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## Women entrepreneurs in Egypt: a qualitative study of perceptions of challenges Rwan Zakria Helmy

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Although all entrepreneurs and business owners encounter obstacles and barriers, the challenges that female entrepreneurs face in Egypt are surmount. Female entrepreneurs in Egypt lack the requisite training and basic advising services that would keep them updated with new technological skills. Moreover, women are more likely to discontinue their businesses due to limited access to finance. Furthermore, women face restrictive legal and institutional burdens when establishing their business or when starting a new one. In addition, cultural constraints are another challenge that negatively influence women's creditability, their empowerment and self-confidence. The current study, intends to investigate the challenges that female entrepreneurs encounter, as business owners or start-up entrepreneurs in Egypt. The study contributes to the literature on women entrepreneurs by highlighting the challenges they face and presenting solutions that could help to promote their contribution in the economy. The results are based on semi-structured, face to face and phone interviews with seventeen female entrepreneurs from different business fields across different ages, ranging from 25 to 45 years old.

Some women in Egypt ventured and participated in the business field by involving themselves in SMEs business. However, they struggle to initiate and maintain any business on their own because of the many social, cultural, financial and political challenges they face in the Egyptian society. Women with small size enterprises face challenges in competing with large companies in the market, as they lack skills and have limited access to technology (MIDAS, 2009). Moreover, female entrepreneurs in Egypt face several challenges in initiating and maintaining their own business, within the male dominated societies, and the restricted social structure in Egypt. In addition, women entrepreneurs are in a less favorable position compared to men with regards to access to commercial credit from banks or any formal financial service providers (Jahed et. al., 2011). They struggle to find more lucrative markets aside from the traditional local markets. They lack access to the facilities and tools that qualify them for the lucrative market. These facilities include training, education for small enterprises, access to information and technology that could help them with establishing and/or growing their business.

A study should be conducted on the obstacles that females face. They face obstacles such as restricted policies and regulations from governmental institutions, lack of financial support, limited network relationships, culture and social pressures (Wendey & Choy, 2007; Al- Owaihan & Rao, 2010; Akhalwaya & Havenga, 2012). Therefore, this study argues that women entrepreneurs in Egypt face huge challenges in their fields. In the backdrop, this paper aims to address the challenges and the barriers women entrepreneurs face in Egypt to be able to initiate and establish their business in Egypt, such as lack financial support, technology capacity, and culture constraints.

Market Analysis: A Business plan is the blueprint for taking an idea for a product or service and turning it into a commercially viable reality. The market analysis section of your plan provides the evidence that there is a niche in the market that your company can exploit. This analysis provides the foundation on which your marketing and sales plan will rest.

The core components of the market analysis are:

- An industry analysis, which assesses the general industry environment in which you compete.
- A target market analysis, which identifies and quantifies the customers that you will be targeting for sales.
- A competitive analysis, which identifies your competitors and analyses their strengths and weaknesses.

The precise way in which you choose to organize this information is up to you. As long as you include all the basic facts, there are a number of outline forms that can work well. Just keep the purpose of your plan in mind, and highlight or expand the sections that have the greatest application to what you're trying to accomplish.

It's also important to realize that, as you go about planning a business start-up or expansion, you should be doing a lot of research and learning an enormous amount about its marketing environment. Your business plan is not intended to include everything you've learned. It will just summarize the highlights, in a way that shows the reader that you understand your industry, market and individual business

For any Business, the proper plan is much need for taking an idea and making it to the practicable reality. The market analysis of any Business Plan gives you the proof that there is a niche in the market which exploits the present Market World. There are so many components of the market analysis include an industry analysis, a target market analysis and a competitive analysis.

The Market Analysis gives you the clear and vivid view of the business plan that we execute. The basic facts and relevant information is included to perform the Market Analysis to get the outline forms and is organize in an accurate way so that we get to know the highlights to accomplish the targets which we have set. At the same time, we need to have good knowledge to understand the market environment.

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