**WRITTEN BY**

**HUSSEIN OPARI**

**CONTACT +254724526207**

**Essay Topic: What are the Challenges Women Starting Business Facing?**

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| **INTRODUCTION:**    Entrepreneurship is a credible economic growth vehicle and a driver of innovation worldwide. Several women have been on the rise in these entrepreneurial areas. However, even after remarkable movements in the field of gender equality, women entrepreneurs are still confronted with exceedingly tough challenges that distort their business success and limit the exploration of their full possibilities in the economic and entrepreneurial arena. This essay explores a range of hurdles women encounter when launching business ventures by looking instead at the intricate issues of norms and resources and balancing life and work. The presence of social prejudices and injustice in the form of gender biases becomes the most prevalent obstacle to a woman who aspires to enter and thrive in the entrepreneurial world. Research discovers that prejudice and tomboy situations directed at women in business most likely cause failure to be appropriately assessed, and there are few possibilities. (Jones & Myrick, 2017). In addition, cultural norms and society's expectations are becoming more part of women's entrepreneurial journey, which calls for flexibility in women's entrepreneurship. Another virtual hurdle is available to finance and funding as a resource. Disproportional disbursements of loans to women, lower visibility in the provision of venture capital, and, hence, inequalities in acquiring financial support are all forms of discrimination (Brush et al., 2020). There is also an underwhelming situation of non-authentic resources and support tools for women entrepreneurs that stifle the scaling and expansion of their businesses. In the presence of these rugged and challenging barriers, the solution to systemic problems, which offers women an entrepreneurial paradise that is inclusive and equitable, becomes the greatest need. Challenges for Women Entrepreneurs could be understood and addressed if women entrepreneurs can work to overcome them. The economy grows when females lead this industry, and innovation is stimulated worldwide.  **THESIS STATEMENT:**  On top of the difficulties women have experienced in business over centuries, women entrepreneurs still need to overcome numerous barriers that let them fall short of success. This essay will explore three obstacles women face when starting businesses: the pressures of stereotypes and prejudices, the availability of funds and resources, and work/life balance, all equally likely solutions.  **Paragraph 1: TOPIC SENTENCE**    Societal stereotypes and biases become notable challenges for female entrepreneurs; these interfere with their opportunity to flourish in entrepreneurship. In close connection to that, women are now weighed by such generalized biases, which, besides undermining their confidence, restrict their access to rings and opportunities that are key to bringing success as businesspeople.  **Supporting Evidence**  Gender stereotypes extend further than the goals of a woman business owner in terms of the common understanding of available capacities and potential. Many stereotypes about women business owners and leadership roles are held about their ability to excel in these positions. For example, women may be considered not competitive and aggressive enough to possess the qualities conventionally attributed to prominent successful businesses (Jones & Myrick, 2017). This issue carries someone into an assumption that women are not ambitious enough and, therefore, they find it very difficult to get funding and support. Also, the empirical evidence repeatedly confronts us with the negative effect of harmful stereotypes on women's confidence and their energetic position in business enterprises. Research has revealed that women in business frequently reflect the stereotypes and societal expectations others hold. Hence, they commonly harbor self-doubt and trepidation about setting ambitious goals. (Brush et al., 2020). Consequently, women devalue their skills, showing a discouraging attitude and reluctance to take risks for business growth and innovation.  **B**  Bias in investment and networking also deepens the challenges of women entrepreneurs by widening the gap between the facilities they possess and the opportunities they get, respectively. Among the primary forms of investments, for instance, venture capital seems to give male-led startups the highest funding levels against female counterparts, creating a strong bias in the investment industry (Brush et al., 2020). Entrepreneurial women who dare venture into male-dominated fields encounter financial and social challenges, as financial institutions, including the lenders, are not gender neutral, resulting in unfair practices like biased evaluators and unequal access to investor networks (Jones & Myrick, 2017). Unfortunately, these obstacles hinder women from starting and growing businesses and perpetuate the perpetuation of entrepreneurship. Furthermore, female entrepreneurs are commonly subjected to problems relating to enlisting mentors and networking, which are mandatory for expanding companies. Without women in entrepreneurship and as role models and mentors for would-be entrepreneurs, women are marginalized and lose vital counseling and guidance (Jones & Myrick, 2017). Occasions at the networking events and conferences of the industry are also deepening the male-dominated culture, where it becomes a hurdle for females to build relations and access to companies.  **C**  Cultural habits and behavioral systems of social societies also hinder females' entrepreneurial ambitions, burdening their ability to achieve their goals. The problem of balancing family and business lives is a widespread and uneven challenge that is intensely faced by women entrepreneurs who are mostly loaded with home and caretaking chores (Brush et al., 2020). Besides, women face this dilemma, and this dual burden not only restricts time and energy for business but also continues the gender unevenness in entrepreneurship. Cultural bias and reverse culture for women in the business, which reproduce the traditional gender roles and stereotypes, cause less access to leadership positions and the scarcity of career opportunities for women. The stereotypes of women's responsibilities toward children and housework may be an issue of creating women with less ambition in entrepreneurship or moving up in male-dominated industries (Jones & Myrick, 2017). The result is the exclusion of women entrepreneurs from the system of incentives that would otherwise hinder their growth and development and, therefore, limit their contribution to economic growth, development, and innovation. |
| **Paragraph 2: TOPIC SENTENCE**  The mere fact of financing and resource capital is the eternal opponent of a woman who is a starter on her entrepreneurial journey. Though strides made in women’s rights are remarkable, it does not mean those women in business face systemic barriers that prevent them from accessing affordable financing and other resources crucial to successful business.  **A.**  With numerous challenges women entrepreneurs encounter in acquiring funds on the same level as their male counterparts, the gender gap is a big hurdle in business venture success. Studies have shown that women-owned businesses encounter specific challenges, like getting funding from microfinance hubs and investors, reflecting systemic biases in the financial industry (Coleman & Robb, 2020). Unequal lending practices, manifested in higher interest rates or even more stringent candidate selection criteria, broadly impact the venture capital potential of women business owners (Coleman & Robb, 2020). Indeed, women entrepreneurial ventures have a much smaller opportunity to receive venture capital than men-owned businesses, making the situation worse by not correctly distributing necessary finances (Brush et al., 2020).  **B.**  Thus, women entrepreneurs need help with resource access problems, including asset creation, sourcing capital, business financing, market relationship relationships, and experience for business growth and sustainability. The difficulty in accessing networks for business and supportive services denies women the chance to create strategic business partnerships and acquire market opportunities and essential business resources (Coleman, Insufficient availability of mentorship and tailored training for women entrepreneurs further compromises their chances of acquiring new skills and gaining penetration into the intricate entrepreneurship ecosystem (Marlow& McAdam,2013). This is the case as female-owned businesses might face challenges in being competent in their operational activities and catching development opportunities, preventing the long-term prosperity of companies.  **C**  Institutional structures within the financial ecosystem work to increase imbalances in the provision of financial support and resource channels. The kind of exploitative credit, such as dual price systems for women or additional collateral requirements, are the practices that restrict women from accessing credit and investment capital on terms independent of their gender (Marlow & McAdam, 2013). On the other hand, women continue to be under-represented as holders of decision-making positions throughout agencies of financial institutions. This leads to a deficit of gender diversity in investment strikes and resource allocation (Coleman & Robb, 2020). Through under-representation, gender biases are strengthened and continue to create disparities that women entrepreneurs often face in raising finances. As they generally find it difficult to get unbiased finances. |
| **Paragraph 3: TOPIC SENTENCE**  Taking up the mantle of simultaneously managing full-fledged business operations and ordinary chores can seem like the most challenging task for women entrepreneurs. As a result, they may need help to fully attend to their well-being and business while meeting their family duties. This duality role has women in a complex situation where they must settle for the nagging and chase after the time given to family, job, and other life aspects.  **Supporting evidence**  A.  While women entrepreneurs might have specific tasks to handle, this includes all responsibilities of caregiving and housework, which are unequally distributed. Studies show that women still play a heavy role in family-based jobs such as childcare, caregiving for older family members, and house chores. Undoubtedly, entrepreneurs and women have to cope with the challenge of running a business at the same time as fulfilling caregiving obligations, which could cause them to fall into the состояние of overwhelm and exhaustion. Women are asked to satisfy the demands of various roles in their sufficiently managerial businesses, which might put their focus on business growth and development on the frontline. (Marlow E & McAdam F, 2013). Moreover, as female entrepreneurs, it is sometimes hard to access the support needed for childcare and family responsibilities. These, too, add to the imbalances between their daytime jobs and family duties. A lack of low-cost and sensible childcare options may stifle women’s capability to be entirely focused on their businesses, often resulting in them prioritizing their business commitments over family requirements (Budig & Hodges, 2010). Love lives at play in this world without necessary support mechanisms for women. Through the lack of these, they might face the situation that they can barely combine household responsibilities with their employment, leading to stress and productivity decreases (Marlow & McAdam, 2013).  .  As women entrepreneurs are increasingly involved in balancing work and the personal side of their lives, it becomes more difficult for them to have boundaries. The deictic behavior of entrepreneurship always leads to the blending of the line between work and leisure, which makes it challenging for women to earn the rest out of business hours (Marlow & McAdam, 2013). The need to be constantly occupied and always oriented to others can be somebody's pain in the neck, leading to both mental health and physical tissue damage (Budig & Hodges, 2010). In addition, the lack of differentiation between work and home life may strain relationships and lower the quality of life as these women plan their work-life balance. This may further contribute to women entrepreneurs' difficulties in achieving a successful work-life balance. The difficulties of dealing with a work-flow and home-life balance for women not only affect their mental health but also their overall sense of wellness. The research found that in some cases, women entrepreneurs have a higher degree of stress and anxiety than their female counterparts because they generally care for multiple organizational/home responsibilities (Marlow & McAdam, 2013). The unending buoyancy to do well at the workplace and in their personal life can trigger feelings of guilt, inadequacy, and feeling overwhelmed, negatively impacting their psychological health and willpower (Budig & Hodges, 2010). For women starting a business, the lack of assistance and resources generates excellent difficulty in dealing with the issue. Consequently, balancing professional and personal life might be out of their reach, leading to their long-term failure and depriving them of their well-being.  The matter of figuring points to the balance between work and life, which must be prioritized for women-owned businesses to be successful and sustainable in the long run. Having flexible working hours, parental leaves, and the support of their entrepreneurial pursuits are two of the most significant steps to assist women entrepreneurs in satisfying their individual needs. Flexible work patterns allow a woman to deal with business issues simultaneously and take care of her private and family matters, resulting in a strong interaction between the work and family environments. In addition to the path, the proviso of parental leave could enable women in entrepreneurship to take off time to bear or adopt newborn kids without danger of cessation in their businesses or capacities capacity (forck & Sidani, 2018). Moreover, promoting a work environment that is favorable to both work and life is as necessary as it is for women’s overall wellness and effectiveness. This could involve policy interventions that support telecommuting, childcare service support, and building a corporate culture that ensures work-life balance (Beck & Sidani, 2018). By putting the work-life balance to the forefront and creating a good workplace atmosphere, a women-owned business can increase its stability, attract the best specialists, and grow over long periods. |
| **Conclusion**  Overall, women entrepreneurs face complex obstacles that seriously block their success. Therefore, the significant achievement of women in entrepreneurship is restricted. Prejudices and stereotypes in the community are the most significant barriers to achievements among ladies and prevent them from thoroughly enjoying the privileges associated with opportunities and resources. Financing and funding play a critical role in the process, with women entrepreneurs tending to be significantly underfunded and less likely to access the necessary resources, making business growth hard to achieve. Moreover, the issue of managing work and personal home puts an additional problem in place because women try to create a balance while working together with the pressures of entrepreneurship. Nevertheless, overcoming these deficiencies will be crucial in achieving a more level playing field for initiating and growing enterprises. Through combating gender biases, diversity, inclusion, and support actions and measures, women entrepreneurs could be allowed to soar and add to the growth process as catalysts of innovation. In addition to building the bridge for entrepreneurship women, it is critical to give women entrepreneurs access to funding, resources, and facilities that are targeted especially for them. Ultimately, by overcoming these systemic challenges in which women are supported to strive and not struggle, the future will be free, and women entrepreneurs will be regarded and encouraged to pave the way they see fit.**Top of Form** |

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