

**PROBLEMS FACED BY THE SMALL BUSINESS  
ENTREPRENEURS IN PERIYAKALLAR, KODDIKALLAR, AND  
ONTHACHIMADAM VILLAGES WITH SPECIAL REFERENCE  
TO WOMEN ENTREPRENEURS**



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## ABSTRACT

This research was on “Problems faced by the small business women entrepreneurs in Periyakallar, Koddikallar and Onthachimadam villages”. In case of research area women are engaged in various small businesses like men. Those women face various problems to develop their businesses. The research problem is to identify the factor responsible for the women who are the engaged in small business as mentioned above are struggling continuously to get success in their businesses in Periyakallar, Koddikallr and Onthachimadam villages. The focus point of the research identifies the reason for the women entrepreneurs cannot run their business continuously. Five variables are included in the study to identify reason for failure such as access to capital, training, market opportunities, modern technology, and business ideas.

Primary and secondary data were used in this study. Primary data were collected from questionnaires and interviews with who are the entrepreneurs in Periyakallar, Koddaikallar and Onthachimadam villages. 100 respondents were selected as a sample and questionnaire were issued to them to collected data. In this research one of the ordinal measures called five point likert scales was used to strain the answer from the respondents. Data analysis is based on the univariate analysis. The sample will be analyzed by percentage, mean value and standard deviation.

When all the data related to these variables are summarized access to capital, training, market opportunities and business idea are at low levels, and modern technologies at moderate level. This research study concludes by saying that measures should be taken to the entrepreneurs successfully run their business continuously in Periyakallar, Koddaikallar and Onthachimadam villages. Some recommendations are also given at the end of the research in to women entrepreneurs successfully run their business continuously.

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