



**FACTORS EFFECTING PERFORMANCE OF
WOMEN ENTREPRENEURSHIP IN
KARACHI**

BY

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Abstract:

In the current vicinity, entrepreneurship based business ventures are considered as the engine of growth for developing and developed economies. Innovation based organisations always try to create something different which is usually the solution to the problem and which also gives a great business opportunity to a business originator and that unique business solution opens doors of investment for local, domestic and international buyers.

This provides a source of income not only for an entrepreneur but it is beneficial for the stability of the country, through circulation and mobilisation of local and foreign currency, as well.

The overall objective of the research is to explore constraints which women entrepreneurs in Karachi face. Some well renowned women entrepreneur-based firms are having high growth rate in different fields of business. Currently in Karachi, citizens and especially younger generations are very much willing to use their capabilities to the max by entering into the phase of creation of their own businesses. Male as well as female entrepreneurs are trying to fix their feet, particularly the women sector, which is highly energetic and eager to create an example for the future generation.

Women entrepreneurs are not only able to earn self employment; they can also provide a great contribution for the growth and economic development of the country.

The basic purpose of the research is to reveal problems related to the need, trend, inflation, and maintenance of standard living, domestic issues, unstable marital status, and the financial independence for need facing by the women entrepreneurs in Karachi and to evaluate how these problems can be overcome or reduced.

Multiple problems are attached with the trend of entrepreneurship, like the production cost is getting higher and there doesn't seem to be a good quality and a lack of refinement in the products or services. Electricity fluctuation is another big issue which is creating production and delivery problems. Generators can be used as an alternative, but they themselves are an expensive medium to bear by these entrepreneurs and this eventually leads to an increase in cost of production.

The law and order situation is another problem which is creating high level difficulty to run the affairs of business material and the labor costs are increasing continuously. Every day strikes are creating a delay of projects which is increasing production cost and reducing the level of profits. On the other hand, Chinese products have made their way into the market with a very low price, securing their place in the international and domestic markets with much more ease as compared to Pakistani Products. But despite these problems, the future of women entrepreneurs in Karachi seems bright because currently many organizations are engaged in a variety of research projects on

entrepreneurship. A large number of programs are also organized to prepare students for launching new and creative products.

So research evaluated that despite of the presence of constraints, hurdles and problems women entrepreneurs of Karachi are running their businesses successfully. They are highly motivated and ambitious that they would be in a better position and more stable in the long run.

Therefore, entrepreneurship talks about a person who is willing to do something extraordinary, innovative and creative in the fields of business, having the ability to take risks with passion, wanting to pursue something creative and looking for a solution to a problem which can bring the best result and a great business opportunity. And rather than looking for a job in the tight job market and becoming a burden on the economy, why not focus on the development of self employment, which would be great contribution as a responsible and educated citizen of the country.

Table of Contents

	Page no
Preliminaries	1-10
1.0 CHAPTER NO 1: PROBLEM AND ITS BACKGROUND	
1.1 Introduction	11-12
1.2 Its Background	14
1.3 Statement of problem	14-15
1.4 Purpose of Study	15
1.5 Significance of study	16
1.7 Limitations	17
1.8 Definition of terms	17-18
2.0 CHAPTER NO 2: RESEARCH METHOD AND PROCEDURES	
2.1 Research methodology and procedure	19
2.2 Research Design	19
2.3 Respondents of the study	19
2.4 Theoretical model of the study	20
2.5 Instruments	21
2.6 Research question	21
2.7 Research hypothesis	21
2.8 Treatment of data /Information/Analysis	22
3.0 CHAPTER NO 3: REVIEW OF LITERATURE	
3.1 Local & Foreign literature	23-29
3.3 Areas for further research	29

4.0 CHAPTER NO 4: PRESENTATION ANALYSIS

4.1 Sector to which women entrepreneur belongs	30
4.2 Number of employees owned by women based firms	30
4.3 Qualification of women entrepreneurs of Karachi	31
4.4 Work support at home	32
4.5 Sources of financing	33-34
4.6 Forms of business	35-36
4.7 Difficulties to do business in Karachi	37
4.8 Practice of gender discrimination	38-39
4.9 Current problems facing to run the business	40
4.10 Availability of business startup guidance and governmental support.....	41-42
4.11 Business initiative due to high cost of living	44-45
4.12 Initial problems to run the business	46-47
4.13 Channels to generated ideas of business	48
4.14 Entrepreneurs opinion about training and development	48
4.15 Products and services produce by women entrepreneurs	49
4.16 Previous experience of business failure	49
4.17 Professional training to run the business	50

5.0 CHAPTER NO 5: SUMMARY OF FINDINGS / CONCLUSION/RECOMMENDATION

5.1 Summary of findings	51-53
5.2 Conclusion	54-55
5.3 Recommendation	56-67

6.0 CHAPTER NO 6: Reference & Bibliography

Questionnaire

Reference of previous publication

List of figuresList of Tables

	Page no
Table 1 Qualification of Women Entrepreneur in Karachi.....	32
Table 2 Work support at home	33
Table 2 Sources of financing	35
Table 2 Forms of business	37
Table 5 Difficulties to do business in Karachi	38
Table 6 Practice of gender discrimination	39
Table 7 Current problems facing to run the business	41
Table 8 Availability of business startup guidance and governmental support	43
Table 9 Business initiative due to high cost of living	44
Table 10 Initial problems to run the business	46
Table 11 Channels to generated ideas of business	48
Table 12 Entrepreneurs opinion about training and development	48
Table 13 Products and services produce by women entrepreneurs	49
Table 14 Previous experience of business failure	49
Table 15 Professional training to run the business	50