

## A Qualitative Study of Women Entrepreneurs in Egypt

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### DESCRIPTION

Although all entrepreneurs and business owners experience problems, the challenges faced by female entrepreneurs in Egypt are overcomeable. In Egypt, female businesses lack the necessary training and basic consulting services to stay up with new technology capabilities. Furthermore, due to a lack of access to capital, women are more likely to close their firms. Furthermore, while establishing or launching a new firm, women confront restricted legal and institutional restrictions. Furthermore, cultural restraints are a barrier that has a negative impact on women's creditability, empowerment, and self-confidence. The purpose of this study is to look into the obstacles that female entrepreneurs face in Egypt as firm owners or start-up entrepreneurs.

The study adds to the body of knowledge on women entrepreneurs by highlighting the problems they confront and proposing solutions that could help them increase their economic output. The findings are based on semi-structured, face-to-face and phone interviews with seventeen female entrepreneurs ranging in age from 25 to 45 years old from various company disciplines.

Some Egyptian women have gone and participated in the business world by working for SMEs. However, due to the numerous social, cultural, financial, and political hurdles they confront in Egyptian culture, they struggle to start and sustain any business on their own. Women who own small businesses confront difficulties competing in the market with giant corporations because they lack expertise and have limited access

to technology. Furthermore, within Egypt's male-dominated communities and constrained social structure, female entrepreneurs confront numerous hurdles in starting and running their own businesses. Furthermore, when it comes to commercial loans from banks or other formal financial service providers, women entrepreneurs have a disadvantage over men. Apart from the typical local markets, they struggle to discover more lucrative markets. They lack the facilities and tools necessary to compete in this profitable sector. These facilities include training, education, and access to information and technology that can assist small businesses in establishing and/or increasing their operations.

The individual has complete control over how person organizes this data. There are a variety of outline forms that can work well as long as include all of the important details. Simply keep the goal of plan in mind and highlight or expand the areas that are most relevant to what attempting to achieve. It's also vital to remember that while starting or expanding a firm, should conduct extensive research and understand as much as can about the marketing environment.

It will just summarize the highlights, in a way that shows the reader that understand industry, market and individual business. For any business, the proper plan is much needed for taking an idea and making it to the practicable reality. The market analysis of any Business Plan gives 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.

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