

**The Analysis on Motivation, Success, Challenges of Women Entrepreneurs**  
**(An Empirical Study of Selected Women Entrepreneurs in Yangon City)**

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**ABSTRACT**

This research examines the selected women entrepreneurs from Myanmar Women Entrepreneurs Association with emphasis on identifying general information with regards to the personal and business profiles of the Women Entrepreneurs. The research examines motivation of women entrepreneurs, success factors, challenges they face. Results indicate that personally to do something for society, to get own satisfaction and to income increase are important motivators for women entrepreneurs to start own business. Friendliness to customer, good general management skills, Hard-work, good customer service and ability to manage personal are success factors for women entrepreneur. Competition with large industries, Lack of technology and lack of research and development are challenges faced by women entrepreneurs.

**Key words: women entrepreneur, Motivation, Success, Challenges**

**1. Introduction**

In both developed and developing countries entrepreneurship is a key to rapid economic development. The role of entrepreneurship in economic development involves more than just increasing per capita output and income. It includes initiating and constituting change in the business and society. Thus increasing supply of enterprises becomes a vital aspect for growth of modern society. Entrepreneurship is the practice of starting new organizations or revitalizing mature organizations, particularly new business generally in response to identified opportunities. An Entrepreneur is a person who takes risk of setting up his own business venture for perceived reward. A “women entrepreneur” is a woman who organizes and manages any enterprise of a business, usually with considerable initiative and risk (Oxford Advanced Learner’s Dictionary, 6<sup>th</sup> edition). According to Myanmar Women Entrepreneur Association, Women Entrepreneur is the one who establishes own business and controls on it.

Entrepreneurship is suitable to women and it is possible to do work when she has free time. Self-employed women has no restrictions and time bound work which makes it easy

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for her to manage the responsibilities of work, home and child at a time. Secondly, it is convenient for women to be in control of a small business.

One way to economic development is to empower women economically, especially through projects that encourage women to engage themselves in entrepreneurial income generation activities (Chowhury and Amin, 2011). Despite the growing importance of women entrepreneurship in creating job opportunities of a number of people and the effort of the government and local and international organizations to create, develop quality, resilient and successful entrepreneurship and to cultivate the enterprising culture among women is increasing, little is known about the motivation, success and challenges faced by women entrepreneurs.

Therefore, the research focuses on exploring the motivation, success and challenges and leadership orientation of Women Entrepreneurs in Yangon City.

## **1.1 Rationale of the study**

If entrepreneurship is considered as an engine of growth of an economy, women entrepreneurship can be considered as part of the engine for the growth of Myanmar's economy. The role of the women is increasing as globalization increases and there is changing in the society's perception on the role of women due to the expansion of higher education and awareness. As the role of the women increases, it is obvious that the number of the women owned enterprises, the participation of women increases. It is important to upgrade the existing situation by promoting the women to lead in their owned business and to promote the women in the labor force in the Myanmar society. The best way to capitalize existing women entrepreneurial endeavor and to make it strong would be to know what motivates them, what challenges them to take further initiatives, what makes their efforts successful. By knowing these valuable facts, policy makers could consider the policy options that promote the women entrepreneurship in Myanmar. Moreover, for those who want to promote women entrepreneurship could consider the most appropriate intervention in the context of Myanmar. Therefore the present research has been taken.

## **1.2 Objectives of the Study**

This research has been conducted based on the following objectives:

- To identify the key motivation factors of women entrepreneurs to start for their own business
- To identify the key success factor of women entrepreneurs for their own business
- To identify the key challenges factor of women entrepreneurs in doing their own business

## **1.3 Method of the Study**

The research was conducted using primary data. Primary data were collected from 40 Women Entrepreneurs of Myanmar Women Entrepreneurs Association by using purposive sampling Method. This research uses a descriptive analysis of the motivational factors, success factors, challenges faced by women entrepreneurs.

## **1.4 The scope and limitation of the study**

This research focus on the motivation, success factors and challenges faced by selected women entrepreneurs and leadership orientation in Yangon City. This research was conducted by the participation of 40 selected women entrepreneurs from the Association of Myanmar Women Entrepreneur in Yangon City. Women entrepreneurs in Myanmar Women Entrepreneur Association is considered as main City of economy for Myanmar as most of the business entities such as manufacturing sector including industrial zones and different forms of service are fixed in Yangon region.

This research has limitations in which it is not covers the whole women entrepreneurs in Myanmar Women Entrepreneur Association in Yangon City. It gives only descriptive comments about a number of women entrepreneurs. As the study includes only 40 women entrepreneurs from MWEA of Yangon city and there might be others women entrepreneurs around Myanmar. Therefore it is different to generalize for the whole population of Myanmar.

## **1.5 Organization of the Study**

This research paper is organized by four chapters. The first chapter starts with the introduction and describes the rationale for the study, the objectives of the study, methodology, scope and limitations, and the organization of the study. The second chapter presents the literature review, where are defining entrepreneurs and entrepreneurship, women entrepreneurs, Myanmar Women Entrepreneur Association, and motivation, success factors and challenges. The third chapter presents about the data analysis part. It includes analysis on personal and business profile data of women entrepreneurs and motivation, success factors and challenges faced by women entrepreneurs. The last chapter is conclusion, where summarizes the main findings and gives the recommendations based on the findings.

## **2. Literature Review**

### **2.1 Entrepreneurship**

Entrepreneurship stems from the French word *entreprendre* meaning ‘to undertake’ or ‘to take in one’s own hands’. During the Industrial Revolution the term entrepreneur was used to describe the new phenomenon of the individual who had formulated a venture idea, developed it, assembled resources and created a new business venture. Entrepreneurship is the process of designing, launching and running a new business, which is often initially a small business. The people who create these businesses are called entrepreneurs. In today competitive world, and based on market economy along with rapid international changes and development that can play and important roles in the country’s economic growth, employment, and social welfare.

### **2.2 Women Entrepreneur**

An entrepreneur is someone who innovates and whose functions to carry out new combinations called “enterprise”. Entrepreneurs are the prime movers in economic development (Schumpeter, 1934). Technically, a “women entrepreneurs” is any women who organizes and manages any enterprise a business, usually with considerable initiative and risk. However, quite often the term “women-owned business” is used relatively to government contracting. U. S. Women’s Chamber of Commerce described women-owned business as a women entrepreneur owns more than 50% controls and runs of the enterprise. Women entrepreneurs have enormous potential to bring prosperity in the world and therefore encouraging women entrepreneurship is

very important (McConnell, 2007). Women entrepreneurs are generally classified into self-entrepreneurs, inheritance entrepreneurs, and partner entrepreneurs (Starr and Yudkin, 1996).

### **2.3 Myanmar Women Entrepreneur Association**

Myanmar Women Entrepreneur's Association, established in 1995, and is a non-Government, nonprofit, nonpolitical and nonreligious association. Its aim is to unite and bring into focus and world attention, the role and capabilities of Myanmar women entrepreneurs. It has been operating for 22 years with 2272 members marking this organization a relevant association. The MWEA's objectives and activities include: (a) facilitating communications and discussions and promoting friendship and co-operative efforts among women entrepreneurs; (b) promoting and encouraging modern methods of business management among Burmese women entrepreneurs; (c) participating in and promoting activities to raise the social economic life of Burmese women; (d) encouraging environment-friendly and culturally sensitive businesses; and (e) promoting and encouraging relationships with national and international women's associations, professionals, business, and academia.

### **2.4 Motivation**

Motivation is a significant factor in the start-up and success of the business. Carsrud and Brannback (2011) argued that motivation is the link between the intention and action of entrepreneurs. Motivating factors can be either internal or external to the entrepreneur (Kuratko et al., 1997; Robichaud et. Al,2001). Kuratko et al., (1997) classified motivators into four categories: extrinsic rewards, independence/ autonomy, intrinsic rewards, and family security. Yalcin and Kapu (2008) classified entrepreneurial motivations into four categories: financial, recognition, freedom, and family tradition (i.e., the motive to continue the family business and to imitate family members). Motivating factors can also be classified as push or pull factors. "Push factors include the need to increase family income, dissatisfaction with a salary-based job, problems with finding an appropriate job and the need for flexibility for family responsibilities." Pull factors include "the need for independence, self-actualization, increased status quo and reputation in society" (Yalcin & Kapu, 2008, pp.188-189).

## **2.5 Success**

Like motivation factors, it is equally important to know what factors contribute success of entrepreneurs. The most common factors believed to have impacts on success are hard work, skill and expertise. Nonetheless, researchers have found other factors connected with success of entrepreneurs. Rose, Kumar, Yin (2006) suggested human capital, competencies, government support program; personal initiatives are the key to the success of entrepreneurs. They identified that personal initiative bears more importance to make the endeavors of entrepreneurs successful. Mehralizadeh and Sajady (2006) worked on small business firms to identify the determinants of their success and failure. They found number of issues and believed to have contribution on the performance of entrepreneurs in business which are suitable managing technical skills, selecting appropriate personnel with relevant skills, education and paying more attention to personnel training, application of management conceptual skills, financial issues, better human relation, recognize the economic situation, planning and organizing of their business and informal issues.

## **2.6 Challenges**

The journey of entrepreneurs is not smooth. They frequently need to tackle various challenges that sometime jeopardize their endeavor. Successful management of those obstacles brings momentum in their efforts. Those challenges originate from internal as well as external environment. Ahmad and Xavier (2012) investigated the environment of entrepreneurship development and indentified several variables obstruct entrepreneurial efforts which are inadequate financial support, bureaucracy and inconsistency of government policies, lack of entrepreneurial education at tertiary level and inadequacy of entrepreneurial training. Chowdhury (2007) identified political instability, corruption, lack of infrastructure facilities, education and training, lack of financial help are the key barriers of entrepreneurship development in developing nations. Entrepreneurship development also gets affected by motivational and legal barriers. Nawaser, Shakhshian, Jahanshahi (2011) considered financial risk and fear of proper management of business are the key motivational barriers. They found legal barriers as bank regulations, documentation for loan, environmental rules and regulations. They concluded that motivational barriers have more deadly effect in entrepreneurship failing that legal.

### 3. Analysis on the motivation, success factors, challenges and leadership orientation of selected women entrepreneurs in Yangon City

Data collected was statistically analyzed using SPSS. Before going through the analysis the information on the motivation, success, and challenges of selected women entrepreneurs in Yangon City, biographical and business information of women entrepreneurs was analyzed.

#### 3.1 Personal Profile of Women Entrepreneurs in Yangon City

The first part of the study describes the personal profile of the women entrepreneurs in Yangon region. Under the personal profile, a total of five items has been studied. This include: age group classification, academic qualifications, marital status, residence, and annual income.

##### (1) Age Group Classification of Women Entrepreneurs:

**Table 3.1**  
**Age Group Classification of Women Entrepreneurs**

		Frequency	Percent (%)
age	Up to 20 years	1	2.5
	20-30 years	7	17.5
	30-40 years	11	27.5
	Above 40 years	21	52.5
	Total	40	100.0

*Source: Survey Data (June, 2018)*

In Table 3.1, the result shows that 52.5% of the women entrepreneurs are above 40 years which are the highest percent as compare with other age groups in which 2.5% are up to 20 years old, 17.5 % are between 20 to 30 years and 27.5% are between 30-40 years old respectively.

**(2) Academic Qualification of Women Entrepreneurs:**

**Table 3.2**

**Academic Qualification of Women Entrepreneurs**

		Frequency	Percent (%)
Academic Qualification of Women Entrepreneurs	High school	1	2.5
	Undergraduate	2	5.0
	Graduated	20	50.0
	Master	15	37.5
	Ph.D.	2	5.0
	Total	40	100.0

*Source: Survey Data (June, 2018)*

As shown in Table 3.2, the academic qualification of women entrepreneurs falls in different categories: from up to primary to Professional level. According to the result, 5% of women entrepreneurs are under graduated and 50 % of women entrepreneurs are graduated women and 37.5 % are master degree level and 5% are professional level respectively. Interestingly, there are also women entrepreneurs who have low level of education in which 2.5% have only high school level.

**(3) Marital Status of Women Entrepreneurs:**

**Table 3.3**

**Marital Status of Women Entrepreneurs**

		Frequency	Percent (%)
Marital Status	Married	21	52.5
	Unmarried	19	47.5
	Total	40	100.0

*Source: Survey Data (June, 2018)*

Table 3.3 indicates the marital status of women entrepreneurs. When 40 women entrepreneurs have been studied it can be described as 52.5 % of women entrepreneurs are married where as 47.5% are unmarried.



**(4) Residential Status of Women Entrepreneurs:**

**Table 3.4**

**Residential Status of Women Entrepreneurs**

		Frequency	Percent (%)
Residential Status	urban	39	97.5
	Rural	1	2.5
	Total	40	100.0

*Source: Survey Data (June, 2018)*

Table 3.4 indicates the residential status of women entrepreneurs. Residence in this study refers to the native place of the respondents regardless of the location of their business. According to result shown in above table 97.5 % of entrepreneurs are from urban area where as 2.5% of the women entrepreneurs are from rural based area.

**(5) Income Level of Women Entrepreneurs:**

The annual incomes level of the women entrepreneurs fall into four categories: up to Kyats 12 lakhs, Kyats 12 to 24 lakhs, Kyats 24 to 48 lakhs and above 48 lakhs. The result shows that 60 % of women entrepreneurs earn above Kyats 48 lakhs, where 10 % earn only up to Kyats 12 lakhs. On the other hand, 7.5% earn Kyats 12 to 24 lakhs where 12.5% earn Kyats 24 to 36 lakhs. It can be denoted that the highest percentage of women entrepreneurs earn annual income above Kyats 48 lakhs (see Table 3.5)

**Table 3.5**

**Income Level of Women Entrepreneurs**

		Frequency	Percent (%)
Income Level	< 12 lakhs	4	10.0
	Kyats 12-24 lakhs	3	7.5
	Kyats 24-36 lakhs	5	12.5
	36-48 lakhs	4	10.0
	> 48 lakhs	24	60.0
	Total	40	100.0

*Source: Survey Data (June, 2018)*

The personal profile of the women entrepreneurs can be concluded that the highest percentage of total women entrepreneurs is above 40 age level. They have graduated and Master education level, and married women. They are from urban areas. They earn more than 48 lakhs per annum.

### 3.2 Business Profiles of Women Entrepreneur

The second part of the study describes the business profiles of the women entrepreneurs in Yangon region and it covers the items such as business type, location of the business, Type of business premises, Number of employee, Size of business, experiences, time spent per day and financing for the business.

#### (1) Type of Business:

Table 3.6 indicates the type of business that women entrepreneurs are running and it includes three main types. They are manufacturing, trading, and services. The result shows that each 12.5% of women entrepreneurs are running manufacturing business and trading business. 49.5% of women entrepreneurs are running the services. It is clear that services of the most significant type of business that the women entrepreneurs are dealing with.

**Table 3.6**  
**Type of Business**

		Frequency	Percent (%)
Type of Business	Manufacturing	5	12.5
	Trading	5	12.5
	services	30	75.0
	Total	40	100.0

*Source: Survey Data (June, 2018)*

**(2) Business Location:**

Table 3.7 shows that 92.5 % of the business are located in urban where as 7.5% of the business are located in rural area.

**Table 3.7**  
**Business Location**

		Frequency	Percent (%)
Business Location	urban	37	92.5
	rural	3	7.5
	Total	40	100.0

*Source: Survey Data (June, 2018)*

**(3) Type of Business Premises:**

Business premises in this research refer the place where women entrepreneurs are running their business and they may be part of their own house, separate own building, rented building or others. According to the result, 22.5% of the business building are part of owned houses, 37.5% are separate own building, 30% are rental building and 10% fall to other categories such as mobile shop.

**Table 3.8**  
**Business Building**

		Frequency	Percent (%)
Business Building	part of own house	9	22.5
	separate own building	15	37.5
	Rented building	12	30.0
	other	4	10.0
	Total	40	100.0

*Source: Survey Data (June, 2018)*

**(4) Number of Employee:**

Table 3.9 indicates the number of employee in business of women entrepreneurs. The result shows that 47.5% of women entrepreneurs have up to 10 employees, 35% of women entrepreneurs have 10-50 employees, and 17.5% of women entrepreneurs have 50-100 employees. Interesting, there are no women entrepreneurs who have above 100 employees.

**Table 3.9**  
**Number of Employee**

		Frequency	Percent
Number of Employee	<10 employees	19	47.5
	10-50 employees	14	35.0
	50-100 employees	7	17.5
	Total	40	100.0

*Source: Survey Data (June, 2018)*

**(5) Size of Business:**

**Table 3.10**  
**Size of Business**

		Frequency	Percent (%)
Size of Business	Micro enterprise	19	47.5
	Small enterprise	14	35.0
	Medium enterprise	7	17.5
	Total	40	100.0

*Source: Survey Data (June, 2018)*

Table 3.10 represents the size of business that women entrepreneurs' owned business. The result shows that 47.5 % is micro enterprise which owned by women entrepreneurs and 35% is small enterprise and 17.5% is medium enterprise.

**(6) Business Experiences:**

Table 3.11 represents the business experiences of women entrepreneurs. When studying the experiences of women entrepreneurs, the four categories: less than 1 year, 1 to 2 years, 2 to 4 years and more than 4 years of experiences has been studied. The study shows

7.5 % are less than 1 year that has very new experiences and 7.5% are the women who have 1 to 2 years experiences, 20% have 2 to 4 years of experiences and 65 % have more than 4 years of experiences in business field. The final category point out that majority of the women entrepreneurs have more than 4 years of experiences.

**Table 3.11**  
**Business Experiences**

		Frequency	Percent (%)
Business Experience	Less than 1 year	3	7.5
	1 to 2 years	3	7.5
	2 to 4 years	8	20.0
	More than 4 years	26	65.0
	Total	40	100.0

*Source: Survey Data (June, 2018)*

**(7) Time Spent for Business:**

Regarding with time spent for business, the 4 categories: up to 3 hours, 3 to 6 hours, 6 to 9 hours and above 9 hours have been study. The result shows that 7.5% of women spent up to 3 hours for the business, 30% spent 3 to 6 hours, 45 % spent 6 to 9 hours and 17 % spent more than 9 hours per day for their business. It can be described the majority of the women spent 6 to 9 hours per day for their business (see Table 3.12).

**Table 3.12**  
**Time Spent for Business**

		Frequency	Percent (%)
Time Spent for Business	Up to 3 hours	3	7.5
	3 to 6 hours	12	30.0
	6 to 9 hours	18	45.0
	above 9 hours	7	17.5
	Total	40	100.0

*Source: Survey Data (June, 2018)*

**(8) Sources of Financing for the Business:**

Table 3.13 represents the different sources of financing for the business established by women entrepreneurs. They include banks, financial institution, family,

friends and one self. According to the result, 12.5 % of women entrepreneurs can access from the bank, 10 % from family, and 77.5% from own finance. The study shows that the most significant financial source for the business is women’s own finance.

**Table 3.13**  
**Sources of Financing for the Business**

		Frequency	Percent (%)
Sources of Financing	Banks	5	12.5
	Family	4	10.0
	Self	31	77.5
	Total	40	100.0

*Source: Survey Data (June, 2018)*

The business profile of the women entrepreneurs can be conducted that the majority of business is services, located in urban area and mostly are running at separate own building. The majority of business of women entrepreneurs has less than 10 employees and size of business is micro. The majority of the women have more than 4 years of experiences in business field and they spend 6 to 9 hours a day for their business. The most significant financial source for the business is women’s own finance.

### **3.3 Reliability Statistics of the Study**

Cronbach’s Alpha was used to analysis the reliability of the research. The Cronbach’s Alpha for Motivation factors of women entrepreneurs to start their own business was 0.7 which means that the level of relative internal consistency and reliability were marginally acceptable. Cronbach’s Alpha for Success factors of women entrepreneurs was 0.9 which means that the level of relative internal consistency and reliability result was excellence situation. Cronbach’s Alpha for Challenges faced women entrepreneurs was 0.9 which means the level of relative internal consistency and reliability result was excellence situation. The result was reported in Table (3.14).

**Table (3.14) The Cronbach's Alpha for All Variables**

No.	Variables	Cronbach's Alpha	Results of Reliability	No. of Items	No. of respondents
1	Motivation Factors	0.7	Good	13	40
2	Success Factors	0.9	Excellent	17	40
3	Challenges Factors	0.9	Excellent	21	40

*Source: Survey Data (June, 2018)*

### **3.4 Motivation factors of Women Entrepreneurs to start their own business**

The motivation factors of women entrepreneurs are measured by using the five Likert scale on 13 items questionnaire. Table 3.14 shows that the most important motivation factor for starting a business are “personally to do something for society for society” (mean of 4.73). The next important motivating factor is “To get own satisfaction” (mean of 4.70). Other important motivations includes “To income increase” (mean of 4.68), “To be own boss (mean of 4.63), and “I want to use my past experiences” (mean of 4.58). The lowest rated factors among those presented were “Utilize inherited assets (mean of 3.43), “To provide job for family member” (mean of 3.85) and “To gain public reorganization (mean of 4.13).

**Table 3.15**  
**Factor Analysis for Motivation Factors**

No.	Motivation Items	Strongly Disagree		Disagree		Neither Agree nor Disagree		Agree		Strongly Agree		Mean	SD
		Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%		
1	To prove I can do it	-	-	1	2.5	-	-	16	40	23	57.5	4.53	.640
2	To be own boss	-	-	-	-	4	10	7	17.5	29	72.5	4.63	.667
3	I want to use my past experiences	-	-	-	-	2	5	13	32.5	25	62.5	4.58	0.594
4	I want to maintain personal freedom	2	5	1	2.5	5	12.5	12	30	20	50	4.18	1.083
5	Closer to family	-	-	-	-	4	10	15	37.5	21	52.5	4.43	.675
6	To income increase	-	-	-	-	2	5	9	22.5	29	72.5	4.68	.572
7	For job security	-	-	-	-	3	7.5	12	30	25	62.5	4.55	.639
8	To build up business to pass on	-	-	2	5	4	10	9	22.5	25	62.5	4.43	.874
9	Personally to do something for society	-	-	-	-	1	2.5	9	22.5	30	75	4.73	.506
10	Utilize inherited assets	9	22.5	1	2.5	8	20	8	20	14	35	3.43	1.551
11	To provide job for family members	5	12.5	1	2.5	6	15.0	11	27.5	17	42.5	3.85	1.350
12	To gain public recognition	2	5	1	2.5	5	12.5	14	35	18	45	4.13	1.067
13	To get own satisfaction	-	-	-	-	2	5	8	20	30	75	4.70	.564

*Source: Survey Data (June, 2018)*



### 3.4 Perceived Success Factors for Women Entrepreneurs' own businesses

**Table 3.15**

**Factor Analysis for Success Factor**

No.	Success Items	Strongly disagree		Disagree		Neither Agree nor Disagree		Agree		Strongly Agree		Mean	SD
		Freq.	(%)	Freq.	(%)	Freq.	(%)	Freq.	(%)	Freq.	(%)		
1	Good general management skills	-	-	1	2.5	-	-	13	32.5	26	65.0	4.60	.632
2	Ability to manage personal	1	2.5	1	2.5	-	-	12	30	26	65	4.55	.783
3	Hard-work	-	-	-	-	4	10	9	22.5	27	67.5	4.58	.675
4	Good Customer Services	-	-	-	-	2	5	13	32.5	25	62.5	4.58	.594
5	Friendliness to customer	-	-	-	-	1	2.5	13	32.5	26	65	4.63	.540
6	Maintenance of accurate records of income/expenses	-	-	2	5	8	20	10	25	20	50	4.2	.939
7	Pervious business experience	1	2.5	-	-	7	17.5	8	20	24	60	4.35	.949
8	Appropriate training					7	17.5	14	35	19	47.5	4.30	.758
9	Access to capital	1	2.5	4	10	5	12.5	14	35	16	40	4	1.086
10	Satisfactory Government support	3	7.5	6	15	14	35	7	17.5	10	25	3.38	1.234
11	Supports from family and friends	3	7.5	3	7.5	11	27.5	12	30	11	27.5	3.63	1.192
12	Market factors such as sale promotion	1	2.5	-	-	10	25	14	35	15	37.5	4.05	.932
13	Reputation for	1	2.5	-	-	5	12.5	8	20	26	65	4.45	.904

	honesty												
14	Community involvement	1	2.5	1	2.5	4	10	16	40	18	45	4.23	.920
15	Political involvement	4	10	6	15	12	30	5	12.5	13	32.5	3.43	1.357
16	Good product/service at a fair price	1	2.5	-	-	5	12.5	11	27.5	23	57.5	4.38	.897
17	Location	-	-	4	10	3	7.5	11	27.5	22	55	4.28	.987

*Source: Survey Data (June, 2018)*

Using a five Likert scale, with five (5) being least important and one (1) being most important, women entrepreneurs in the sample rated their perception of 17 items in relation to their success. As shown on Table 3.15, the five highest rated factors were “Friendliness to customer” (mean of 4.63), “Good general management skills” (mean of 4.60), “Hard-work” and “Good customer service” (each rated a mean of 4.58) and “Ability to manage personal” (mean of 4.55). Those items rated as least important were “Satisfactory” (mean of 3.38), “Political involvement (mean fo 3.43) and “supports from family and friends” (mean of 3.63).

### **3.5 Perceived Challenges for Women Entrepreneurs’ own business**

When studying the factors related to challenges faced by women entrepreneurs, a total of 21 challenges items were set up. Results presented in Table 3.16 indicate that “Competition with large industries “(mean of 4.33), followed by “Lack of technology” (mean of 4.13) and “Lack of Research and Development’ (mean of 4.10). The challenges rated least important were largely related to “Lack of government subsidies” (mean of 3.58), “Inadequate government policy” (mean of 3.68) and “Lack of Friendly” (mean of 3.70).

**Table 3.16****Factor Analysis for Challenging Factor**

No	Challenging Items	Strongly Disagree		Disagree		Neither Agree nor Disagree		Agree		Strongly Disagree		Mean	SD
		Freq.	(%)	Freq.	(%)	Freq.	(%)	Freq.	(%)	Freq.	(%)		
1	Lack of Research and Development	-	-	1	2.5	9	22.5	15	37.5	15	37.5	4.10	.841
2	Lack of Technology	-	-	2	5	6	15	17	42.5	15	37.5	4.13	.853
3	Lack of good governance	1	2.5	1	2.5	10	25.0	12	30	16	40	4.03	1.000
4	Lack of friendly environment	2	5	2	5	12	30	14	35	10	25	3.70	1.067
5	Bureaucracy corruption	1	2.5	2	5	12	30	11	27.5	14	35.0	3.88	1.042
6	Lack of skill workers	2	5	4	10	5	12.5	14	35.0	15	37.5	3.90	1.172
7	Lack of accurate data	1	2.5	4	10	5	12.5	13	32.5	17	42.5	4.03	1.097
8	Less of supply power	-	-	3	7.5	10	25	15	37.5	12	30	3.90	.928
9	Inadequate government policy	2	5	3	7.5	11	27.5	14	35	10	25	3.68	1.095
10	Lack of government subsidies	2	5	5	12.5	11	27.5	12	30	10	25	3.58	1.152
11	High rate of interest	1	2.5	3	7.5	7	17.5	14	35	15	37.5	3.98	1.050
12	Competition with large industries	-	-	2	5	6	15	9	22.5	23	57.5	4.33	.917
13	Lack of	1	2.5	4	10	6	15	11	27.5	18	45	4.03	1.121

	infrastructure												
14	Lack of capital	3	7.5	3	7.5	7	17.5	11	27.5	16	40	3.85	1.252
15	Lack of training	-	-	3	7.5	9	22.5	14	35	14	35	3.98	.947
16	Less raw materials	2	5	5	12.5	6	15	13	32.5	14	35	3.80	1.203
17	Low management skills	1	2.5	4	10	6	15	14	35	15	37.5	3.95	1.085
18	License for work	1	2.5	4	10	5	12.5	13	32.5	17	42.5	4.03	1.097
19	Political unstable	2	5	1	2.5	8	20	12	30	17	42.5	4.03	1.097
20	Cost of equipment	3	7.5	2	5	5	12.5	12	30	18	45	4.00	1.219
21	Business site	3	7.5	1	2.5	8	20	8	20	20	50	4.03	1.230
Composite Mean Value												3.95	.756

*Source: Survey Data (June, 2018)*

## 4. Conclusion

### 4.1 Findings and Recommendations

The first part of this research has been designed to explore the general information with regards to personal profiles and business profiles of selected women entrepreneurs in Yangon City. The second part has been designed to identify the motivation, success and challenges factors faced by women entrepreneurs. Finally, the key factors of motivation, success, challenges of women entrepreneurs have been identified. The research is focused on the women entrepreneurs of Myanmar Women Entrepreneur Association in Yangon City. The finding of the study is described as below.

The personal profile of the women entrepreneurs can be concluded that the highest percentage of total women entrepreneurs is above 40 age level. They have graduated and Master education level, and married women. They are from urban areas. They earn more than 48 lakhs per annum.

The finding of personal profiles of the women entrepreneurs explain that the majority of the women entrepreneurs are above 40 age level and this findings point out that most of the women have had certain level of life experience so that they may have more confidence, more logical thinking, and more network that enable women to start the business that they want to establish.

Education level is also one of the findings of personal data, in which most of the women entrepreneurs are graduated and are master level degree holders. This findings point out that the knowledge and education support the women to be more confident to start the business and to become the successful entrepreneurs. As one of the findings points out, most of the women entrepreneurs are above 40 age level. The findings recommended that youth are more active and easier to learn what they wish creativity, capability and creative thinking, there should be more and young female entrepreneurs in the future. For this purpose, academic institutions should cultivate young female entrepreneurs by lecturing and sharing concepts, knowledge and theories about entrepreneurship activities so that they can be more creative ones. The findings that the majority of the women entrepreneurs are married women. Today, women are not spending their precious time only for doing the house work at home. Today women's roles are changing and they are standing not only the supportive role, but also in the leading role who earns family income in the family. The last finding is that the per annual income of the majority of the women entrepreneurs earn more than Kyats 48 lakhs which shows how women entrepreneurs can effort to increase the family income and can support the prosperity of the family members there by society and nation.

The second part of the study explored The business profile of the women entrepreneurs can be conducted that the majority of business is services, located in urban area and mostly are running at separate own building. The majority of business of women entrepreneurs has less than 10 employees and size of business is micro. The majority of the women have more than 4 years of experiences in business field and they spend 6 to 9 hours a day for their business. The most significant financial source for the business is women's own finance.

It is interesting that most of the women are will to start and run business with services that may include educational services, transportation services such as travel and tour, health care services, beauty care services and many others. It can be denoted that the choice of the type of business is totally align with the current economic trend in which service sector is the greatest portion followed by manufacturing and agriculture in the economic development sector of a country. The type of the business is also match with its location in which most of the services are the best suited in the urban area where the infrastructures such as transportation, electricity, communication, etc. are well established. Policy makers are recommended to promote the existing infrastructures and services sector so that women entrepreneurs can extend their services

businesses that contribute the part of country's economy. The result shows that the majority of the women entrepreneurs who owned entrepreneurial business are micro enterprise. In the other hand, SME sector is the major engine of economic development in Myanmar. For this purpose, not only micro level but also small and medium levels have women entrepreneurs. The result shows that the majority of the women entrepreneurs have more than 4 year experiences and this point supports to the fact that the experience is the best teacher for all. By taking this point, women should take the lesson to be learnt that acquiring the experience in initiating and running the business favors the women to be more confidence and more successful in business field. Finally, it is deniable that the source of the finance is critical for establishing the business and running in long term. In this study, it was found out that most of the financial source for women entrepreneurs comes from the own finance source, and a few are from other co-operative banks and institutions. It can be denoted that women concentrates on their saving to use as investment in their business which is the best practice for all. However one's own finance may be limited in amount for the entrepreneurs and policy makers are recommended to promote the financial sectors to be more accessible for the women so that women can extend their business and enjoy the benefit from it.

Third part of the study explored that there are some factors regarding with each motivation, success and challenges of women entrepreneurs. The most important motivation factors for starting a business are personally to do something for society. It is prove that entrepreneurs start a business to initiate and constitute change in society. The highest success factors of women entrepreneurs are friendliness to customer, good general management skills and hard-work. It can be denoted that good social, management skills and fortitude need to success for a women entrepreneur. The most factors related to challenges faced by women entrepreneurs are competition with large industries, lack of technology, and lack of Research and Development. It can be denoted that most of enterprises owned by women entrepreneur are micro enterprise. Thus, they have many challenges to compete with large industries. Moreover, they have no technology to extend their business. It is need that research to upgrade the existing situation of women entrepreneurs.

## **4.2 Conclusion**

This research has put a great effort to explore the general information about the women entrepreneurs such as personal profile and business profile. It also attempted to investigate the motivation, success factors and challenges of women entrepreneurs in Yangon City. This research explores some valuable information that will be useful for those who want to become entrepreneurs themselves as well as for those who want to promote women entrepreneurs. The research found that there are some factors regarding with each motivation, success and challenges of women entrepreneurs. The most important motivation factors for starting a business are personally to do something for society. The highest success factors of women entrepreneurs are friendliness to customer, good general management skills and hard-work. The most factors related to challenges faced by women entrepreneurs are competition with large industries, lack of technology, and lack of Research and Development. All the findings of this research are implications for women entrepreneurs as well as policy makers who work for improvement of women entrepreneurs. Women in Myanmar are becoming a very important economic group and therefore more efforts are needed to nurture them in taking up entrepreneurship.

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