

SWOT ANALYSIS OF WOMEN ENTREPRENEURS IN MICRO, SMALL AND MEDIUM ENTERPRISES

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ABSTRACT

Starting an enterprise by women is not a simple matter, and running it successfully requires a many great qualities and characteristics. At the beginning, a venture requires skills like, drive and initiative, resource mobilization, mobility, quick decision making which is very different from the skills required later on like persistence, business ethics, stamina, and goal setting. The women entrepreneur may not possess all the skills; some may be present while the lack of others may be felt by the entrepreneur. Some qualities that an entrepreneur possess is very strong, which are the key factors for the starting of a unit, and can be termed as strengths, while others which are holding back the entrepreneur from definite success are weaknesses. All the strengths and weaknesses of an individual are difficult to assess but few of them can be analyzed to find out which qualities determine entrepreneurship, and influence the profitability of the enterprise. One main drawback in any micro and small scale industry is that the entrepreneur does not make a detailed analysis of the environmental factors influencing the profitability of her firm. The small women entrepreneurs are not capable of analyzing the internal strengths and weaknesses and external opportunities and threats.

KEY WORDS: Micro, Small and Medium Enterprises, SWOT analysis, Small enterprise, and Women entrepreneurs.