



An Analytical Study on the Performance of Women Entrepreneurs in the Service Sector

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ABSTRACT

Women entrepreneurs represent a pivotal force in the economic advancement of any nation. In recent decades, the expansion of women - led entrepreneurial ventures has exhibited a steady and noteworthy increase, highlighting their indispensable role in contemporary economic systems. emerging trends demonstrate that women entrepreneurs are progressively diversifying into multiple sectors and contributing significantly to each domain. Women entrepreneurs are increasingly entering diverse fields and demonstrating notable success across sectors. For the purpose of this study, several key areas have been identified for investigation, including food and beverage, education, personal and social services, healthcare, information technology, and consultancy services. These sectors represent particularly significant domains in which women entrepreneurs contribute meaningfully. This study seeks to analyse the performance of women entrepreneurs within these sectors and to present systematic findings and recommendations addressing the challenges encountered in these fields. This study aims to provide a comprehensive examination of the conceptual framework, importance, and challenges of women entrepreneurship. It further evaluates the performance of women entrepreneurs in the service sector through systematic analysis and interpretation, culminating in evidence - based findings and strategic recommendations.

Introduction

The service sector refers to the part of the economy that provides services instead of producing physical goods. It focuses on activities that meet people's needs through intangible outputs, such as skills, expertise, care, or support. The service sector includes businesses and organizations that offer services to individuals or other businesses, rather than manufacturing or selling tangible products.

Objectives

1. To examine the types of women entrepreneurs.
2. To identify the challenges faced by women entrepreneurs.
3. To study government support schemes for women entrepreneurs.
4. To analyze the performance of women entrepreneurs in the service sector.

Review of Literature

The role of women entrepreneurs has gained increasing attention in academic research due to their growing contribution to economic development, employment generation, and innovation, particularly in the service sector. Several studies have examined the challenges, performance determinants, and support mechanisms influencing women-led enterprises.



Hunt and Fielden (2016) emphasized the importance of entrepreneurial coaching as a strategic tool for enhancing the growth and sustainability of women-owned businesses. Their study highlighted that women entrepreneurs face unique psychological, social, and structural barriers, and structured coaching interventions significantly improve confidence, decision-making ability, and business performance.

Maity and Sahu (2021) conducted an empirical study on women entrepreneurs in India and identified key determinants influencing their business success. The findings revealed that most women entrepreneurs operate small-scale enterprises, predominantly in the service sector, due to lower capital requirements and flexible working conditions. The study also noted that access to finance, family support, education, and institutional assistance play a crucial role in determining entrepreneurial performance.

Sengupta, Datta, and Mondal (2013) analyzed female entrepreneurship in the Indian informal service sector using Leibenstein's approach and National Sample Survey Organisation (NSSO) data. Their research highlighted significant performance disparities caused by limited resources, informal operational structures, and restricted access to markets and credit facilities. The study concluded that despite these constraints, women entrepreneurs contribute substantially to the informal service economy.

Jha and Makkad (2018) developed a performance-oriented measurement scale for women entrepreneurs by identifying key dimensions such as motivation, networking ability, financial management, and managerial competence. Their study provided a valuable framework for evaluating entrepreneurial performance, especially in service-based enterprises where qualitative factors strongly influence outcomes.

Research Methodology

In this study, data from books is collected and examined. Public and private publications about women's entrepreneurship in national and international magazines, websites, and articles.

Types of women Entrepreneur

Women entrepreneurs are classified into various sorts, each with their own set of features, motives, and business models. The differences between these types are frequently impacted by their goals, industries, and methods to entrepreneurship.

Innovators

Innovators are female entrepreneurs that develop new products, services, or business methods that either disrupt or create new markets. They are risk takers who value innovation and originality. Their primary distinguishing feature is their ability to recognise market gaps and create unique solutions.

Social entrepreneurs

Social entrepreneurs are women who apply entrepreneurial concepts to solve social, cultural, or environmental problems. Their major purpose is to effect positive change and leave a lasting impression on society. They blend business acumen, a strong sense of social responsibility, and a desire to discover long-term solutions to society challenges.

Serial entrepreneurs

Serial entrepreneurs are women who have established and successfully managed many enterprises in succession or concurrently. They have a unique ability to spot opportunities, carry out company



strategies, and negotiate the complexities of entrepreneurship. Serial entrepreneurs are motivated by a passion for entrepreneurship, as well as a desire for ongoing growth and new challenges.

Small Business Owners

Small business entrepreneurs are women who own and run their own businesses with a small number of workers and a local market presence. They are typically motivated by a desire for independence, flexibility, and the freedom to pursue their interests. Small company operators make substantial contributions to local economies and communities.

Freelancers

Free lancers are female entrepreneurs who provide their skills and services on a project-by-project basis or under short-term contracts. They are self-employed professionals who can choose their clientele and projects. Many freelancers are motivated by a desire for autonomy, work-life balance, and the freedom to follow their hobbies.

E-commerce Entrepreneurs

E-commerce entrepreneurs are women who use digital platforms and online marketplaces to acquire and sell goods and services. They leverage the internet's global reach and convenience to create and grow their enterprises. E-commerce firms frequently want to expand into new areas, cut administrative expenses, and provide customers with a flawless online buying experience.

Franchise owners

Franchise owners are female entrepreneurs who own and operate a franchised business model. They gain from an established brand, proven business methods, and continued assistance from the franchisor. Franchise owners are frequently motivated by a desire for a low-risk entrepreneurial opportunity with the potential for scalability and expansion.

Home Business Owners

Home-based company owners are female entrepreneurs who run their companies from their homes or remote areas. They frequently use technology and internet platforms to communicate with customers and manage their operations. Home-based business entrepreneurs are typically motivated by a desire for work-life balance, flexibility, and the ability to pursue their entrepreneurial goals while juggling personal or family obligations.

Lifestyle entrepreneurs

Lifestyle entrepreneurs are women who prioritise their chosen lifestyle by establishing enterprises that reflect their personal beliefs, interests, and work-life balance goals. They are frequently motivated by a desire for freedom, flexibility, and the opportunity to follow their passions while earning money. Lifestyle entrepreneurs may forego rapid development or high profits in order to achieve a more fulfilling and sustainable work-life balance.

Corporate Woman Entrepreneurs (Intrapreneurs)

Corporate women entrepreneurs, also known as intrapreneurs, demonstrate entrepreneurial skills and practices within an established organisation. They are creative and proactive in developing and exploring new business possibilities, products, or services within the corporate framework. Intrapreneurs are frequently motivated by a desire for professional development, creativity, and the chance to have a substantial effect on their organisations.



Women Entrepreneurs in India Face the Following Problems:

1. Limited finance availability:

Even when women have equal qualifications and business plans, they are less likely to acquire finance. One of the major reasons for this is the mistaken belief that women are less successful in business due to gender bias.

2. Gender bias: This is a common issue for female entrepreneurs. They frequently experience gender bias in their business endeavours, which can appear in a variety of ways. Being regarded less seriously than their male colleagues, being excluded from networking opportunities, or being discriminated against when applying for loans or scholarships are just a few of the many ways that women do not receive the attention they deserve.

3. Balancing work and family life: The term "work-life balance" is commonly used today. Though some argue that it has the same impact on genders, juggling work and family commitments is more difficult for female entrepreneurs. Things are especially difficult when they are establishing or building a business because they may have to work long hours and make sacrifices in their personal lives.

4. Lack of role models: Women entrepreneurs have fewer role models compared to men. And if we don't have someone to look up to, things can be difficult to achieve. This is the major reason why, despite their brilliance, women struggle to see themselves as successful business owners.

5. Cultural and social norms: In some societies, women are expected to stay home and care for their families. However, it is challenging for aspirational women to meet these standards when starting or growing a business. As a result, some women embarking on an entrepreneurial journey may encounter hostility from their families or communities. Also Read: Startup Funding

6. Lack of education and training: Women entrepreneurs are less likely than men to have the essential education and training to start and grow a firm. As a result, they enter the market with below-average skills and struggle to obtain funds, create a company plan, and manage their finances.

7. Strong competition:

The business world is growing more competitive, and female entrepreneurs frequently compete with their male colleagues. It makes it more difficult for them to leave an impression.

8. Unfavourable business environment.

In some nations, the business environment is unfavourable for women entrepreneurs. Lack of access to market opportunities, gender bias, discrimination, and corruption make it difficult for women to thrive.

9. Fear of failure: Women entrepreneurs are more likely than men to fear failure, which can hinder their ability to take risks and start or grow a business.

10. Self-doubt: Women entrepreneurs are more likely than men to experience self-doubt, which can make it difficult for them to believe in themselves and their ability to succeed. Despite these challenges, many women entrepreneurs succeed.



Key government schemes for women entrepreneurs in India.

1. Stand-Up India Initiative: Empowering Women with Big Dreams

The Stand-Up India Scheme is a major program that promotes entrepreneurship among women and marginalised communities. It was founded by the Indian government and focuses on giving women-specific business loans to help establish Greenfield firms in manufacturing, services, or commerce. This program is an excellent chance if you want to start something fresh but don't want to put up a lot of collateral. This initiative allows women to obtain loans ranging from Rs. 10 lakh to Rs. 1 crore. What sets it apart is the emphasis on loans without collateral for women for up to 85% of the project cost, with the remainder covered by a guarantee from the Credit Guarantee Fund Scheme. The initiative is implemented through banks such as SBI and other financial institutions, ensuring nationwide accessibility.

2. Mudra Yojana for Women: Small Loans, Big Impact.

The Mudra Yojana for Ladies, part of the Pradhan Mantri Mudra Yojana (PMMY), is intended for micro and small businesses, with a special emphasis on women. If you own or plan to start a small business, such as tailoring, food stalls, or handicrafts, this project provides government business support for women through loans of up to Rs. 10 lakh. It is classified as Shishu, Kishor, or Tarun loans dependent on the stage of your business. What distinguishes this is the absence of a collateral requirement, resulting in a real collateral-free loan for women. Interest rates are also subsidised, so you're not burdened with large repayments.

3. PMEGP for Women: Subsidies for Sustainable Growth.

The Prime Minister's Employment Generation Programme (PMEGP for Women) is another effective element in women's business subsidies schemes. It is managed by the Khadi and Village Industries Commission (KVIC) and provides credit subsidies to new microenterprises in non-farm sectors. Women entrepreneurs receive a larger subsidy rate (25-35% of project cost) than others, making it a popular alternative for rural and urban business start-ups.

This program is appropriate for manufacturing or service-based enterprises such as handicrafts or food production. It combines financial aid with MSME support for women to ensure you have both capital and coaching.

4. Startup India Women Initiative: Sparking Innovation

The Startup India Women Initiative is part of the larger Startup India program and focuses on creative female-led businesses. If you have a distinctive idea say, a software app or an eco-friendly product this initiative provides India startup grants 2025, as well as coaching and incubation help. It's more than simply cash; it's about connecting through startup India women initiative events and workshops. Women-led businesses can take advantage of tax breaks, funding opportunities, and access to government contracts. This is ideal for urban entrepreneurs seeking to scale in competitive marketplaces.

5. NABARD Loan for Ladies: Empowering Rural Women

The National Bank for Agriculture and Rural Development (NABARD Loan for Ladies) focuses on rural women's business projects, assisting with agricultural and related enterprises. If you live in a village or small town and want to start a dairy farm, a poultry unit, or organic farming, this program offers subsidised loans and incentives to women-led companies through regional rural banks. NABARD also provides self-help groups (SHGs) with business support, including training and



market connections, in addition to cash assistance. It's a comprehensive strategy to empowering rural women.

Women entrepreneurs in the service sector

A woman entrepreneur in the service sector refers to a woman who owns, manages, and operates a business that provides services rather than producing physical goods. These entrepreneurs identify business opportunities, organize resources, take financial risks, and deliver services to customers for profit and social value.

Women entrepreneurs in the service sector are women who initiate, own, and manage service-oriented enterprises such as education, healthcare, hospitality, consultancy, and personal services.

Examples of service sector businesses run by women:

1. Education and training centers
2. Healthcare services (clinics, nursing care, wellness centers)
3. Beauty parlours and salons
4. Catering, food services, and hospitality
5. IT and consultancy services
6. Travel and tourism services
7. Personal and social services

Key characteristics:

- Focus on intangible services rather than tangible products
- Require skills, knowledge, and customer interaction
- Generate employment opportunities, especially for other women
- Contribute to economic growth and social development

Conclusion

Women entrepreneurs the word is now more empowered, stronger than before, and more recognizable to us. However, this word encompasses the strengths, sacrifices, challenges, and barriers faced by female entrepreneurs. Women entrepreneurs have numerous challenges, but with the assistance of the government, society, and family, they may overcome these obstacles and achieve their objectives. In this analytical study, we looked at women's entrepreneurial performance in the service industry. After conducting the investigation, we discovered that with the right support and training, any woman entrepreneur may succeed in any industry. The study reveals that women entrepreneurs are making a remarkable contribution to the service sector, especially in Food & Beverage and Education. Enhancing their participation in professional and technology-based fields will not only empower women but also contribute significantly to economic development and innovation in the country

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