

A Study on Specific Marketing Difficulties Faced by Women Entrepreneurs

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Abstract

Entrepreneurship is playing a very significant role in contributing towards the economy of developing and underdeveloped countries. Permitting women to participate in entrepreneurship is reducing numerous social and economic problems of the country. Even though there are lot of encouragement for women, they are less motivated to take up entrepreneurship. This paper tries to throw light on women entrepreneur's problems of marketing of in unorganised food and beverages sector. This current research identifies the marketing problems encountered by women entrepreneurs. This study is conducted through collecting primary data.