

Key Elements of Failure of the Enterprises Operated by the Women Entrepreneurs

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ABSTRACT

Women's entrepreneurship is both about women's position in society *and* about the role of entrepreneurship in the same society. Women entrepreneurs faced many obstacles specifically in marketing their products (including family responsibilities) that have to be overcome in order to give them access to the same opportunities as men. Empowerment among women makes them to join in the mainstream of development. Hence the present paper focused on analyzing the key elements of failure of the enterprises operated by the women entrepreneurs. The elements contributed for the failure of women enterprises are heavy competition, lack of advertisement for the product, lack of remunerative price for the product in the market, insufficient working capital and seasonal demand for the product in various enterprises.

Key words: Women entrepreneurs, failure elements.

INTRODUCTION

Entrepreneurship itself has been recently recognized as full-fledged profession and women entrepreneurship is an even newer phenomenon. The assertion and analysis of the concept of women entrepreneurship is essential to understand how they can be empowered much to take up entrepreneurial activities more on scientific manner. Women face many obstacles in establishing and sustaining the enterprises. A few research studies focused their attention to understand this phenomenon. The present paper is also attempted to analyse the elements of failure of enterprises operated by the women.

METHODOLOGY

Ex- post facto research design was followed for carrying out the study. The State of Andhra Pradesh and Telangana regions were selected purposively for the study as the investigator hails from the state. Out of 10 districts of the region, Medak district was selected purposively for the study. Out of 46 mandals of the district, five mandals were selected randomly. The selected mandals were Siddipet, Thoguta, Chinnakodur, Nanganoor, Dubbak, Sangareddy. From each mandal two villages were selected randomly.

The selected villages were Hensanpally and Bandarupally from Siddipet mandal; Thukkapur and Ghanpur from Thoguta; Ramancha and Lingareddypally from Chnnakodur; Nanganoor, and Akkannapally from

Nanganoor; Dubbak and Cheekode from Dubbak, and Pothireddypally and Malkapur from Sangareddy mandal. Ten respondents were selected randomly from each village thus making a total of 120 respondents. The variable chosen for the study is key elements of failure of an enterprise.

RESULTS AND DISCUSSION

Key elements of failure

It was found from the Table 1. that in case of vegetable marketing enterprise, the failure elements were heavy competition (55%) followed by overburden (50%), lack of remunerative price for the product in the market (45%), poor quality of product (40%), lack of skilled labour (35%), lack of peer group encouragement seasonal availability of inputs (30%), lack of advertisement (25%), insufficient working capital and seasonal demand for the product (20%).

In case of NPM inputs sale enterprise, the failure elements were lack of advertisement for the product (75 %) followed by lack of skilled labour (60 %), over burden, seasonal demand for the product and seasonal availability of inputs (50%), less remunerative price for the product (40%), lack of peer group encouragement (35%), insufficient working capital (25%), poor quality of product (15 %) and heavy competition (10 %).

In case of vermi compost enterprise, the failure elements were lack of remunerative price for the product in the market (60.00%) followed by lack of advertisement for the product and overburden (55.00%), insufficient working capital (50.00%), poor quality of product, lack of skilled labour and lack of peer group encouragement, seasonal demand for the product (40.00%), seasonal availability of inputs (30.00%) and heavy competition (10.00%).

In case of flour mill enterprise, the failure elements were insufficient working capital (60.00%) followed by overburden (55.00%), heavy competition (40.00%) lack of advertisement for the product, lack of peer group encouragement (30.00%), lack of remunerative price for the product in the market (20.00%), seasonal demand for the product (15.00%), lack of skilled labour and poor quality of product (10.00%).

Table 1: Distribution of women entrepreneurs according to the key elements of failure of women entrepreneurs n=120

Statement	Vegetable marketing n=20		NPM input sale n=20		Vermi-compost n=20		Flour mill n=20		Nursery n=20		Pickle selling n=20	
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
Heavy competition	11	55.00	2	10.00	2	10.00	8	40.00	9	45.00	14	70.00
Insufficient working capital	4	20.00	5	25.00	10	50.00	12	60.00	10	50.00	7	35.00
Poor quality of product	8	40.00	3	15.00	8	40.00	5	10.00	8	40.00	9	45.00
Lack of advertisement for the product	9	45.00	15	75.00	11	55.00	6	30.00	10	50.00	13	65.00
Overburden	10	50.00	10	50.00	11	55.00	11	55.00	11	55.00	9	45.00
Lack of remunerative price for the product in the market	9	45.00	8	40.00	12	60.00	4	20.00	9	45.00	12	60.00
Lack of skilled labour	7	35.00	12	60.00	8	40.00	2	10.00	12	60.00	8	40.00
Lack of peer group encouragement	6	30.00	7	35.00	8	40.00	6	30.00	6	30.00	4	20.00
Seasonal demand for the product	4	20.00	10	50.00	8	40.00	3	15.00	13	65.00	4	20.00
Seasonal availability of inputs	6	30.00	10	50.00	6	30.00	4	20.00	6	30.00	12	60.00

f Frequency % - Per cent

In case of Nursery raising enterprise, the failure elements were seasonal demand for the product (65.00%) followed by lack of skilled labour (60%), overburden (55%), lack of advertisement for the product, insufficient working capital (50%), heavy competition and lack of remunerative price for the product in the market (45.00%) poor quality of product (40%), lack of peer group encouragement and seasonal availability of inputs (30%).

In case of pickle selling enterprise, the failure elements were heavy competition (70%) followed by lack of advertisement for the product (65%), lack of remunerative price for the product in the market (60%), seasonal availability of inputs (60%), poor quality of product and overburden (45%), lack of skilled labour (40%), insufficient working capital (35.00%), lack of peer group encouragement and seasonal demand for the product (20%).

It could be inferred from the Table 1 that heavy competition and overburden were the key elements of

failure in vegetable marketing, normally if more the players more will be the competition, now a days the vegetable marketing enterprises in various scales are coming into the market which accelerate competition. The overburden could be due to attending various production practices and marketing arrangements, shortage of labour and enhanced wages. The failure of NPM input sale could be attributed to lack of advertisements for the product, lack of skilled labour, the products of NPM were not percolated much down to the gross root level farmers, may be due to poor publicity this has not taken place and preparation of NPM inputs required more capacities which were lacking among most of the entrepreneurs operating this enterprise; The failure elements of vermicompost were lack of remunerative price, lack of advertisements for the product and overburden, preparation of vermicompost was involved reasonable expenditure on various inputs, labour and maintenance, the absence of remunerative price for the product definitely put the enterprise under loss, the preparation of vermicompost was a lengthy procedure

carried out in a phased and systematic manner, hence the entrepreneur felt overburdened and the advertisement for the product definitely boosts the marketing. The failure of enterprise flour mill could be attributed to the elements like insufficient working capital and over burden, due to lack of enough working capital the entrepreneurs of flour mill could not able to attend the recurring problems encountered and because of continuous presence and operation of the machine and timely completion of the product might have contributed to over burden. The elements like seasonal demand for the product and lack of skilled labour were contributed for the failure of enterprise of nursery raising.

In nursery, plants were purchased and planted by the customers during commencement of the season enmasse. During rest of the year they could not able to get the income, in nursery raising a few operations may be carried out exclusively by the experienced and skilled labour, this is most often lacking in nursery enterprise; Heavy competition and lack of advertisement for the product were the reasons for the failure of enterprise of pickle selling. Now a days pickle marketing has been taken up extensively in various forms by the corporate companies. The small women entrepreneurs could not able to withstand with this stiff competition and lack of publicity about the pickle products prepared by then

CONCLUSION

Women run enterprises are often succumb to failure due to various reasons. In case of vegetable marketing enterprise, the failure elements are- heavy competition, in case of NPM inputs sale- lack of advertisement for the product, in case of vermi compost- lack of remunerative price for the product in the market, in case of flour mill, insufficient working capital, in case of nursery raising- seasonal demand for the product and in case of pickle selling- the element contributed for failure is- heavy competition.

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