SWOT Analysis of the Women Business Entrepreneurs KSA- Jazan Region

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Abstract:- **Purpose: The main aim of this paper is to explore the (SWOT) Strength, weaknesses, opportunities and threats faced by the women entrepreneurs in the, Jazan KSA.**
Methodology: The research comprised 23 in-depth personal interview with randomly selected Saudi women entrepreneurs.
Findings: The analysis of the respondents clearly indicated that in spite of the societal and institutional challenges women of KSA established private businesses in major, they prefer to make the continuous changes in their products for customer satisfaction, they are ambitious and at the same time feel threats with the changing economic scenario of Saudi Arabia.
Research Limitations: The main limitation of the study is the restricted locale of the sample.
Practical Implications: These include providing of resources and training and eradicating some of the governmental procedures in the establishment and financing female entrepreneurship.
Originality: This paper presents an original research work.

Keywords: Entrepreneurs, Women, KSA

Paper type: Primary Research

INTRODUCTION

Saudi Arabia has, over eras, fostered a society that has maintained traditional, religious and near feudalist customs. These types of society are also strongly macho. The role for women is normally reserved to the home and child rearing. Men continue to dominate power structures, education, finance and travel. For women in Saudi Arabia who wish to organize their entrepreneurial talents, there is a careful course to direct wherein they have to respect the understandings of individuals and wider societal mores, and simultaneously engage with the commercial realities of day to day trade. The challenges that they face are largely the same as those throughout the Gulf peninsula and the wider Islamic world.

Importance/ Aim of the paper:

In the Arab cultures, women's involvement in the labor force is prejudiced by culture which in turn is shaped by Islamic principles. There is a dearth of studies based on different social contexts especially in Islamic societies, where social and familial control over women, their economic dependence on men and restrictions on their mobility determine the differential access that males and females experience concerning education and other key supporting services. Women are not often permitted to move around freely in some families; from early childhood, they are not allowed to go out of their houses or to mix with males independently. A number of conceivable explanations may exist in current women's entrepreneurship literatures, and it has been a subject of intense debate among scholars. Such knowledge is of increasing importance, since ethnic women in these developing countries are assuming a greater role in enterprise creation and economic development as a result of economic and societal changes worldwide. It is hoped that this paper will add to the limited work of research on Saudi women entrepreneurs, providing additional enlightenment for this sector and enabling a better understanding of a range of important issues applicable to women entrepreneurs.
The aim of this study is to identify the strengths and the weaknesses of the female entrepreneurs in KSA and at the same time also to reveal the opportunities and threats in the future for female entrepreneurs.
It is predicted that this paper will make a valuable influence to knowledge concerning the female and local entrepreneurship.

Limitation:

As the sample is very small the findings should not be generalized to the entire population. Though, the findings presented in this paper could spawn new innovations in the field of women entrepreneurship.

RESEARCH METHODOLOGY:

The Jazan region of KSA was chosen because there is no study till date conducted on Jazan Saudi women entrepreneurs. Very limited information on the internet was found, as it is difficult to conduct studies on Arab women society. While some studies on small and micro business have been completed in the KSA, official studies have not focused on how women entrepreneurs behave as they operate their businesses. As a result, there is no information on the actual problems faced by Saudi women entrepreneurs, how they operate their businesses, or the challenges faced by them.

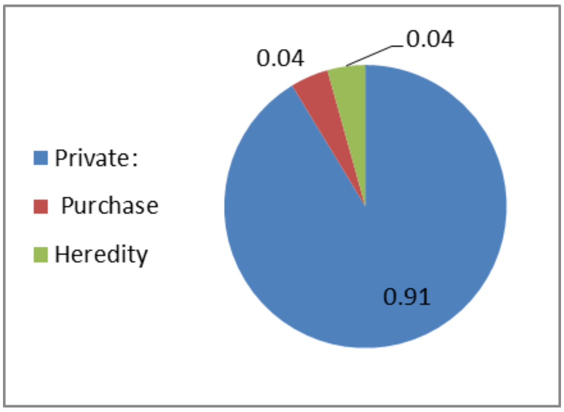
This study conducted 23 in-depth interviews, during January 2018 to March 2018. The aspirants were Saudi women entrepreneurs who had been identified randomly or by personal references. The sample size is relatively small. The questionnaire was designed in English but the interviews were conducted in Arabic and English, for the reliable results.

The further organization of the paper leads to Analysis and interpretation of the questionnaire and finally concluded.

Analysis and Interpretation

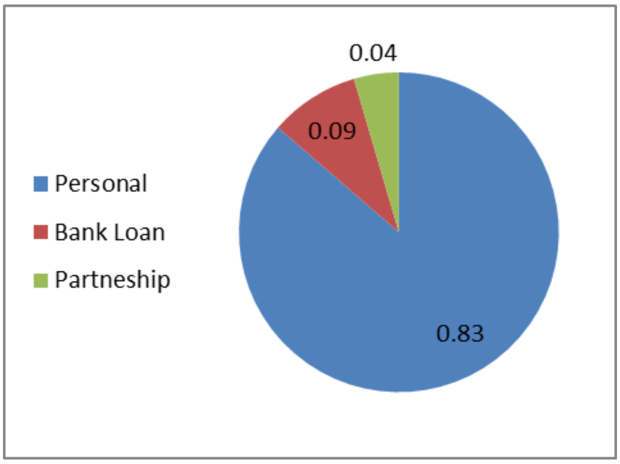
Note :(All the figures are converted in to the percentages and rounded off; total may be 100 or touching 100)

1. Did you start the business on your own/ Inherit the business/ Purchase the business:/Any other way



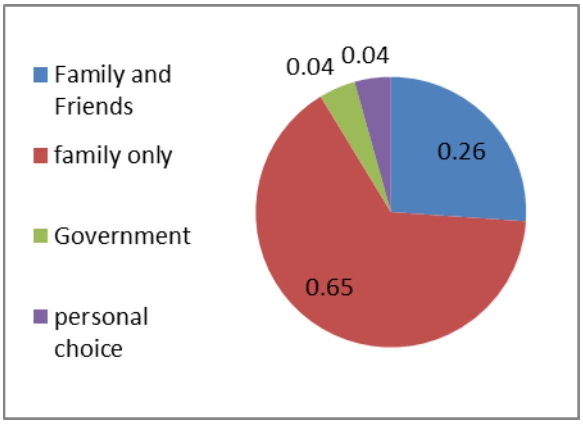
Interpretation: 91% of the respondents started their business on the own, whereas 4% respondents inherit the business and 4%purchase an already existing business.

2. What are the main sources of finance: Bank Loan/ personal Finance/ Partnership/ others



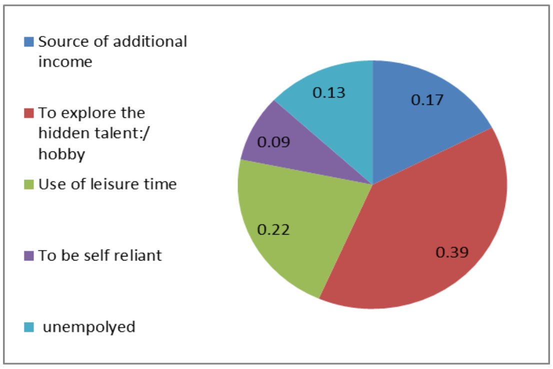
Interpretation: Nearly 84% of the respondents started their business with their own money, whereas 4% respondents availed the bank loan and the remaining 9% started their venture in the form of partnership and raised the money jointly.

3. Support while initiating the business: Family/ Government/ Friends/ personal Choice



Interpretation: Almost the 65% of the respondents strongly responded that their family the strong motive for their ventures, , 26% were backed by the family and friends support, 4% started business by the Government initiative and the remaining 4%started with their own choice and with no support at all.

4. Why you started this business?



Interpretation: 39% of the respondents mentioned that they wanted to explore their hidden talent or hobby and the new venture was the best platform, whereas 22 % responded that they wanted to make the use of their leisure time, 17% to generate an additional income in the family they started the venture, 13% of the respondents tried to cope up with their unemployment by setting their own business and the remaining 9 % women wanted to be self-reliant and independent.

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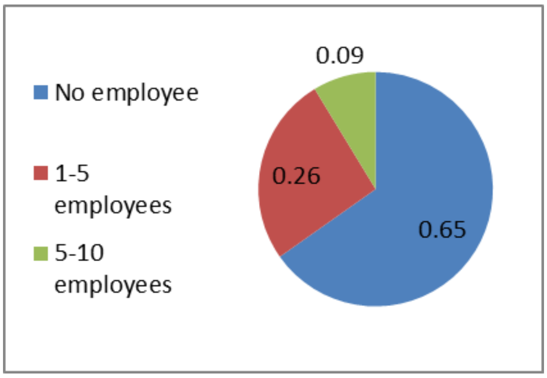
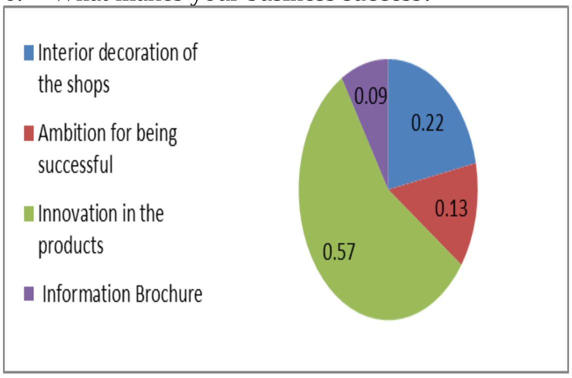
5. Number of employees



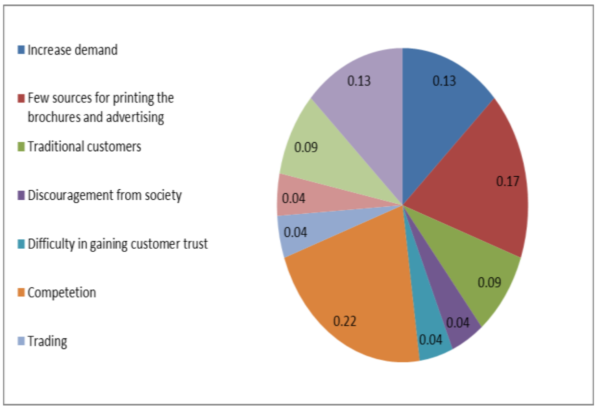
Interpretation: 65% of the respondents stated that they are working without the help of any employee, 26% of female entrepreneurs are having maximum 5 employees and remaining 9% are in the range of 5-10 employees.

6. What makes your business success?



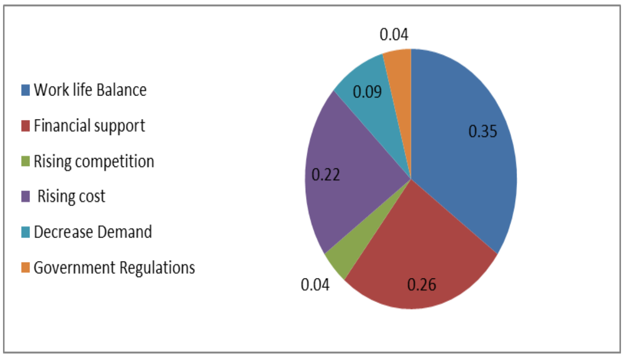
Interpretation: This was really a point which made them a true entrepreneur, 57% of the respondents they strongly feel that making the innovation in the products make their business a success. 22% responded that interior decoration of the shops make their business a success whereas 13% their ambition is making them successful and 9% believe that to be successful information brochure play a vital role.

7. What are the challenges you are facing?



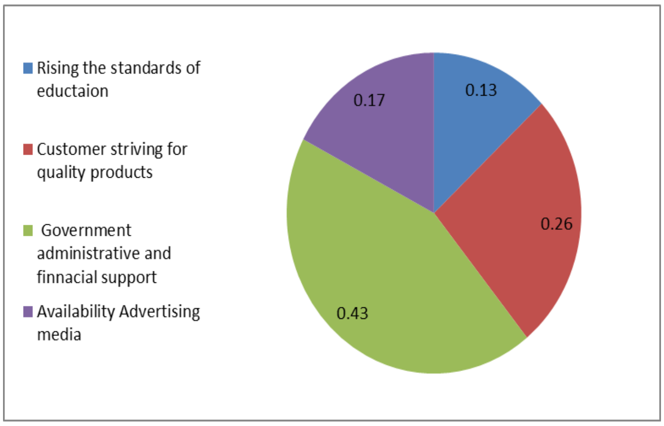
Interpretation: This is again the very important section of our research where we received the multiple responses: increased in demand, high competition, high cost of inputs, loyal customer, society and many other issues were really challenging them.

8. What problems in the future do you think that it will affect your business?



Interpretation: 35% of the respondents felt that balancing between work and life may affect their business in future, lack of finance, increasing cost of products, competition and strict government regulations are scaring them for their future business success.

9. What good things you see in the future for your business success?



Interpretation: Opportunities always lies behind the threats, 43% respondents said government support will make their business a success. 26% responded that customers are striving for quality products, 17% said that media advertising and 13% responded that rise in the standard of education will lead to success of their business in future.

Conclusion:

The research was oriented towards the SWOT Analysis of the female entrepreneurs in the Jazan region, although the sample size was too small to generalize the results even though the research came out with qualitative results.

Strengths (S) :Strong Family support, Ease in availability of finance, Proper use of leisure time , Exploring the hobby, Innovation in the products, Interiors of shops were their strengths which made their business a success.

Weaknesses (W): Strengths and weaknesses are the two sides of same coin, female entrepreneurs found themselves weak while facing the competition. Limited availability of the advertising media, gaining the customer trust, society discouragement, travelling and trading really hampered their performance.

Opportunities (O): One should not lose the hope that is the reason the opportunities prevail. The one who is proactive can make the appropriate use of these opportunities. Female entrepreneurs responded that the rising standard of education, customer striving for the qualitative products, increasing government support, increased availability of media will lead to their business a success.

Threats (T): If one wants to enjoy swimming in the sea, the scary waves will really put hurdles, threats plays the same role for the businesses. Female entrepreneurs are worried on work life balance, rising competition, increasing costs of inputs, demand fluctuations, strict government regulations and financial support in case of distress.

There lies few limitations in this research but we cannot ignore the results generated. The similar data can be used for further research and can lead to more concrete and in depth conclusion.

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