

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