

CASE STUDY ON WOMEN ENTREPRENEUR

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ABSTRACT

Woman constitutes the family, which leads to Society and Nation. Female entrepreneurs make significant contributions to economic growth and to poverty reduction. This study analysed the individual case and brought out the core problem and provided the solution. This research paper categorized into three sections: First section identify the depth and case of women entrepreneur, second section based on core problem and role played by a women entrepreneurs in her business and third section focuses on the SWOC analysis. The paper talks about the status of women entrepreneurs and the problems faced by her, simultaneously the paper gives an insight into the challenges faced by women entrepreneurs. It will also suggest the way of eliminating and reducing hurdles of the women entrepreneurship development through study of SWOC analysis and by providing solution.

KEYWORDS: Women Entrepreneur, Core Problem, SWOC Analysis

INTRODUCTION

This case study focus on the problem faced by the women entrepreneur, the study was undertaken at Dharapuram of Thiruppur district in Tamil Nadu in the enterprise named **ROYAL SOUNDS AND GENERATORS**. The business was started at 1986 successfully running for past twenty seven years. Main success behind the venture is the Brand name. This enterprise is fully electricity based and purely rental. It was initially founded by Mr. K.A.Pugalenthil as a small enterprise with rupee of one lakhs initial investment. In the beginning, the focus was on rental service of sound products with recording centre and later on the sound recordings lost its trend so he changed his focus on the rental service and ran the service successfully. On 2008 the enterprise came under the management of his wife Mrs. P.Latha following his death. This business prolongs still mainly because of the brand name and she undertook the enterprise to support her family and for the labours' family who depend mainly on this business. Every three years once, the investment was made to promote the business. Each year the profit resettled the amount invested so they can get two years profit as savings.

OBJECTIVE OF THE STUDY

- To study the case of individual women entrepreneur
- Analysing the core problem of individual women entrepreneur and providing solution
- To study the SWOC analysis of individual women entrepreneur

REVIEW OF LITERATURE

- Role of women entrepreneur in india: SWOT analysis: International Journal of Management and International Business Studies.ISSN 2277-3177 Volume 4, Number 2 (2014), pp. 231-238.
- A Women Entrepreneur In India, Ms Yogita Sharma: IOSR Journal of Business and Management (IOSR-JBM), e-ISSN: 2278-487X, p-ISSN: 2319-7668. Vol15, Issue 3 (Nov.-Dec.2013), PP09-14
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CASE STUDY

The enterprise is completely managed by Mrs.P.Latha. This service centre is purely rental based with high risk because of electricity and labour depended work. There are totally six employees, where two are permanent and four are temporary labours. Among the two permanent labours one is senior employee working for past fifteen years. The employees are served with food and refreshments three times in a day and also provided with bus fare.

Staff Wages

Staff are provided with wages of Rs.450 per day.

Working Hours

The working time starts from morning 9.30 am to night 9.00 pm. The working hours vary depends on the peak time. During function days (mukkurtam) there will be a heavy works. In off season the workers will be without work but the payment will be given to them without any deduction.

Training and Development

The senior employees in the centre train the new employee. After the attainment of full satisfaction they are send to deal the function. High care and monitoring measures are taken for the employees because of high risk of electricity.

Hiring

The customer from in and around the locality are use to hike sound service and generator facility very often. The employees and also products hire rentals from the outside area related to this service.

Values and Culture

This enterprise follows certain values and culture with the employee. They recruit and train the person only at the age of above 18 according to the child labour prevention act, also working as per the norms of human rights and also follows non sound polluting system as per the sound pollution act. A separate society called association of sound service. The society management insisted employees to register with insurance groups, in case of any accident or death, the society will take responsibilities. This service follow certain norms such as they do not advertise on school and other public area and also they don't operate the sounds after 10.00 pm, for this they manage with forms which should be signed by the local police inspector and after that they will proceed on.

PROBLEM ANALYSIS

On this analysis it was found with numerous problems within this enterprise. The main problem is that the

enterprise deals with the uneven business periods, i.e. the peak working days differs, sometimes they get more functions per month and sometimes no work in a month. In an average they get only two functions per month with the profit of Rupees 2,000. The next factor is employee's problem because no one is willing to work in electrical job because of its risk. Suppose new employee is recruited, during training they make a huge damage for electrical products due to wrong handling so the management have to take the whole responsibility. At the field work, they face many problems regarding current shock etc. The management have to take responsibility not only for them but also for their family too. In this business, timing and trustworthiness is very important if the employee failed in service, the name of the centre gets spoiled. The labour should be well trained and if suppose any instrumental or technical problem arises he should be able to rectify the mistake instantly and have the capacity to replace the product and other employee at the place instantly or else it will spoil the business to the company so management should have to take all responsibilities.

Core Problem

The whole enterprise profit and name is mainly depends on the work of labours so labour management is main consideration.

SOLUTION

On the analysis, the problem can be overcome by effective management and planning. Effectiveness in communication will reduce several problems viz, name of the enterprises and steadiness with dealing customer about the service will increase their credibility. Increase in incentive will also help in effective human management

SWOT ANALYSIS

Strength

- She is success because of her confident and high achievement motivation.
- Making balance with her personal, family and social life make her to stand still in this field.
- Courage to succeed is high
- Desire for social recognition motivates her to extend her business.

Weaknesses

- Absence of proper support, cooperation and back-up by their own family members
- Outside world people force them to drop the idea of excelling in the field or some time they may discourage.
- Women's family obligations also bar them from becoming successful entrepreneurs
- Financial burden is high.
- This is sound service sector so the electrical work is always threat and for every work she has to depend on the labour
- The greatest deterrent to her is that she is women.

Opportunity

- She inculcates entrepreneurial values and involve greatly in business dealings.
- Business opportunities that are approaching as a women entrepreneurs are high
- As women entrepreneurs she can avail more new opportunities and government supporting women programmes are high in the area of gender concern.

Threats

- Fear of expansion and losses.
- Lack of access to modern systems and technology.
- Credit discrimination
- High competitive and non Cooperative owners of related field.
- Dealing with male labourers is difficult.
- An Indian woman gives emphasis to family ties and relationships.

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