

Factors Determining Success in Business of Women Entrepreneurs at Kanchipuram District

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ABSTRACT

The study presents an analysis of the socio-demographic profile of Women Entrepreneurs at Kancheepuram District of Tamil Nadu. Moreover, the study also addresses the factors determining the success of women entrepreneurs of Kancheepuram district in Tamil Nadu. Among the different districts in Tamil Nadu, the Kancheepuram district has been purposively selected for the present study. The data and information have been collected from small and medium level women entrepreneurs with the sample size of 100 through pre-tested, structured interview schedule by adopting the random sampling technique. The primary data collected from respondents pertains to the year 2014. In order to analyse the socio-demographic features, the simple percentage method has been carried out and to examine the factors influencing the success of the business, weighted arithmetic means were calculated.

KEYWORDS: Women Entrepreneurs, Entrepreneurial Development.

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