perspective
Government procedures
Perseverance

DATA SET 3:

Question 5: What support options are available to women entrepreneurs?

Themes
Unaware of any currently
Aware of support groups
Social networking

ANNEXURE 5: TABLES OF COMMON THEMES

DATA SET 1:

Question 2: Tell me of your experiences in starting your business.

Question 3: Tell me of your experiences in growing your business.

Themes	RP4	RP5	RP6	RP8	RP9	RP10
Presumptions	X					
Competition	X					
Transition		X				X
Government practices	X		X	X	X	X
Time period					X	X
Utilities	X			X		
Perseverance		X	X	X		X
Synergy			X			

DATA SET 2:

Question 4: Do you believe these are unique to women? Why?

Themes	RP4	RP5	RP6	RP8	RP9	RP10
Nepotism	X					
Utilities	X					
Personal perspective		X				
Government procedures				X		
Perseverance			X		X	X

DATA SET 3:**Question 5:** What support options are available to women entrepreneurs?

Themes	RP4	RP5	RP6	RP8	RP9	RP10
Unaware of any currently	X					
Aware of support groups: ➤ Chamber of Commerce ➤ Women in Business ➤ Others		X		X		
Social networking	X		X		X	X

ANNEXURE 6: GATEKEEPERS LETTER

ANNEXURE 7: ETHICS CLEARANCE LETTER

ANNEXURE 8: ORIGINALITY REPORT

ANNEXURE 9: FINAL RESEARCH SUMMARY DOCUMENT TABLE

1. Research Purpose/ Objective

- This research is being conducted in order to depict a different insight of women entrepreneurs who are judged first hand because of what socio-culture states and not because of their potential to bring something valuable to the table.
- The study strives to achieve a turnaround in the challenges faced by women in business.

2. Primary Research Question

- The main question the research aims to answer is why women and not the male counterparts only experience these challenges.

3. Research Rationale

- This research is important because in this era, women are being empowered to be more than they perceived they could be in the past.
- This research is worth conducting because women have come a long way in life and many activists have risen in order to empower women. Therefore, it is disheartening to discover that women are still side-lined in the business environment because some believe that women do not have the potential to run a business.

4. Approach

- This research is using a qualitative approach method.

5. Research Problem

- The aim of this study is to solve the challenges that women entrepreneurs struggle with on a regular basis. Aside from the biasness encountered from the men, there are challenges of education and mentorship that is not available to all women entrepreneurs. This is another challenge that needs to be solved.

6. Key Concepts

- Entrepreneurship
- Business Environment
- Small Medium Enterprises (SMEs)
- Women Entrepreneurs
- Challenges

7. Key Theories

- Entrepreneurship Theory: New Challenges and Future Prospects by Alexander Chepureenko (Chepureenko, 2015).
- The Variety of Feminisms and their Contribution to Gender Equality by Judith Lorber (Lorber, 2010).
- Entrepreneurship, Innovation and Wealth Distribution: The Essence of Creative Destruction (Spencer, et al., 2008)

8. Literature Review

- Theme 1: Entrepreneurship
- Theme 2: Women in Entrepreneurship
- Theme 3: Small and Micro Enterprises
- Theme 4: Challenges faced by women entrepreneurs;
 - Access to finance
 - Stereotyping or gender bias
 - Multiple responsibilities
 - Lack of education
 - Access to human resources
 - Low self-esteem

9. Paradigm

- Interpretivism
- With the knowledge generated, the research would want to achieve a revision of the policies, which focus on women empowerment and gender equality.

10. Population Parameters

- The population for this research is Small and Micro Enterprises owned by women entrepreneurs.
- The characteristics of the population are:
 - 1) Women entrepreneurs
 - 2) Own a registered SME with employees between 5 and 50.

11. Sampling

- Non-probability sampling
- Snowball sampling method
- 5 to 50 participants

12. Data Collection Method

- A structured, open-ended questionnaire.

13. Data Analysis Method

- Unit of analysis: Women entrepreneurs owning SMEs
- Analysis method: Content analysis

14. Limitations

- Financial resources
- Time
- Access to certain information and participants.

15. Anticipated contribution

- This study will contribute to government policies by challenging governmental departments to treat all entrepreneurs fairly regardless of who they know
- It will contribute to support groups that are available to women by making them aware that not all women find the current way of running the organisation as beneficial to their business wellbeing.

16. References

- Journal articles from ebscohost and google scholar
- Pdf documents from the internet
- Various textbooks