BLACK AFRICAN WOMEN IN SOUTH AFRICAN MALE-DOMINATED ENTREPRENEURIAL ENVIRONMENTS

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ABSTRACT

Black African women entrepreneurs are increasingly entering male-dominated environments. Research based on the challenges faced by Black African women in male-dominated entrepreneurial sectors is lacking within the African context. The main objective of the study was therefore to explore the challenges faced by Black African women entrepreneurs in predominantly male-dominated environments.

A qualitative approach focusing on the life stories was used to collect data from 12 Black African women entrepreneurs in diverse South African male dominated sectors.

The results reveal that there is still a distorted view of what women can or cannot do related to the impact of the African culture on the experiences of these women in their entrepreneurial endeavours. Patriarchy is still prevalent in the African culture and negatively impacts the women's entrepreneurial ventures. This results in the women negotiating and renegotiating their professional and cultural identities in overcoming societal strictures to their entrepreneurial ventures.

The study provides valuable information on how Black African women's professional and cultural identities are impacted when operating in predominantly male-dominated environments. The study also provides the limitations and recommendations for future research.

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LIST OF ABBREVIATIONS AND ACRONYMS

AIDS	ACQUIRE IMMUNE DEFICIENCY SYNDROME
AIS	AUTOMOTIVE INVESTMENT SCHEME
AU	AFRICAN UNION
BBBEE	BROAD BASED BLACK ECONOMIC EMPOWERMENT
BBSDP	BLACK BUSINESS SUPPLIER DEVELOPMENT PROGRAMME
BEE	BLACK ECONOMIC EMPOWERMENT
BRAIN	BUSINESS REFERRAL AND INFORMATION NETWORK

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CICP	COMPANY PROTECTION INTELLECTUAL PROPERTY AND COPYRIGHT
CIDB	CONSTRUCTION INDUSTRY DEVELOPMENT BOARD
CPPP	COMMUNITY PUBLIC PRIVATE PARTNERSHIP PROGRAMME
DPW	DEPARTMENT PROVINCIAL PUBLIC WORKS
DTI	DEPARTMENT OF TRADE AND INDUSTRY
EPWP	EXPANDED PUBLIC WORKS PROGRAMME
GEM	GLOBAL ENTREPRENEURSHIP MONITOR
HIV	HUMAN IMMUNE VIRUS
IDC	INDUSTRIAL DEVELOPMENT CORPORATION
MCEP	MANUFACTURING COMPETITIVE ENHANCEMENT PROGRAMME
MIP	MANUFACTURING INVESTMENT PROGRAMME
NAMAC	NATIONAL MANUFACTURING ADVICE CENTRE
NEF	NATIONAL EMPOWERMENT FUND
OECD	ORGANISATION FOR ECONOMIC COOPERATION AND DEVELOPMENT
PWAL	PROMOTING WOMEN'S ACCESS TO LAND
RDP	RECONSTRUCTION DEVELOPMENT PROGRAMME
SABS	SOUTH AFRICAN BUREAU OF STANDARDS
SADC	SOUTHERN AFRICAN DEVELOPMENT COMMUNITY
SAMAF	SOUTH AFRICAN MICRO FINANCE APEX FUND

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SAWEN	SOUTH AFRICAN WOMEN ENTREPRENEURIAL NETWORK
SAWIC	SOUTH AFRICAN WOMEN IN CONSTRUCTION
SAWIM	SOUTH AFRICAN WOMEN IN MINING
SEDA	SMALL ENTERPRISE DEVELOPMENT AGENCY
SPII	SUPPORT PROGRAMME FOR INDUSTRIAL INNOVATION
UNIFEM	UNITED NATIONS DEVELOPMENT FUND FOR WOMEN
WOESA	WOMEN IN ENERGY SOUTH AFRICA

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CHAPTER 1

“

BACKGROUND AND MOTIVATION OF THE STUDY

1.1. Introduction

“The education needs to change we are raised to believe that a role of a woman is limited to certain things. Women are as capable as men and this needs to be the focus of our education that women can be whatever they want to be”

-DJ Zinhle Co-founder, Fuse academy

Entrepreneurship can be defined as self-employment, hoping to earn a profit, which is crucial and needed in South Africa due to poverty and high unemployment. According to Small Business project alert (2013), Government relies more heavily on entrepreneurship as a critical factor to eradicate poverty and unemployment. This statement is supported by the State of Nation Address 2016 delivered by President Zuma of South Africa, stating that the country will benefit more on entrepreneurship with Government’s catalytic projects of empowering Black Africans, including women and youth.

The need to have women entrepreneurs does not only support the country’s economy but also redresses the past historical disadvantages. Broad Based Black Economic Empowerment is one of the initiatives that aim at empowering previously disadvantaged individuals, such as Blacks and women, to ensure that everyone receives a fair chance of opportunities. The Department of Trade and Industry has also established a unit called women empowerment which aims at accelerating and supporting sustainable enterprises, advocating and coordinating policies for equal rights contributing to the economy (Botha, 2006).

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Women, especially Black African women, mostly have a predicament of holding a dual role of performing supposedly traditional roles and taking on roles in male-dominated sectors, proving to the society that they can also do it. The study aims at exploring challenges Black African women face as a small number of Black African women engage in what was previously known as masculine sectors. Reasons and challenges for the small percentage of black females, their views on the government's strategies in supporting Black Female entrepreneurs, will be explored.

Entrepreneurship among women, especially Black African women in male-dominated entrepreneurial sectors, is a global issue (Bardasi, 2008; DTI, n.d; Herrington, Kew, Kew, & Monitor, 2010; Sbp alert, 2013), and South Africa is no different as a small number of black female entrepreneurs are represented in male-dominated entrepreneurial sectors from face value. Black African women entrepreneurs need to be researched in South African male dominated environments as studies related to their challenges are sparse.

Entrepreneurial activities have been investigated in great depth in international countries while in South Africa entrepreneurial research has focused on informal sector enterprises (Bardasi, 2008; Herrington et al., 2010). Black African women entrepreneurs in male-dominated sectors can be categorised in the formal sector umbrella where the impact in terms of wealth generation, economic growth and innovation can be investigated (Sbp alert, 2013).

1.2. Background

African cultural beliefs and historical factors such as colonialism and apartheid, as well as societal values within which African women operate, play a significant role in the lives of African women (Olarenwaju & Olabisi, 2012). Godwin, Stevens and Brenner (2006) stated that patriarchy still poses a threat in developing countries such as South Africa, where males dominate. Prejudices and stereotypes in these societies affect African women's chances of having well-established businesses in male-dominated sectors (Godwin et al., 2006). Furthermore, the belief in these societies is that men are task-oriented, persistent, risk

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takers, confident, autonomous, able to lead, and are knowledgeable about business fundamentals, which make them opt for business ventures (Godwin et al., 2006). Women on the other hand are regarded as nurturing, child-carers and homemakers who should be in the home domain (Godwin et al., 2006).

One of the major challenges in South Africa during the apartheid era was that African individuals were oppressed. They were banned from a list of opportunities including proper education and being refused entry level skilled and professional titles or jobs (DTI, 2013; Herrington et al., 2010). Most women during the post-apartheid era are still living in traditional home and community environments, where a woman is expected to take care of the children while men are exposed to a variety of opportunities outside the home environment in South Africa (Konde, 2005). Many women who stay at home to take care of children engage in the informal industry by participating in feminine industries such as catering, wedding planning, fashion design, beauticians and hair dressing (Godwin et al., 2006). In contrast, women entrepreneurs are still under-represented in South African male-dominated sectors. Examples of male dominated entrepreneurial sectors are provided on page 9 based on the existing literature.

Limited resources have led to the majority of Africans being illiterate and lacking knowledge of what is happening around them, including knowledge on entrepreneurship (DTI, 2013; Ramdass, 2009). The lack of experience, entrepreneurial skills, assets or collaterals to start a business still pose a challenge to Black African women and youth when starting a venture or an enterprise (DTI, 2013; Olarenwaju & Olabisi, 2012). The recommendation is to introduce entrepreneurship into the school curriculum, and establish agreements through strategic partnerships with organisations, which are willing to fund the upcoming Black African women entrepreneurs (DTI, 2013).

The support from the African community in general is not satisfactory as the perceptions and beliefs that people have about gender roles and ethnic groups have an effect on opportunities and choices people make when it comes to careers and entrepreneurial sectors (Konde, 2005). There are characteristics affecting women in entrepreneurial sectors, namely individual characteristics such as age, the level of education and financial standing,

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motivation to be in business, as well as the level of confidence (Bardasi, 2008; Konde, 2005; Olarenwaju & Olabisi, 2012).

The choice of the business and the size could also have an impact and serve as an overwhelming aspect within which women function and may affect the level of confidence (Bardasi, 2008). Culture, history and legislation have an impact and could either serve as an obstacle or opportunity for women in male-dominated environments (Bardasi, 2008). According to Botha (2006), women who enter the entrepreneurial sector have fewer financial assets and lack management experience and network or social channels. As such, training, education and support from industries and communities could be beneficial and serve as a stepping stone for Black African women. Credit and capital constraints also serve as obstacles to women when starting a business or venture (Olarenwaju & Olabisi, 2012; Reconstruction and Development programme, n.d).

Research shows that Black Africans own small and informal businesses compared to other ethnic groups (DTI, 2013). Minimum qualifications of individuals who own informal businesses are Grade 12 or qualifications lower than Grade 12, and women are less educated compared to men (DTI, 2013). The country's policy and mandate of incubating and funding certain fields, which are regarded as the most preferred fields or scarce skills, could be a threat or opportunity to upcoming Black African women entrepreneurs (Bardasi, 2008; DTI, 2013). The accessibility of packaged information in the entrepreneurial sector serves as a hindrance or obstacle as research shows that there is a lack of information in sharing, education and awareness (DTI, 2013).

1.3. Problem Statement

Women in male-dominated entrepreneurial environments have been increasingly researched in Africa and other countries around the world (Bardasi, 2008; Godwin et al., 2006; Konde, 2005). Previous research on women entrepreneurs focused on gender-based difficulties, performance, the level of education and how development is affected (Godwin et al., 2006). This body of research has been in the context of women entrepreneurs in various African regions (Bardasi, 2008; DTI, 2013; Godwin et al., 2006; Konde, 2005), rather

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than Black African women in South African male-dominated entrepreneurial sectors. Most of the research conducted has focused on infrastructure, challenges faced by women entrepreneurs, accessing resources, women in feminine industries, gender and traditional roles (Bardasi, 2008; Essed, 1994; Mead & Liedholm 1998; Olarenwaju & Olabisi, 2012; O'Neil & Viljoen, 2001).

The topic has, however, not been explored within South African Black African women, their challenges and impact on South African male-dominated entrepreneurial environments.

1.4. Purpose Statement

This study aims to investigate the challenges faced by Black African women from a cultural and structural (male-dominated sector) perspective in their quest to operate in male-dominated entrepreneurial endeavours. Although, more Black African women are now moving away from their traditional roles, they cannot abandon traditions completely. The purpose of this study is therefore two-fold. Firstly, it is to ascertain to what extent traditional roles Black African women entrepreneurs negate in order to operate in a male-dominated environment; and secondly, the challenges they face from male entrepreneurs in the sectors that they operate in.

1.5. Research Objectives

The researcher utilised the primary and secondary approaches to unpack the study in more depth.

1.5.1. Primary objective

- To explore Black African women's challenges in male-dominated entrepreneurial environments in South Africa.

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1.5.2. Secondary objectives

- To determine the effects of gender roles (Patriarchy) on Black African women's entry into male-dominated environments;
- To determine the perceptions and challenges of societies/communities on Black women entering the masculine entrepreneurial sector;
- To identify the current legislation and Government's support of women entrepreneurs;
- To explore business and managerial experience and training of Black African women; and
- To investigate the level of motivation and confidence of Black African women in embarking on ventures in male-dominated environments.

1.6. Research Questions

The following research questions were formulated from these objectives:

- **Research Question 1** What are the challenges experienced by Black African women entrepreneurs in male-dominated environments?
- **Research Question 2** What challenges does the African culture have on Black African women entrepreneurs' success in male-dominated environments?
- **Research Question 3** What challenges do the family and community pose with respect to Black African women entrepreneurs' success in male-dominated environments?
- **Research Question 4** What role does the government play in supporting Black African women entrepreneurs' success in male-dominated environments?

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1.7. Research Methodology

The research methodology used in the study was qualitative approach with the use of in depth interviews to collect data. Form of sampling was purposive sampling and snowball technique coupled with interpretivism approach. The study utilised empirical primary data with content analysis. In depth description is discussed in chapter 4.

1.8. Layout of the Paper

- **Chapter 2: The Socio-Historical Perspectives**
  This Chapter focuses on the South African socio-historical, political context and on legislation (business ownership); the role of African culture on Black African women entrepreneurs will be explored.

- **Chapter 3: Underlying factors surrounding Black Women Entrepreneurs**
  This Chapter focuses on giving a critical review on challenges, motivation and opportunities women experience when engaging in entrepreneurial activities; Existing research publications on Black African women in Male-dominated entrepreneurial sectors are compared worldwide.

- **Chapter 4: Research Design and Methodology**.
  This chapter provides a description of the research design and methodological approach followed in the study.

- **Chapter 5: Results on early childhood and career life**
  This chapter reports on the results and finding of the study, Results will be divided into two main headings, which consist of early childhood to early career life as well support, before they embark on entrepreneurship.

- **Chapter 6 Results on challenges faced in the current roles**

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This chapter is the continuation of results which comprises of the current challenges, and support to succeed in male dominated entrepreneurial sectors

- **Chapter 7: Discussions**
  In this chapter the findings are aligned with the current literature.

- **Chapter 8: Conclusions and Recommendations**
  This chapter reports on significant contributions of the study, recommendations for future research and limitations of the present study.

- **Chapter 9: Reflection on the research Journey**
  The closing chapter reports on reflection of the researcher's experiences before and during the research study**.**

1.9. Academic Value and Intended Contribution of the Proposed Study

Results of the study will provide cultural, as well as industry, challenges faced by Black African women entering male-dominated entrepreneurial sectors. The rising Black African women entrepreneurs will gain knowledge of the support and rights to excel and succeed, as well as the challenges they might face when entering male-dominated entrepreneurial sectors.

This study will benefit the public and private sectors, as women will gain more knowledge on the economic impact resulting from women entering male-dominated entrepreneurship ventures. This study will assist public and private sectors in analysing gaps to improve the existing system and to form necessary alliances to ensure that the system is implemented in an effective way. The study will shed light on the literature as it will serve as a breakthrough in the entrepreneurial sector within South Africa as the study related to Black African women's entry into male-dominated environments is minimal. The study will serve as a blueprint guideline for the public sector to revise existing policies to accommodate Black African women in male-dominated entrepreneurial environments.

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1.10. Definitions of Key terms

Entrepreneurship - the practice of starting a new organisation, particularly new business with relevant skills (Pretorius & van Vuuren, 2003). Entrepreneurship involves the exploitation of business ideas for self-employment (Kumara, 2012).

Entrepreneur - a person who sets up a business of taking on financial risks in the hope of making profit (McClelland, Swail, Bell & Ibbotson2005); usually an entrepreneur is a creative, innovative, risk taker with leadership traits with the need for achievement and power (McClelland, Swail, Bell & Ibbotson, 2005; Pretorius & van Vuuren, 2003).

African woman - a person who comes from Africa or with Ancestors from Africa; a beautiful woman with African heritage, mostly dark in complexion, able to survive great obstacles (Haddad, 2006).

Male-dominated entrepreneurial sectors - environments that are more represented by male counterparts than female, which are, but not limited to: Tourism; IT; Manufacturing; Agriculture; Fisheries; Wood; Chemical; Mining; Mechanical; Insurance Brokers; Construction; Pharmaceuticals; Shipments; Logistics; Car Rentals; Freight; Consultants and Business Advisors; Financial Advisors; Green Economy and Technology and Car Wash (Bardasi, 2008; Godwin et al., 2006; Herrington et al., 2010; DTI, 2013).

Patriarchy - social system where male counterparts hold primary power and control over property, women and children, while women hold domestic roles and child rearing (Haddad, 2006).

Stereotype - assumptions about a certain group of individuals; these assumptions might or might not be true (Haddad, 2006).

Masculine - having qualities or appearance traditionally associated with men who are strong, powerful and vigorous (Hamilton, 2013).

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Discrimination - making a distinction in favour or against a person or group/category, based on religion, gender, age, sexual orientation, skin colour, belief, or birth (Hamilton, 2013).

Legislation - statutory law, which has been promulgated or enacted by a legislature or governing body in the process of succeeding (DTI, 2013).

Broad Based Black Economic Empowerment (BBBEE) concentrates on historical disadvantages, controls national resources towards the resolution of the historical injustice or racial, gender and class exclusion in all spheres of life (Broad Based Black Economic Empowerment Amendment Act, 2013). BBBEE transforms asset ownership, encourages inclusive South African economy, in a manner that promotes spatial integration, a high level of decent employment, business ownership and demographic transformation of assets (McClelland et al., 2005).

1.11. Summary

The background and motivation for the present study were discussed, including the problem statement, its purpose and research objectives, as well as key terms were defined and explored in this first chapter. The layouts of the following chapters of the thesis were presented.

The following chapter will discuss socio-historical factors applicable to the study.

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CHAPTER 2:

SOCIO-HISTORICAL FACTORS

2.1. Introduction

This chapter aims at providing the reader with a holistic approach to understand context and the environment, which impact on Black African female entrepreneurs. This section will begin with relevant literature in South African history, as well as the socio-political factors surrounding women entrepreneurs. Assessment of the external environment of the enterprise will be conducted, with forecasting and projection of potential opportunities and threats that may impede or advance operations of the business

2.2. Socio-political factors

This section will be looking at the social and political factors which might have benefited or disadvantaged entrepreneurs.

2.2.1. South African history

In the cold War era, imperialism in Africa resulted when Europeans needed to gain control of the African empire and leadership in political, economic and cultural spheres (Dagut, 2000). South Africa was no exception in this struggle for imperialism. Cultural acquisition was rooted in the foundation of ethnocentrism as the Europeans felt that they needed to uplift and civilize the African culture (Dagut, 2000). In the third world war between 1960 and 1987, the acquisition of the economic factor resulted, with the reason that Africa has more natural resources that would benefit European countries (Sørensen, 2001).

Owing to illiteracy in the continent, Europeans needed to capitalise on cheap labour (Sørensen, 2001). South Africa became post-colonial in 1910 with an act of union (Attwell, 2005). Another general history governing the post-colonial period is that South Africa became industrialised with the formation of the mining industry in 1880 (Attwell, 2005). The African National Congress was established in 1948, and since 1994, with a democratically elected government, South Africa has been categorised as a rainbow nation because of its diverse cultures (Dagut, 2000).

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In the population statistics of 2011, Black Africans comprise 74.9% of the population in the country (Statistics South Africa, 2013). Illiteracy remains a challenge in the country as communities are not aware of existing opportunities, when and how to source information and how to use the information (Prinsloo, 1999). South Africa is famous and well known for its minerals. South Africa is rich in Gold, Diamond and Platinum resources, which attracted settlers to the continent (Sørensen, 2001).

The arrival of the settlers was not a favourable one as they created a wedge between South African populations and took ownership of almost all resources (Dagut, 2000). However, the wedge and segregation resulted in South Africans fighting for what rightfully belonged to them. The settlers focused on empowering their own into the various opportunities, leaving behind the Black African, Indians and Coloureds to odd and traditional roles (Dagut, 2000).

Acts of transculturation and acculturation were disseminated to African culture in the post-apartheid era with a main focus of modernisation (Attwell, 2005). Part of modernisation and post-colonialism was the emergence of education, Christianity, journalism and political organisations. Attwell (2005) defines transculturation as the concept, which refers to translation of material from one culture to another in different terms. It can further be argued that South Africa is diverse because it is easy to learn another culture and adopt their way of living (acculturation).

Black consciousness, which had risen in the 1970s, is another important concept in conjunction with post-colonialism and anti-apartheid. Black consciousness was the act of liberalism and fighting for the oppressed in 1973 (Magaziner, 2010).

Women embarked on several marches and movements, including amongst others the 1956 women's march to the Union buildings, whereby women signed petitions for their rights (Hassim, 2006). From then onwards women managed to start their own clubs and burial societies and applied for jobs to gain independence (Hassim, 2006). This independence led to women wanting to gain access to resources and trying to fight patriarchy.

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African women were excluded from the white women's occupations such as clerical jobs and administration before the 1990s (Essed, 1994). According to Essed (1994), the historical trends, racism and stereotypes against women have made it more complicated for Black African women to establish a business or to be self-employed.

In the past, South African children were encouraged to follow the education route and to seek employment rather than to venture into their own enterprises or businesses (Herrington et al., 2010). The expectations from the community were and still are that large companies and government sectors should supply job opportunities rather than the community bringing in ideas and advice on entrepreneurship (Herrington et al., 2010). South Africa has a high percentage of communities or even family members having a negative attitude against failure, more especially in businesses; hence, there is a need to develop entrepreneurship skills (Herrington et al., 2010). This could result in a culture that could be instilled across all race groups in supporting the transformation of the country and to compete with developed regions.

Racism and sexist factors are continually hindering enough representation and growth of small scale and micro enterprises sectors (Rogerson, 1996). Partial communities with Whites dominating have well resourced, good infrastructure whilst black township and informal settlements are represented by corrupted and poor infrastructure and social facilities (Rogerson, 1996). Behind historical imbalances factors such as income variances, privileges and power in parts of South Africa still pose a challenge (Rogerson, 1996). One can deduce that these challenges further pose a hindrance in Black African Women as most of them are born and raised in large parts of township and rural areas.

2.3. Societal Impacts

South African history is based on how society views and analyses tasks of women based on ethnicity, language and social differentiation. White women were labelled as having an interest in feminist industries (tender and soft) while Black African women were perceived as being in ghettoization which can be categorised as rough and tough sectors (Manicom, 1992). Black African women were based in rural areas, farming and ploughing, and were

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seen as child bearers; whereas men migrated to urban areas on contractual duties (Manicom, 1992).

Travelling and migrating to urban areas served as an advantage as men were able to explore opportunities and gain skills to survive and empower themselves while women took the role of rural production (Manicom, 1992; Redien-Collot, 2009). Women tend to perceive themselves as minorities; however, once they have embraced the values of masculinity and adopted their behaviour to “men’s thinking” they tend to excel in their entrepreneurial skills and develop the capacity to invest or grow a venture (Redien-Collot, 2009).

Entrepreneurship was not seen as the legitimate or stable factor that one can solely survive from. The majority of individuals, especially African women starting a business, are either working part time or continuing with the family business (Schinduhutte, Morris & Brennan, 2003). This statement raises concerns on the level of support and confidence women entrepreneurs have. Other reasons of individuals not owning businesses are those of fear of failure or fear of being rejected by society (DTI, 2013). Work segregation between male and female counterparts was influenced by grounding *lobola* onto the male family side where a man needs to pay the bride’s family an agreed amount before the families unite (Manicom, 1992).

Furthermore, a study conducted in the rural areas of Paraguay posited that perceptions of communities are that entrepreneurial women neglect their families (Fletschner & Carter, 2008). These perceptions are that women who are entrepreneurs or who embark on women ventures, neglect their home responsibilities so that children might have home accidents if the mother is not around, and therefore it would it be better if women did not leave their homes (Fletschner & Carter, 2008). It is further perceived that neighbours gossip about women entrepreneurs; for example, it is perceived that women who are in farming have a bad reputation and as result men will be against the idea of women becoming entrepreneurs as they do not want to hear gossip about their wives and partners. Furthermore, it is believed that women who are entrepreneurs or bread winners undercut or forget their place where it contradicts with culture (Fletschner & Carter, 2008).

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Expanding on differences between men and women, business sizes owned by men and women are not always equal, with organisations headed by women being smaller than of the organisation headed by male counterparts (Herrington et al., 2010; Sbp alert, 2013; Sbp alert, 2015). This has a negative perception for women as it could affect their chances of sourcing finance and credibility of being owners or managers (Minniti, Arenius & Langowitz, 2005; Botha, 2006). Women-owned enterprises tend to be younger than male enterprises. This can be supported by the fact that women are slowly gaining independence and were previously amongst others discriminated against. Women tend to partner with family or take over a family business, being reluctant to start an enterprise on their own (Botha, 2006; Herrington et al., 2010). This raises questions of whether this means that they do not have confidence, motivation or resources, or whether societal factors such as stereotypes, discrimination, racism and patriarchy serve as obstacles.

The segregation between different ethnic groups served as a challenge. Social institutions, recreational facilities, libraries and hospitals were maintained for different racial groups (Dagut, 2000; Essed, 1994). This segregation resulted in barriers for Africans to learn from each other, collaborate and contribute into the whole system, together with the inability to explore the same opportunities as others.

According to Rogerson (1996), there are entrepreneurial activities that are socially accepted, which drive individuals to only focus on what the community will support and is in favour of. For example, urban agriculture will not flourish as it should as most shacks are built in the backyards and occupy the land which was meant for certain innovative development or community uplift marked by the Government. One other factor, which hinders farming in South Africa currently, is drought, which has been experienced since 2015.

According to McEwan (2005), dominant characteristics around males in the Xhosa and Zulu speaking communities emphasise political capabilities and obligations, while on the female counterparts neither political capabilities nor obligations are socially acceptable. This notion supports the fact that even after democracy and millennium years, inequalities still pose a threat. Silencing of women in Xhosa and Zulu communities creates minimal opportunities for women to address community problems, as well as contribute to solutions to assist

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Government in service delivery (McEwan, 2005). Social exclusion and discrimination create challenges and create identity discrepancies in communities at large. Social exclusion and support of communities based on gender create what is referred to by McEwan (2005) as identical radical citizenship. One can deduce that these exclusions are supported by Xhosa and Zulu women experiencing challenges in a sense of belonging.

Unrealistic expectations are pinned onto small and medium enterprises in the sense that individuals, communities or societies have expectations of high profit and turnover in a short space of time without allowing sufficient time to grow and gain necessary skills over time to succeed in the world of business (DTI, 2013). Furthermore, people in South Africa simply do not want to mentor or share skills, knowledge and expertise with others. This is amongst the largest inhibiting factor the country is faced with (Herrington et al., 2010). Dagut (2000) argued that the political and historical sphere of instilling negative perceptions and beliefs onto women had an effect on the life stages of women. This statement takes precedence on the historical factor of a woman creating comfort and taking on the motherly responsibilities where warmth, care and nurturing of the family is expected from the extended family and the society rather than to take on challenging and demanding work. Women particularly, were given a title of being home executives, where their roles were mainly to plan, monitor households and subjugate to their husbands.

2.3.1. Superstitious beliefs

Demand from the community and family obligations influence entrepreneurial activities, especially in Black African communities (Buame, 1996). The study conducted by Buame (1996) in Ghana revealed superstitious conduct experienced in communities whereby some community members believe that some individuals in the community wish a downfall on their business, leading to entrepreneurs leaving their communities and venturing elsewhere. It is believed that the closer they are with people who know them well, those people can contemplate and bewitch and can do anything in their power to see them suffer in the world of business.

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2.3.2. Illegal business activities

The manufacturing sector in South African townships such as Katlehong, Tembisa and Mamelodi are driven by illegal business as most suppliers have stolen goods, operating on a low cost segmentation to cater for a specific niche of township communities (Rogerson, 1996). This could affect the environment in which Black African women operate in the sense that this perception can serve as brand hammering, leading to fewer customers and closure of the business.

2.3.3. Stereotypes

There is a perceived knowledge of people not wanting to work for a female boss due to a perceived knowledge that women cannot be as great as men (Heilman & Chen, 2003). Working for someone who is not expected to be competent cannot be a pleasing viewpoint (Heilman & Chen, 2003). Women especially Black female entrepreneurs might find it even more difficult because of this stereotype to gain access to resources such as capital and assets (Heilman & Chen, 2003).

2.4. Identity

Black women have taken the stance of creating a movement in support of one another, which arises from feminism consciousness (Nfah-Abbenyi, 1997). For development and for them to be heard they took a stance and supported one another and ensured that any other Black African women are one or unity in what they define themselves as not as what the society expect them what to do and what not to do (Nfah-Abbenyi, 1997). The feminism consciousness arose from the oppressed of the past based on social, behavioural and political astute (Nfah-Abbenyi, 1997). Africa as a continent is the one that places stronger identities on African women than any other country and traditionally women remained quiet, were agreeable and could not say no to demands of the society, family or partners (Nfah-Abbenyi, 1997).

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Even though times are changing, with women gaining independence and having a voice, if they protest or make demands, however, they are devalued and judged (Nfah-Abbenyi, 1997). This may explain why most women prefer certain occupations to others as they want an environment where they are free to be themselves and free from prejudices (Nfah-Abbenyi, 1997). In African countries women are mostly seen as weaker and there are still inequalities in both genders (Nfah-Abbenyi, 1997). In order for societies or men to accept and see that they also have potential they need to work extra hard and put in extra effort.

South Africa is often characterised as a rainbow nation because of the diverse culture and traditions. Understanding heritage and roots especially for Black African individuals is crucial (Meskell, 2012). As an African person traditional knowledge, tribal identity and where their ancestors were laid to rest is expected and taught from young age (Meskell, 2012) Understanding of one's heritage will capacitate, develop themselves as well as generations to come (Meskell, 2012). Heritage and understanding where one comes from is therapeutic especially when Africans call upon their ancestors when they are faced with life challenges for social and spiritual uplift (Meskell, 2012).

2.4.1. Cultural Identity

Culture is a system whereby dimensions, styles, behavioural domains, customs and practices are enacted (Berry, 2011). Arowolo (2010) further describes culture as a factor beyond pattern of social celebration, ritual pertaining to birth, and marriage. "It is about the way people live, eat, worship, produce, create and recreate" (Arowolo, 2010). Indigenous knowledge, which took the form of storytelling and traditional accountability structures, is being sacrificed and lost in the new generation, due to adoption of westernised culture (SEDA, 2010).

A Black woman is described as having a feminist position attached to her. The identity of a Black woman being a feminist arises from male domination and force of what she is supposed to do as a woman (Davies, 1994). The Black woman is taught and expected to bring harmony and comply to a feminine role; if she steps out of the directed roles it is a challenge that she needs to face (Davies, 1994). Furthermore, she tends to deal with the

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matter internally and if she does become vocal and appears to be strong in the society, she is perceived as being aggressive (Davies, 1994).

2.4.1.1. Ubuntu

African culture is highly driven by the term Ubuntu. Ubuntu is a "multidimensional concept which represents the core values of African ontologies: respect for any human being, for human dignity and for human life, collective shared-ness, obedience, humility, solidarity, caring, hospitality, interdependence and communalism" (Kwamwangamalu, 1999; Nussbaum, 2003). In short, despite the cultural diversity, fundamental kinship refers to customs, value systems, beliefs, socio-political institutions and practices of various societies, which mostly have an impact on the African community's behaviour (Kwamwangamalu, 1999). Furthermore, these values are not innate; they are acquired from the society and passed on from generation to generation by means of riddles and storytelling (Kwamwangamalu, 1999). Nussbaum (2003) further explores the concept of Ubuntu as a way of being, and code of ethics for African culture.

Ubuntu is a communalism concept in the sense that an individual is part of the community or whole. African culture believes in contributing to the society and most of them cannot plan or live life outside the family, clan or community (Kwamwangamalu, 1999). By contrast, Ubuntu is not really practised as much in urban areas than it is in rural areas because of the westernised culture, which is adopted by Black Africans (Kwamwangamalu, 1999). Within African Culture it is believed that you can have it all, the money, businesses and power, but if you do not have Ubuntu you basically have nothing; hence, the slogan "I am because you are, you are because I am" (Kwamwangamalu, 1999).

Narva (2001) believes that culture can be transmitted to the business or serve as a vehicle for motives or interest of businesses. The transmission of family values to business motives can be done by stories, oral histories and ethical wills, statement of core values, family constitutions, trust instruments and written heritage (Narva, 2001). This form of cultural values can be cascaded down to the generations to come and spill over to motives of the entrepreneurship (Narva, 2001). The fruitful outcome of nurturing entrepreneurship from a

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young age is that it may lead to individuals becoming more innovative by starting the business from scratch; experiencing diversification; enjoying the experience of working from large industries or corporates; having parents acting as role models or vicarious modelling, which will in turn influence the path of the next generation to come (Feldman, Koberg & Dean, 1991; Shim & Eastlick, 1998).

Competition as an important factor in business can influence the success or failure of business. Some of the individuals perceive competition as a bad thing of which they do not take into account the effect of healthy competition on business as it may affect growth. One can deduce that individual orientation can positively affect the business, as competition may be high, with an entrepreneur wanting to be on top or have the distinct advantage; while the collective orientation of the culture might be more concerned with interpersonal relations and building relationships, and might not want to be in the bad books of anyone (Marin & Marin, 1991; Triana, Welsch & Young, 1984; Vincent, 1996).

Collectivism can play a huge role in the sense that people who were previously disadvantaged can fight back and be more powerful to prejudices, discriminations and aspects of political factors and racism. Racism is currently an issue in South Africa of which now people would want to form a strong alliance with their own to fight back or protect their rights or what is rightfully theirs (Silverman, 1999).

2.4.1.2. Ubuntu and business

The paradigm shift of how an organisation does business is changing. This is because Ubuntu is incorporated in transformation and leadership styles. Leadership is changing from dictatorship to relatedness, mutual respect and positive working relationships (Kwamwangamalu, 1999). Working in silos is now changing into teamwork where various and diverse skills are utilised for common ground. Organisations and businesses are now giving back to the community in the form of corporate social responsibility (Nussbaum, 2003), in the form of volunteering, sharing best practices, country uplift and outreach programmes. On the other hand, Ubuntu as part of African culture, is not as embraced as it ought to be by modern entrepreneurs. Ubuntu benefits the whole system which is community

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and not individualistic. A high concern is that more entrepreneurs, including Black women, do not take into account traditional customs and Ubuntu into place when going into business (SEDA, 2010).

Cultural values and identity can be closed aligned with Black female entrepreneurs in discovering who they are as Black African women striking and negotiating a dual role of maintaining their masculine roles as entrepreneurs and feminine roles of being mothers and wives. Sveningsson and Alvesson (2003:1165) define "relating to individuals and entrepreneurial identity as engaged in forming, repairing, maintaining, strengthening or revising their constructions that are productive of a sense of coherence and distinctiveness."

2.4.1.3 Individualism vs collectivism

While it is apparent that White families follow the individualistic approach, it might not be the case for all Black women. As the latter follow the collectivistic approach in the sense that if they need to reach success they need to reach out to the community and offer a helping hand (Bell & Nkomo, 2003). Expectations of Black African women are to give back and they cannot operate solely or only focus on themselves as where they come from, some changes need to be done.

The place where a Black girl grew up, especially from predominantly white suburbs, would impact on their lives in the sense that they would have to balance their own culture, as well as a learned culture, which impacts on their self-confidence, interpersonal skills and courage to explore different avenues and opportunities that they are exposed to (Bell & Nkomo, 2003).

2.4.1.4. Acculturation and westernised culture

The approach of moving from traditions and culture to more westernised acculturation is influenced by colonialism, with a bit of content of European culture, as culture evolves (Arowolo, 2010). With Africans subjugated by Europeans, western civilization has outgrown African traditions. Africa adopted new ways of behaving and needed a sense of dominance

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and fulfilment. Africans began to become independent, developing their skills and ways of doing things (Arowolo, 2010)

Civilisation can be seen as a modern way of modification of etiquettes, taste and thinking which is influenced by geographical area - mostly urban areas (Arowolo, 2010). Civilisation and western culture impacted on the economy as there was imposition of tax to benefit government workers, health and feeding schemes to name the few. Western culture turned Africa into producers of raw material and food crops to minimise hunger and poverty in the organisation (Arowolo, 2010). One can deduce that western culture also had an impact on people thinking outside the box and embarking in entrepreneurial activities.

In contrast western culture impacted on the social system negatively as youngsters and elders do not respect each other and the youngsters are now finding it difficult to greet elders, which was not prevalent in the traditional way of behaving (Arowolo, 2010). The collectivism, which is part of Ubuntu, is slowly diminishing as people are now steering into the individualism approach where no one wants to be a brother's keeper or look back to where they come from. There is a lot of urbanisation (Arowolo, 2010) as people like to have their own territory and move out of small towns where everyone knows each other's business. The movement from Ubuntu to individualism has led to corruption (Arowolo, 2010) as people are forgetting their customs and the ways of conducting business in the right way.

2.4.1.5. Responsibilities at a young age

What is prevalent among Black families is the norm of individuals taking upon themselves and their siblings either financially or emotionally (Bell & Nkomo, 2003). In this way they learn to be independent, mature and responsible (Bell & Nkomo, 2003). Black women were encouraged to resist society demands imposed on them, which had an impact on women's identities (Bell & Nkomo, 2003).

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2.4.2. Professional identity

Even though we are in post-apartheid era, our skin colour, gender or professional identity defines who we are (Harris, 2007). To further expand on this notion, the cultural factor plays a role in the sense that it determines the communication style, and interactions with other people (Harris, 2007). Bell and Nkomo (2003) conducted a case study on a Black and a White woman internationally. The assumptions were that the early life success of successful women stemmed from a middle class background, nurturing, supportive families, good education and past work experience.

Negotiating one's role can be a challenge. However, it suggests that in order for individuals to overcome challenges of identities (Harris, 2007), there needs to be thorough self-introspection and also to choose to assimilate, adapt or have mutual agreement or evaluation (Harris, 2007).

2.4.3. Gender identity and patriarchy

Understanding women's social roles is crucial as it could have detrimental or beneficial factors on the entrepreneurial path. Patriarchy conceptualises stereotypes, male history or guilty silence on how society treats and perceive women (McClelland et al., 2005). Gender relations need to be given equal weight (McClelland et al., 2005). The World Bank (2009) emphasises the importance of gender in terms of economic, social and political spheres and that gender is a human right where women need to have equal access to opportunities and distribution of resources needs to be fair. Society at large has a major effect on patriarchy and poses pressure on the woman's supposed roles (Dagut, 2000; Haddad, 2006). These pressures could be detrimental or advantageous to woman's functioning in the sense that women who are at the receiving end of remarks, are exposed to gender stereotypes (Dagut, 2000; McClelland et al., 2005).

Women are faced with challenge and pressure of maintaining the "Perfect family". Black women particularly are faced with being wife material (Makoti duties), revealing womanhood and being embedded in African culture in the sense that women need to fulfil certain duties

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to keep the family close, full of love and warmth (Forson, 2013). Operating on the ideology of maintaining perfect families creates hindrance in women experiences and challenges in work-life balance (Forson, 2013). The hostile and negative attitude portrayed against women over men has an effect on the opportunities and resources that women were entitled to as they were given a domestic role of being stay-at-home moms or house wives (Essed, 1994; Haddad, 2006; Forson, 2013). The demands and expectations of traditional women are to groom the family, and leave the role of being a breadwinner to men. The solution that modern women opt for is appointing a house helper who can do all the chores and assist, depending of financials of the family and affordability of such services (Forson, 2013).

A study conducted by Haddad (2006) in South Africa, in Kwa Zulu Natal, comprised Black African Christian women in rural communities. The study had a theme of “living out” in the sense that these women give guidance to communities at large; in illnesses such as HIV/AIDS and ensuring that the community receives proper treatment and practise healthy living (Haddad, 2006). Women in Kwa Zulu Natal created what they referred to as “safer sites” to overcome the stereotypes, discrimination and hostile treatment from the society. The hostile treatment from communities about their supposed domestic roles, lack of resources, barriers to entrepreneurial activities, negative perceptions and discrimination led to women exercising their leadership in Bible studies, church services and community work (Dagut, 2000; Haddad, 2006). Women grabbed this opportunity to serve as a scapegoat; a way of empowering themselves and giving back to the family.

Culturally, African families chose a career path for their children, having the perception that the child would in turn take care of the family and change the financial state by encouraging the child to take on a profession with minimal attention to entrepreneurship. African families usually groom a boy child, and a girl child brought up to have traditional roles as a priority. How children are brought up has an effect on their learning and experiences (Herrington et al., 2010; Martineau, 1997). A boy and a girl child in Africa including South Africa are raised differently. The support and expectations from parents differ according to gender of the child. For example, a boy child in African Societies is seen as someone who will continue the legacy and a family name whilst a girl child is seen as someone who will in later life be

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married, taking all her successes to a different family clan; hence, the support is not as sufficient as support given to a boy child (Martineau, 1997).

Additional social factors such as sexual harassment, teenage pregnancy and college dropout are major factors hindering the progress of rectifying imbalances in South Africa (Martineau, 1997). Furthermore, social pressures of women to be married and raise children still pose a threat. In most African societies it is believed that when a Black woman is more established and driven, limits chances of getting a husband and starting her own empire. While on the other hand some communities believe that being educated and determined increases the chances of finding a husband and starting a family (Martineau, 1997).

Demands and expectations from society contribute to the heteropatriarchal structure in which individuals who fail to fulfil their roles as either males or as passive women, are labelled as other or not recognised in the society (Wright, 2003). Hereropatriarchal attitudes can take place also where women fulfil what was previously referred to as men's work (Wright, 2003).

2.5. Ethnicity and Entrepreneurship

Other racial group Blacks in Africa have a high percentage of being less successful in entrepreneurial activities (Hart, 1972; Kallon, 1990; Ramachandran & Shah, 1999). A study conducted by Ramachandran and Shah (1999) in Kenya, Tanzania, Uganda, Zambia and Zimbabwe between Blacks, Europeans and Indian entrepreneurs, resulted in Black entrepreneurs having a negative growth. This discovery was influenced by factors such as less formal educational levels and lack of business networks, compared with other ethnic groups.

Preisendoerfer, Bitz and Bezuidenhout (2014) did a comparison between international countries and South Africa on entrepreneurial activities and found that women at a young age do not engage in entrepreneurial activities as do middle aged women. One can deduce that women in general enter into entrepreneurial activities when in their middle ages

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(Preisendoerfer et al., 2014). This finding is supported by the fact that young black females lack experience and do not know how to source capital to venture in to business.

Below is the table extracted from Danes, Lee, Stafford and Heck, (2008) with a comparison of Euro American and African American cultural values. Culture, norms and beliefs for ethnic groups differ slightly. The African American cultural values can be compared with the concept of Ubuntu capitalising on collectivism, which is more prevalent in the South African Black African culture while a small percentage subscribe to more of the Euro American cultural values, which are more of individualistic approach. The table further expands on the communication style of cultures, personal grounding, spiritualism and family structure and roles.

Table 2.1: Cultural Styles

Dimensions	Euro American	African American
Central orientation	Individual orientation (I)	Collective orientation (We)
Communication style	Being direct, verbal, look one another in the eye	High context communication with expression verbally and through music
Personal Grounding	Self-promoting, competitive, emphasis on action and work, status defined by achievement	Private gain is respected but value group effort for the common interest; feel responsibility to give back
Situation focus	Doing (task orientation), importance of time	More oriented to situation than time
Spiritualism	Orientation toward future change, progress	Strong spiritual orientation
Valued family Unit	Nuclear and immediate family bonds	Kinship and extended family bonds
Parent child relationship	Parent provides guidance, support, explanations and encourages curiosity	More authoritarian child rearing practices

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Core family relationship	Husband/Wife (marital) bond is stressed	Mother and grandmother roles central
Family structure and roles	Tendency toward democratic family structures, equality, role flexibility	Varied family structures including kinship group of people who care about each other, function of family more critical than structure
Attitude toward elderly	Lesser role and respect for elderly in family	Great respect for elderly in the family

Source: Danes et al. (2008, p. 233)

2.6. Impact of HIV/AIDS

HIV/AIDS is one of the deadly diseases, which are apparent in all corners of the world. When one ventures on a specific enterprise such societal impact needs to be taken into account. The researcher is of the opinion that intensive and previously referred to as masculine environments need energy, stamina and good health to grow and advance. Relating back to the HIV, the CD count of the infected person indicates whether high chances are that a specific person will not be able to survive in such a demanding environment. Mitigating factors to assist with affected individuals need to be in place to support those infected and affected by HIV and particularly how to accommodate them in such demanding environments.

To sum up, lack of entrepreneurial opportunities, resistance from the immediate and extended family, routine and fear of the unknown, as well as challenges overcoming culture and customs have an impact on entrepreneurship (McClelland et al., 2005; Mitchell, 2004). It is important for individuals, society and the government to understand the importance of gender equality. Economists particularly need to understand how gender equality feeds into the economy of the system.

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Policies need to be tailored to the entrepreneurial sectors that are relevant to the country and that will benefit the country economically (Botha, 2006). Strict measures of employment legislations of hiring and firing measures pose a threat to entrepreneurial activities. As a result, aspiring and existing entrepreneurs will not want to grow their businesses so high, so as to avoid such law suits and fines from the Department of Labour (Herrington et al., 2010).

2.7. Conclusion

This chapter discussed the societal, cultural and historical impact on focus to Black Africans. Furthermore, the societal impacts, including illnesses, illegal business operation and superstitious beliefs, were discussed.

The following chapter will discuss challenges and support which face women entrepreneurs around the world.

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CHAPTER 3:

WOMEN IN BUSINESS, CHALLENGES AND SUPPORT

3.1. Introduction

This chapter focuses on challenges that women entrepreneurs experience in general which were conducted internationally covering every sector. It further expands on the support which women entrepreneurs are given and the impact of Government operations including the policies and regulations.

3.2. International Context

Women face challenges in every sphere of life, including their entrepreneurial ventures. The global challenges women face is lack of institutional support, access to credit and services, networks, capital, infrastructure, human capital, traditional roles, access to markets and evaluation impacting on their empowerment as they are expected to fulfil their needs as entrepreneurs (DTI, 2013; Quisumbing & Pandolfelli, 2009).

3.2.1. Access to land

Literature review from 1998-2008 was conducted with focus on resources in sub Saharan and South Asia parts (Quisumbing & Pandolfelli, 2009). One of the factors that were discovered as a challenge to women farmers, is access to land. Women in farming have challenges to access to land and natural resources such as water and soil. Quisumbing and Pandolfelli (2009) argue that even though the support from Government on access to land and other natural resources exists, most women are unaware of such opportunities due to lack of education.

Soil and particularly access to fertilisers, serve as a challenge due to lack of access of credit and finance, while male counterparts have more access to financials (Quisumbing & Pandolfelli, 2009).

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3.2.2. Labour productivity

Challenges in farming or agricultural sectors are lack of skills as the majority of the labour force appointed in these sectors lack basic skills. Lack of technology in farming still poses a threat, especially with African women, as there is a lack of skills to use post-harvest machinery to reduce hand pounding, access to fuel efficient stoves and other technologies due to lack of funds (Quisumbing & Pandolfelli, 2009).

3.2.3. Access to markets

Access to markets for African women serves a barrier to ventures than of men. Women in in parts of Africa such as Tanzania and Malawi have challenges in transportation of goods or access to potential customers as some women are marginalised to specific boundaries (Quisumbing & Pandolfelli, 2009). Some married women further have challenges in the sense that they are obliged to share profits with their husbands, which is not always the case for male counterparts (Quisumbing & Pandolfelli, 2009). Furthermore, export markets serve as a challenge as most women farmers in African countries have a low capacity to comply with international product standards (Quisumbing & Pandolfelli, 2009).

Women may further face challenges in access to sectors predominantly owned by whites such as construction, manufacturing and tourism, as customers might not choose women and minorities for products and services due to perceived lack of experience between the business owner and industry characteristics (Heilman & Chen, 2003).

Challenge of access to markets can be viewed at how customers perceive goods and services influenced by demand and supply (Nkusi, Habtezghi & Dolles, 2014). Regulating institutions can create a barrier for entrepreneurs as they determine who may and who may not enter the market with stringent rules and standard and tariffs (Nkusi et al., 2014). This factor can also be of a challenge to women entrepreneurs in South Africa, as the service of carbon trading can be a challenge. First, awareness will need to be rolled out in the community which can be time consuming and expensive (Nkusi et al., 2014).

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3.2.4. Lack of evaluation

Most women enterprises such as farming in Africa lack proper controls of monitoring and evaluation tools, including publications of venture (Quisumbing & Pandolfelli, 2009). Publications of culture of women-owned enterprise are still not being effectively utilised to ensure effective response and to plan for uncertainties that could hamper the business well-being in the future (Quisumbing & Pandolfelli, 2009). The researcher is of the opinion that publications and coordination of evaluation tools can serve as transparency tactic and later feed into organisational profiling which Black women entrepreneurs can captitalise on.

The World Bank proposes the following indicators, as well as verification tools to monitor Gender and Governance:

Table 3.1: Gender and Governance Monitor

Indicators	Verification tools
Number of women and men actively participating in local level planning and policy setting processes	Citizen's scorecards, community meeting minutes, participatory monitoring records
Number of women and men participating in training per quarter	Training records
Use of monitoring budgets and government socio-economic development plans	Gender analysis of budgets and public expenditure reviews
Satisfaction of entrepreneurs with their access to government services such as land titles and business registrations and infrastructure by gender	Average time taken by Government offices to issue certificates, focus groups and stakeholder interviews
Changes in community knowledge regarding government policies laws or services	Sample survey, stakeholder interviews
Percentage of women and men farmers who have access to high quality, locally adapted planting material	Surveys

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Income brackets from women and men owned enterprises	Surveys and interviews

Source: World Bank (2009, p. 35)

Reports on East African countries, such as Malawi, Tanzania and Uganda, cited lack of supporting policies and guidelines in agricultural productivity between men and women. More challenges reported were access to land, labour, fertiliser crop choice and machinery (World Bank, 2009). Furthermore, the report findings conducted in East Africa show that 238000 people in Malawi, 80 000 in Tanzania and 119 000 in Uganda could benefit and poverty could be reduced if the gap identified in agricultural activity was addressed. Agriculture is one of the key pillar supporting the economy and key source of nutrition and ensuring food security in Africa (World Bank, 2009). This intervention and entrepreneurial sector is needed in South Africa as in the year 2014/2015 the country had been hit by drought, hence destroying crops and delaying the process as so many crops died. The innovative approach is needed within this sector to ensure that sustainable farming and food security is maintained.

3.3. South African Context

Despite the societal factors women and men are exposed to, there are still some barriers to women who aspire to become entrepreneurs as there are limitations due to societal and cultural factors (Botha, 2006).

3.3.1. Barriers to women entrepreneurship

The following barriers to women entrepreneurs in South Africa were identified (Bardasi, 2008; DTI, 2013; Herrington et al., 2010; Reconstruction and development programme, n.d; Redien-Collot, 2009):

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3.3.1.1. Lack of capital

Amongst other barriers, women entrepreneurs in South Africa struggle to source funding and capital even though more women than men have a clean credit record (Naidoo & Hilton, 2006). Black women constitute 38% compared to 91% of white women who have bank accounts (Naidoo & Hilton, 2006). This is further supported by the fact that women lack awareness of credit processes and micro finance. It is further argued that Black Economic empowerment and financial sector charters do not provide enough supporting financial services outreach and business activity, more especially on Black women owned businesses (Naidoo & Hilton, 2006)

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Out of 170 surveys in four provinces in South Africa only 7 were familiar with SME finance development or business networks, which the study concluded is due to inadequate marketing to this target market for outreach and awareness (Naidoo & Hilton, 2006).

3.3.1.2. Lack of education and training

Lack of education, particularly entrepreneurial education, may serve as a hindrance to intentions and motives on entrepreneurship internationally (Souitaris, Zerbinati & Al-Laham, 2007). Furthermore, it is believed that creating entrepreneurial programmes may stimulate the interest (Souitaris et al., 2007). Some of the suggested programmes from which universities and communities can benefit are creation of challenges such as business plan challenges and guaranteed investors assigned to them; business partners and practitioners to raise awareness and visiting schools and universities in the form of business roadshows (Souitaris et al., 2007).

Lack of further education and investing in gaining more knowledge in enterprises locally remain a challenge. Most entrepreneurs are reluctant to further their education, gain more knowledge and enrol for courses to equip themselves as emphasis and structure focus is on making more money out of business. Some entrepreneurs in local communities do not take as little time to find out about their competitors and this is a detrimental and negative attitude an entrepreneur could have (SEDA, 2010; Madzivhandila & Dlamini, 2015).

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Training of women entrepreneurs serves as a barrier as most women entrepreneurs do not have access to training providers. The few women who manage to enrol for training find it a bit challenging due to language problems in the sense that English as a medium language is used. Most women find it difficult to express themselves in English especially if English is not their native language (Maas & Herrington, 2006; Madzivhandila & Dlamini, 2015).

The challenge of imbalances in what was previously known as a masculine domain is influenced by the percentage of women, particularly Black women, enrolling for courses in male dominated entrepreneurial sectors. The lowest ~~of~~ tertiary enrolments for Black South African male dominated study fields are Engineering, Natural Sciences, Mechanical Engineering, Chemistry, Science, Mathematics, and Technology (Badat, 2010). Reasons and obstacles of why the gaps still prevail in these study sectors need to be explored and determined. The author is of the opinion that more representation in these fields will foster representations of Black South African Women to venture into male dominated entrepreneurial environments.

3.3.1.3. Access to credit

It is argued that women lack enough collaterals and are not familiar with bank and lending institution terminology due to lack of financial management skills and are therefore hesitant to approach these institutions (Maas & Herrington, 2006; Madzivhandila & Dlamini, 2015). Furthermore, most women are listed in credit bureaux and are unable to manage their finances. Financial institutions and investors are wary of granting huge amounts of money to new innovation projects such as renewable energy or carbon trading as the risk is high. Therefore, it could be a challenge and an obstacle for Black female entrepreneurs to try out new innovative services and goods (Nkusi et al., 2014).

3.3.1.4. Land

Issues with land in terms of agricultural services are that large portions of land are reserved for residential purposes, which put a huge obstacle in local communities wanting to go into

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farming. Another challenge in terms of farming activities is irrigation services as most of farmers in Kwa Zulu Natal and Limpopo provinces rely heavily on Government subsidies. The author is of the opinion that the drought that South Africa has been experiencing further poses threats to irrigation and farming as a whole.

A study conducted by Cross and Hornby (2002) in the Western Cape, Northern province, Mpumalanga and Northwest Province highlighted concerns of whether Black women would have the courage to stand up to male counterparts, especially in the aspect of land distribution. Questions arise whether they would be able to put their foot down and defy their husbands or partners' wishes as the outcome of the study revealed that women in these four provinces are often referred to as timid and unwilling to challenge men's authority (Cross & Hornby, 2002).

3.3.1.5. Crime

Crime and corruption is high in South Africa (Madzivhandila & Dlamini, 2015). Not a single day passes without Crime rates and news. According to Bardasi (2008), both men and women owned businesses in South Africa are affected by crimes and corruption. This raises uncertainties as to whether female and male entrepreneurs are victims of crime and corruption or whether they engage in such illegal activities. Further research is also required as to the impact of crime and corruption per race, gender, level of education and location.

3.3.1.6. Poor mobilisation of women entrepreneurs

Even after struggles and post colonialism women, especially Black African women entrepreneurs, appear to be area bound. Where they value their support structure and support they gain from locations that are familiar to them or close to where they grew up. This might further cause women to lose access to entrepreneurial opportunities.

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Political stunts whereby politicians promise high benefits to the community including entrepreneurs pose further challenges as they campaign before each local elections and fail to deliver most of promises after elections (SEDA, 2010)

3.3.1.7. Lack of information, and business infrastructure

Publications of small booklets are to be accessible with information on how to register a business; the South African Revenue Service; how to file; registration of patents, trademarks and designs; licensing; issues and factors that should be taken into account, could serve as an advantage or threat to Broad Based Black Economic Empowerment (BBBEE).

Black Economic Empowerment (BEE) should be championed by Black women. However, this statement is contradictory as women are merely add-ons or minor partners (Naidoo & Hilton, 2006). Recommendations to be made are that BEE should be reviewed to include gender specific financing outreach and procurement targets, as well as definitions of women owned enterprises. Furthermore, it is suggested that a national directory of business financiers should be accessible and widely distributed (Naidoo & Hilton, 2006).

An additional barrier, which is cash flows, is vital to the survival of business, and research has shown that a significant number from disadvantaged communities in South Africa do not keep records of their finances (Herrington et al., 2010). Individuals or communities lack skills to comply with business taxation and are unable to comply with legal requirements (Herrington et al., 2010; O' Neil & Viljoen, 2001)

Communication serves as a barrier between entrepreneurs and investors or financial institutions in the country (O'Neil & Viljoen, 2001). Furthermore, most South Africans are unable to sell their concept, produce relevant business plans, conduct proper research proposals and lack presentation skills (Herrington et al., 2010; McClelland et al., 2005; O'Neil & Viljoen, 2001). Government interventions are poorly researched, implemented and ineffectively marketed (O'Neil & Viljoen, 2001).

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Research worldwide, as well as in South Africa, show that women lack social capital in the sense that they either have limited networks or lack necessary networks which they can use to start or develop an enterprise (Redien-Collot, 2009). Even with the existing mechanism or women entrepreneurship initiatives, they have not been beneficial to women, or are simply underutilised (Botha, 2006; McClelland et al., 2005). This is influenced by norms and customs imposed on women at an early age restricting them from making it on their own. In contrast, traditions and customs cannot be ignored, especially in African families, as men are heads of the households (Essed, 1994; South African Women Entrepreneurs, 2005). However, women can change the tradition and customs when it comes to external markets and enterprises in taking charge and making all necessary decisions in empowering themselves with entrepreneurial skills for proper establishment of the venture (Essed, 1994; Reconstruction & Development Programme, n.d).

Lack of resources in starting a business remains a challenge. The study conducted in Burkina Faso in one of the largest sectors of manufacturing discovered that entrepreneurs are unable to source capital due to most of them not meeting the requirements set by potential investors or commercial banks (Van Dijk,1995). The majority of entrepreneurs relied on personal savings and other relief on family saving and partnership (Kallon, 1990).

The procurement plans and policies have a downside and may lead to disadvantaging women entrepreneurs more. The following are weaknesses which the Government needs to pay specific attention to when it comes to procurement extracted from (Ambe & Badenhorst-Weiss, 2012):

- Documents tend to be confusing, especially tender documents
- Delayed payments to contractors; this could lead to women owned ventures or entrepreneurs in general, being sceptical about servicing the public sectors
- Lack of access to tender information as it appears that only a small niche or specific group of people get tender information. The author recommends that advertisement of tenders needs to reach everyone nationally, especially people in rural areas by improving the marketing strategy

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- ❖ Lack of skills and knowledge to procure a tender remains a challenge. Recommendations for Government and tender owners to invest in up skilling people in tender processes, regulations and standards, and
- ❖ Ineffectiveness of Black economic empowerment.

Additional barriers to women entrepreneurs extracted from (Maas & Herrington, 2006):

- Women in general lack persistence in the sense that they give up quickly. They expect to be rich soon.
- Women are not exposed to different fields of business, hence they settle for common and known business ventures. This is also coupled to the fact that women lack research skills to find out more for themselves about different and unique fields one can opt for.
- The environment that women entrepreneurs are in is less sympathetic when their business fails which may lead to stereotypes and putting unnecessary pressure on women hearing demoralising and demotivating factors such as that they cannot make it in business world.
- Women think that running a business will require them to work long hours, hence limiting them to venture into businesses. The author is of the opinion that this factor can be handled better with self-confidence, as well as proper time management skills.
- Most women entrepreneurs are unable to find a suitable and perfect location to start a business as most of them need to be close to their support structure such as family and friends. One can deduce that women favour a sense of belonging and acceptance in society.
- A serious factor, and one that tends to be overlooked, is the oppression from husbands to their wives in putting stumbling blocks to their career in entrepreneurship as they are afraid that women will become too independent.
- Most women are easily happy and content with what they have by receiving Government grants and subsidies leading to lack of motivation to venture into innovation such as entrepreneurial activities in male dominated sectors.
- When women leave the corporate environment they are in severance packages cover their debts. Only a few women are able to use their retirement or provident funds to

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start a business. This supports the fact that women focus on a short term approach rather than long term commitment when it comes to entrepreneurship.

- Women live in harsh environments full of corruption and fraud so most women are reluctant to invest in business; thus avoiding being victims of crime in South Africa.

3.3.2. Mechanisms in support of women entrepreneurs

Botha (2006) suggested a number of mechanisms that support women entrepreneurs, such as entrepreneurial programmes, training in cultural aspects, and support for business plans, credit specifically for women, business advisers, and trainer counselling programmes. Furthermore, for women with a high level of entrepreneurial skills, the support they could receive is access to business advisers and international contacts. Women who have started a business can be provided with assistance through Government support, technology and knowledge transfer (Botha, 2006).

People are different with varying personalities and intentions and therefore are not all cut out to be entrepreneurs (Botha, 2006). Those who are entrepreneurs mainly do it to survive and can benefit from policies eradicating poverty (Botha, 2006; DTI, 2013; Herrington et al., 2010; Reconstruction and Development Programme, n.d).

3.3.2.1. Strategic alliances

There is a need for South Africa, especially local economic development and the DTI, to focus on the interventions that can create wealth and supply or produce employment for others (Botha, 2006). The author is of the opinion that strategic partnership with private construction companies, established farmers and mining associations can be of great value to share best practices with new ventures.

It will definitely become an effective mechanism if the types of businesses can be classified, the capacities from each level of the business and interventions can be categorised; in the sense that can make it easy for potential investors or Government to fund such enterprises (Herrington et al., 2010; O' Neil & Viljoen, 2001).

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It is further suggested by agricultural economists that private sectors be in partnership with the public sector to fast track land redistribution in favour of Black women as they have fewer challenges to deal with in bureaucracy compared to the public sector (Dorward, Omamo, & Vink, 2009)

3.3.2.2. Branding strategy

Wee and Brooks (2010) suggested that an individual or an aspiring entrepreneur needs to have a proper individual branding strategy to market self, as well as to be able to maintain the relationships and relevant networks accordingly. For an individual to know how to sustain or capitalise in a branding strategy, he or she needs to have skills and the capacity to understand network codes, such as when to start building professional relationships; when to seek advice and collaborate and how to maintain public relations to succeed in capitalising on building necessary forums for the success of the business (Redien-Collot, 2009). It is recommended that social capital is the main determinant of successful business (Redien-Collot, 2009).

3.3.2.3 Right attitude

Essed (1994) pointed out an important factor of an attitude. Individuals with the right attitude, with patience to start at the bottom and build their way up, are the ones to succeed in the entrepreneurial environments. Black African women can make it in an entrepreneurial sector if they have the right attitude, are willing to make sacrifices and start from the beginning if they persist, persevere and work hard, which are the most important traits in entrepreneurship (Essed, 1994). This factor of making sacrifices from women is that most women entrepreneurs in Gauteng and the Western Cape are not willing to making sacrifices; they opt for quick and easy making money ventures (Maas & Herrington, 2006).

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3.3.2.4 Family support

Most women gain support from family, friends and neighbours, especially financially, while men gain more support from business associates or other people from the same field compared to women (Grant, 2013). There is still a huge gap between men and women in gaining support. Another discovery is that based on the population of survey study of 35 women and 65 males in Soweto 51% of women indicated that they did not receive any help from anyone (Grant, 2013). This discovery raised questions as to why more women failed to receive any help from anyone and factors such as independence, self-confidence and networking skills still need to be examined.

Having family or spousal support lowers stress, guilt and words of encouragement in the form of emotional support (Fieldien & Davidson, 2005). Having someone by your side is seen as a contributing factor to success ~~of~~ which Black African women can benefit from.

3.3.2.5 Evolution of traditional roles

Changing of roles between a man and woman in an African culture may need a huge transition. Traditionally a man is seen as provider and breadwinner while the woman does child rearing (Fieldien & Davidson, 2005). It cannot be ignored that times have changed and the majority of people are living modern way. Creating awareness on this issue would need to start from the in-laws, especially if African women are married during family gatherings. In this way there will be a buy in from two families and support in the sense that should the agreement between couples not go so well, there is a third party as part of the negotiations and resolutions. This would also be prevalent as most Black African men listen to or take advice from their fathers or uncles, especially when it comes to marriage and other social issues.

On the other hand, as much as women are ready to take on the roles which male counterparts were previously fulfilling in becoming entrepreneurs, there is some stress which they face, such as role overload, especially if they still have to do household work; role conflict in the sense that they might not know where to draw the line; and guilt in the sense

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that they may think that they are being disobedient, not truthful to their husbands or defying their men's wishes (Fieldien & Davidson, 2005). This may be the case for Black African women, especially if they are affected by patriarchy or married into traditional families.

Taking roles and responsibilities that one needs to fulfil as a married woman, single women have a better success rate than married women as they may experience career satisfaction, are fairly motivated with drive but may suffer from loneliness (Fieldien & Davidson, 2005). This may not be in agreement with Black African women as some women perceive marriage as an accomplishment, due to the pressures from family and the community, as it may have implications, for example, choosing not to have children.

3.3.2.6. Government support for women entrepreneurs

There are several Government initiatives in support of women entrepreneurs, such as the Tshepo 500 000 initiative. Tshepo 500 000 is the intervention to enable and equip a number of women, youth and military veterans to benefit economically and socially from the Gauteng Provincial Government housing the Tshepo 500 000 initiative. Among the three pillars of this initiative there is a pillar specifically aimed at entrepreneurship development, whereby the focus is on assisting candidates who have chosen to pursue entrepreneurial opportunities with support they might need to contribute to key sectors of the economy (Gauteng online, n.d).

The Expanded Public Works programme (EPWP), in collaboration with the Department of Transport and Public Works, is another Government's initiative in trying to address imbalances. The programme has awarded about 60% of community-based road maintenance projects to women (Black, 2008).

Provincial contractor development programmes such as the Construction Industry Development Board (CIDB) in partnership with National Public Works Department (DPW), show that the provincial public works department's mandate is aimed at improving performance of construction firms and developing historically disadvantaged contractors

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targeting women and youth (English & Hay, 2015). Furthermore, the CIDB specialises in training and raising awareness in ethical procurement practices

3.3.2.6.1. Vision and Mission of Department of Trade and Industry

The DTI is a Government department with a vision to facilitate a globally competitive and dynamic industrial South African economy through promoting structural transformation and providing a competitive, predictable, equitable and socially responsible environment that is conducive to investment, trade and development of enterprises and entrepreneurs. Furthermore, it seeks to broaden participation in entrepreneurial enterprises to all with the main emphasis being on youth development, women and BBBEE (DTI, n.d)

The DTI has drafted a working strategic framework for entrepreneurs particularly aimed at women in business. The framework's target groups are women owned and or managed informal enterprises, women owned and or managed rural, black owned and managed, women's cooperatives, women owned consortiums and women's business organisations or associations (DTI, 2007). This framework has the implementable strategies, which are categorised in three sections. The first section is the self-employed development support programme, which aims at targeting women in the informal economy. The support for women who will fall into this category will be provided with basic management skills, mentoring them to enter the formal economy.

The second category from the DTI framework gives young women entrepreneurship programme focus on equipping and preparing young women, particularly tertiary students and school leavers, through incubation programmes involving placements of interns in established women-owned enterprises (DTI, 2007). The omen enterprise programme aims at coaching women in small and medium sized businesses that are on the growth path (DTI, 2007).

South African women in business is the initiative housed by the DTI which aims at providing information, skills and knowledge in accessing capital and business support services required for exporting (DTI, 2007). The last category of the women support initiative is the

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Expert Advisors for Business women. The expert advisors for women involve recruiting and training people to become advisors for women entrepreneurs. Advisors will be providing instant daily business management guidance services to women in business (DTI, 2007)

From observation in point of view, outside the DTI offices in Tshwane, previously known as Pretoria, there are people inviting people to come and register their close corporations or companies. This is a great initiative for creation of jobs and being accessible to the market from which they can target various members of the public especially entrepreneurs. However, the initiative can be prone to various scams, corruption and bribes as it appears that there are no control measures on the streets and the public might be too wary to approach them as they might be afraid of being victims of the operation.

In support of women empowerment, the DTI operate within the following guidelines extracted from Botha (2006):

- Coordinate and implement gender sensitive programmes for trade and industry which comprises South Africa women in construction (SAWIC), in mining (SAWIM), women in energy (WOESA), women in engineering established alliances and SAWEN. These associations aim at planning, implementing and empowering women in these sectors, which include training, access to finance and increasing the market base;

- SAWEN further acts as a custodian for women to network locally, nationally and internationally, serving as a voice of women entrepreneurs (Botha, 2006). The extent to which this service is fully utilised nationwide raises uncertainties as to how much impact the Network has on women entrepreneurs. Expanding more on the impact is that women entrepreneurs in rural areas are not fully exposed to the market in the same way as women entrepreneurs in urban areas, leading to Government and non-government organisations utilising the same entrepreneurs repeatedly (Chiloane-Tsoka, 2012);

- Promote and provide support to the competitiveness of women in enterprises and business;

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- ❖ Lobbying and policy advocacy; and

- ❖ South African Micro Finance Apex Fund (SAMAF): SAMAF is another initiative by the DTI where its mandate is to develop sustainable financial stability and facilitate training and capacity building for micro entrepreneurs and financial intermediaries (DTI, n.d).

The World Bank (2009) supports the United Nations Development fund for Women (UNIFEM) which supports gender responsive budgeting. The website which uses several languages grants information and resources to women is www.gender-budgets.org.

The Department of Land Affairs in collaboration with the National Land committee have implemented promoting the Women's access to Land (PWAL) programme to counteract challenges women face in distribution of land (Cross & Hornby, 2002). Black women entrepreneurs can benefit from this programme. The PWAL programme has various components, which are: formal research, training of planners, facilitators and community members, national conferences with southern African and global delegates which can foster reflection, recommendations and strategies to be pursued by different stakeholders (Cross & Hornby, 2002).

Based on the old redistribution programme, particularly RDP's goal of transferring 30% of the country's agricultural land back to black people is another initiative. However, accommodation of Black Women in this goal is not clear (Cross & Hornby, 2002). Possible suggestions to support equality in land distribution extracted from Cross and Hornby (2002) are as follows:

- Women to have independent control over land.
- Gender division to be challenged and Black women to enter non-traditional areas of production such as livestock farming.
- Inheritance practices to change in favour of women.

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- Women need to be informed about land options and opportunities and press for better autonomy.
- Community Public private Partnership Programme (CPPP), which replaced Ntsika, formed a partnership with the National Manufacturing advice centre (NAMAC) to form the Small Enterprise Development Agency (SEDA). The SEDA mandate is to integrate and consolidate Government-funded small enterprise support agencies across Government's Layers. SEDA operates in the framework of ethical behaviour, innovation, nurturance, resilience and customer orientation of which it disseminates these values to the public for growth and sustainability of small enterprises.
- Business Referral and Information Network (BRAIN) is one of the Government's initiatives, which provide entrepreneurs with online links. This initiative works in conjunction with the Franchise Advice and Information Network, which aims to supply information and support services to individuals on small businesses.
- Umsobomvu is the initiative directed at supporting enterprises owned by youth and giving access to finance.

3.3.2.6.2. Further support from the Government

The Industrial Development Corporation (IDC) is the national development finance institution set up to promote and enhance economic growth which plays a huge role in male dominated petro chemical, manufacturing, textiles, agriculture, mining and telecommunications (IDC, n.d).

Another initiative by SEDA is called Ngezandla Zethu, meaning with our hands, is an empowerment and training programme in Tshwane (Pretoria) aimed at assisting small enterprises and individuals with training and management skills. Sound education and training experience are some determinants of success in enterprises (SEDA, 2010). Relying solely on Government cannot address imbalances and challenges that entrepreneurs face. Government and mentors or change agents need to form partnerships whereby the Government's role is to assist with financing, mentors and change agents to implement programmes (SEDA, 2010).

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Further challenges for women entrepreneurs, especially women in business and who are based in rural areas, are that they are further away from local and international markets for growing their business.

The National Empowerment fund (NEF) is a Government agency under the umbrella of DTI set up to provide capital for Black economic empowerment transactions (DTI, nd). The NEF as a conception promotes and facilitates Black economic participation through provision of financial and non-financial backing to Black empowered businesses and fostering a culture of investment within Black culture (DTI, n.d). The NEF's mandate is to provide Black people with direct and indirect opportunities in state and private-owned businesses (DTI, n.d). The targeted sectors which will be given preference in terms of support are Information Technology, Food and Agro processing, Construction and Media (DTI, n.d).

The iMbewu fund is another Government strategy, which aims at supporting Black entrepreneurs wishing to start a business and supporting existing Black owned businesses (DTI, n.d). Furthermore, the fund grants assistance in the form of debt, quasi equity and equity finance products with the threshold of R250 000- R10 million (DTI, n.d).

The NEF Rural and community Development fund provides an investment of 1 million to 50 million commercially viable ventures that seek to economically benefit communities in rural and peri-urban areas (DTI, n.d). Primarily, the fund focuses on investing in the following sectors of agriculture, agro processing, manufacturing, tourism, agro forestry, retail property development, aqua and marine culture, small scale mining and renewable energy (DTI, n.d).

Furthermore, DTI has numerous supporting schemes as follows, extracted from the DTI (n.d) The author extracted a few sectors relevant to the study from which women, especially Black Female entrepreneurs, can benefit. There are various supporting schemes on the DTI website for various projects, businesses and ventures.

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Table 3.2: Funding Schemes

Funding scheme	Focus
Black Business Supplier Development Programme (BBSDP)	Cost sharing scheme grants to Black owned businesses
Co-operative Incentive Scheme	90:10 cost sharing grant for cooperatives consisting of five or more members
Isivande women's fund	Loan scheme for women empowerment
Aqua Culture Development and Enhancement Programme	Primary, secondary and ancillary aqua culture projects for both marine and fresh water for existing, improved and upgrading entities
Automotive Investment Scheme (AIS)	New and replacement models and components for production and automotive value chain
Business Process Services	Attract investment in offshoring services with a three-year tax exempt grant for qualifying businesses
Capital Project feasibility Programme	Feasibility projects that will lead to Local exports and manufacturing
Critical Infrastructure Programme	10% to 30% of total development costs of qualifying infrastructure.
Manufacturing Investment Programme (MIP)	Reimbursable cash grant to local and foreign owned manufacturers
Manufacturing competitive Enhancement programme (MCEP)	Manufacturing support to enhance facility upgrades
Support Programme for Industrial Innovation (SPII)	Aimed at promoting technology development in South African Industry

Source: Adapted from DTI (n.d)

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SEDA (2010) recommends the following support mechanisms for women entrepreneurs:

- Entrepreneurs' call centre to be established where women have access to toll free services anywhere anytime. In addition, the author recommends that call centres to have all 11 official languages, especially for entrepreneurs who are not fluent in English.

- Procurement courses to be included in the training programmes. The author is of the opinion that entrepreneurs could benefit from the South African Bureau of Standards (SABS) regulation and meet product and service standards to compete internationally.

- Export and import training programme is another recommendation of which its objectives is to equip entrepreneurs with foreign markets to contribute to globalisation in the long term.

- Workshops to monitor, evaluate and recommend on how to sustain businesses.

- It is the opinion of the author that the strategy of a financier directory could be distributed in the same way as telephone directories were distributed house to house previously. This could further assist women in rural areas where they are far from internet and libraries.

- Community of property and pre-nuptial agreement should be thoroughly stated in terms of giving credit to women, as it serves as one of the greatest barriers to women entrepreneurs (Naidoo & Hilton, 2006). Credit bureaux should separate the credit process into three categories, namely, personal, business and contractual causes (Naidoo & Hilton, 2006).

- It is recommended that training providers design programmes that can be fully utilised by women in all levels of education to accommodate everyone wanting to further their knowledge in business (Maas & Herrington, 2006).

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3.3.2.6.3. Developments in legislation and regulations

Cultural legislation is being implemented to protect black female entrepreneurs, such as the Black Administration Act, 1927 (Act No. 38 of 1927), and the Intestate Succession Act, 1987 (Act No. 81 of 1987) (Rautenbach, du Plessis, & Pienaar, 2006). Previously women could not inherit from a man and the will or estate were left to a boy child. The Matrimonial Property Act of 1985 has replaced the former marriages Act No. 25 of 1961, which gave power to husbands and restricted wives from going into a contract without the approval of their husbands (Rautenbach, du Plessis, & Pienaar, 2006). However, this act needs to be reviewed as it doesn't explicitly say that women have rights to land irrespective of their marital status and I should also explicitly say that women can choose to sign or acquire land without the approval of their partners irrespective of the pre-nuptial agreement.

In the post-apartheid era the South African Government has enacted several plans and guidelines in support of small to medium enterprises extracted from (Amra, Hlatshwayo & McMillan, 2013), but which are not limited to them:

- National Development Plan 2012 of which by 2013 South Africa aims to redress inequalities and imbalances and capitalises on capacity building, leadership and inclusive economy.
- South Africa's White Paper 2005 – which aims to facilitate access to information and advice for small business, to improve access to finance and affordable infrastructure.
- National Small Business Act 1996 – which provides information in business administration and regulations, as well as the rights and responsibilities of the board, delegation powers, business advice and counselling through the Ntsika Enterprise promotion agency.
- Companies Act 1973 - which outlines the process of registration of companies and categorisation of different entities. The act further regulates takeovers and mergers of organisations, as well as financial reporting of companies of which entrepreneurs and business leaders can acquaint themselves with its regulations to prosper in their ventures.

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Another act regulating small, medium and micro companies is the Competition Act No 89 of 1998. The Act aims to protect business in dominance and unfair competition from large organisations (Chiloane-Tsoka, 2012). In this regard, Black African women entrepreneurs can benefit from this act and ensure that their rights are not violated by other perceived large organisations not conducting business in good faith.

From then on the Government proclaimed several organisations (extracted from Amra et al., 2013) to fast track small enterprises such as the following:

Legal influence particularly on customary law has had an influence on the dominance of men over women, as men believed they had control over women (Manicom, 1992). The state policy contributed to segregation to a greater extent as housing administration and marriage registrations would not take place in the absence of men. Furthermore, women could not register homes without the presence or consent of men (Botha, 2006; Manicom, 1992).

The women's Charter, which was introduced, states that the position of a woman needs to be taken into consideration on a decision policy, determining legislative priorities and mechanisms to address inequality (Women's Charter, 1994)

The following implementable tactics were extracted from the Women's Charter (1994).

- Women and Men shall have equal legal status and capacity in civil and customary law including among others, full contractual rights, and the rights to acquire and hold rights in property.
- Economic policy to safeguard women's place in the economy which is in support of the following:
- All women shall have a way in to job opening and skills training provided by the state or private sectors.
- Full involvement of women in economic decision-making should be accelerated.

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- There shall be no labelling of jobs based on gender, nor shall stereotypes determine the work that women do.

To expand more on addressing inequalities, the reconstruction and development programme (RDP) was implemented to address issues pertaining to sexism, racism and colonialism (Reconstruction & Development Programme, n.d). The RDP's purpose is to address the specific issues that will leave a legacy and sustain the operations for more years to come. RDP recommends special funds to support small and medium enterprises (Reconstruction & Development Programme, n.d). The reconstruction and development programme, which is the Government programme, is also aimed to redress past imbalances and foster empowerment is one of the programmes, which black female entrepreneurs can capitalise on. Rogerson (1996) asserts that the RDP is a people-driven process, which focuses on empowering people to support the economy and social development of the country. The long-term growth of the reconstruction and development programme is to instil passion and capacity building in entrepreneurship (Rogerson, 1996).

Resources need to be made in the form of loans for bridging finance and grants on training and entrepreneurial development (Reconstruction & Development Programme, n.d). Furthermore, policies must address Black African entrepreneurs, particularly women in sectors that they are disproportionately represented in (Reconstruction & Development Programme, n.d)

Historically race was a factor that couldn't be avoided as Africans were not treated fairly (Essed, 1994; McClelland et al., 2005). However, after the implementation of BBBEE, high points or grading have been given to enterprises that are at least 50% owned by African of which 30% is owned by women (McClelland et al., 2005). This supports McClelland et al. (2005) definition of women-owned enterprises, which includes the level of decision and ownership. The ownership includes voting rights and ownership of assets. BBBEE reduces inequality and ensures a more dynamic growth trajectory in that South Africans must work together irrespective of gender, ethnic group, level of education and age (McClelland et al., 2005). This statement is supported by the Bill of Rights (Chapter 2) Section 9 of the Constitution which states that "individuals, or systems may not unfairly discriminate directly

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or indirectly against anyone on one or more grounds, including race, gender, sex, pregnancy, marital status, ethnic or social origin, age, disability, religion, conscience, belief, culture, language or birth" (South Africa, 1996b). Furthermore, the bill of rights protects the values of human dignity, equity and freedom (South Africa, 1996).

3.4. Social Entrepreneurship

Social entrepreneurship is a growing movement that is utilised to change the perceptions of committees including women who want to venture into business. Social entrepreneurship utilises woman ambassadors or people with established entrepreneurial ventures to share best practices with others, as well as challenges faced (Hayhurst, 2014). The social entrepreneur utilises technology, particularly social media, to reach audiences around the globe. This initiative fosters a positive mind-set that aspiring entrepreneurs can also do it for themselves despite the obstacles. Usually ambassadors who act as custodians for social entrepreneurship instil innovation, persistence, leadership and team building skills that are required to pioneer a business (Hayhurst, 2014). It further redresses the imbalance and inequity. Social entrepreneurship serves as the monitor, control and discipline tool which can regulate the behaviours of entrepreneurs, as well as aspiring entrepreneurs (Hayhurst, 2014).

3.5. African Context Support

African Union (AU) acts as a custodian for protection and empowerment of Africans (Status Quo Report, 2011). One of their core mandates is to accelerate policies, and guidelines to address gender inequalities from international, continental, regional and national levels (Status Quo Report, 2011). The vision of gender policy is to achieve an African society established on democracy, gender equality and human rights, recognising equal and harmonious environments for women, men, boys and girls (Status Quo Report, 2011). The gender policy's commitment is to eliminate barriers to gender equality in the continent. The AU supports the Southern African Development Community (SADC) by ensuring that clear goals are set.

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Figure 3.1: Support Mechanism

Status Quo Report (2011, p. 23)

The illustration above indicates the support mechanisms women have received thus far to support their entrepreneurial interests globally. However, these mechanisms raise a question on their practicality and to what extent African women benefit from the support structures, as there is still an imbalance in entrepreneurial activities owned by women compared to men.

3.6. Women's Entry into the Entrepreneurial Sectors

Research conducted by Dagut (2000) examined the adaptation and resilience of women taking on independent and masculine roles. One of the factors discovered was that some women who are unable to adapt to new challenges in life such as taking on entrepreneurial opportunities, managing staff and meeting deadlines, were prone to stress and frustration leading to women venturing onto tender and less demanding entrepreneurial sectors (Dagut, 2000).

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Women venture into small, and often referred to as “easy” enterprises, as they believe in making a difference, ensuring that everyone is involved and at least being catered for (Dagut, 2002). The other major reason of venturing into the feminine industry is the negative perception instilled in them at an early age, as well as lack of motivation to take on the new innovative roles (Mead & Liedholm, 1998; Dagut, 2002). Applied to entrepreneurial sectors, feminine industries such as catering, hair dressing and dressmaking seem to fit in well with how most women perceive their abilities and the easy way to make it in the business is for them to be in such sectors (Mead & Liedholm, 1998).

The study conducted by Schinduhutte et al. (2003) explored various factors on the entry of women into business. One of the factors which was explored was perception and interest. The table below summarises the results from the study. This sample consisted of mothers in the United States and in Cape Town, South Africa. One can assume that all ethnic groups were included in the study as it is unclear about the ethnic group that formed part of the study.

Table 3.3: Interest of Women in Business

Desire to own a business	Percentage
Definitely want to own a business	28.5%
Maybe want to own a business	43.0%
Definitely do not want to own a business	28.5%

Source: Schinduhutte et al. (2003, p. 103)

3.6.1. Motivation for women to start a business

According to Botha (2006), women compared to men are mostly controlled by factors such as time and location as they accommodate family needs and child rearing practices. It is perceived that one is pushed into entrepreneurship because of dissatisfaction in the existing job and pulled into entrepreneurship because of the market opportunities (McClelland et al., 2005; Mitchell, 2004). Furthermore, start-up triggers are often pushed by factors such as the need for survival, lay off, divorce, death in the family, desire to build an empire and

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generation of wealth (McClelland, Swail, Bell & Ibbotson, 2005). Factors that make it possible or encourage an individual to venture or start up a business are family members, mentors, customers and potential business partners (Botha, 2006; McClelland, Swail, Bell & Ibbotson, 2005)

McClelland et al. (2005) identified the potential pull in the market, which are seeking job opportunities that can expose one to the entrepreneurial opportunities and one seeking education or knowledge in entrepreneurship. Furthermore, aspiring entrepreneurs are pulled into the market as they are power hungry, they prefer independence; they have a need for achievement, an innovative approach or ambition; embark on new challenges and to gain social standing and recognition (Botha, 2006; McClelland et al., 2005; Mitchell, 2004; Sbp alert, 2013). A person ventures into a business as there is no agreement between a job and the person's personality; disagreements with management; layoffs; job dissatisfactions and autonomy (McClelland et al., 2005; Sbp alert, 2013).

Women start their own business with an attitude of making a difference; that is, they are more client based, and ethical in operation and wish to make a social contribution with the mentality of giving back to the community (Botha 2006). Women in small business are keen to use sources of training and business advice and act upon them, placing a higher value on advice, use of mentors and resources available than men (Barrett, 1995). This suggests that women can use their behaviours and attributes as a competitive advantage than with male counterparts (Botha, 2006). Furthermore, women measure their success in terms of personal satisfaction, customer service ratings and additional employment created, while men base their success on profitability, turnover and market position (McClelland, Swail, Bell & Ibbotson 2005).

The comparison by the SME Growth Index (Sbp alert, 2013) revealed that more women than men have aspirations of firm growth, gaining recognition and contributing to BEE than men. Furthermore, on the other hand, men have aspirations on expanding into new markets, developing new products and services, developing skills for staff, and maintaining business at a current level (Sbp Alert, 2013).

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For men as compared to women, the motive is to make more money, while women's motive is to have flexibility and security for their families when starting a venture (Herrington et al., 2010). Research on motivation of women entrepreneurs indicated that women were seen as socially oriented, designed to help the community, environment or disadvantaged and vulnerable children (Botha, 2006; McClelland et al., 2005). Essed (1994) indicated the importance of established enterprises owned by women to serve as role models for the aspiring women entrepreneur and to positively change the behaviour and attitudes of those who are involved, including the society at large. The author is of the opinion that the rising number of independent, fearless and powerful Black African women entrepreneurs in masculine environments reveals that they work hard to redress the past and current stereotypes, resulting in motivation for more women to venture in such businesses.

Hamilton (2013) used McClelland's (1961) theory of motivation to indicate the need for achievement amongst female entrepreneurs as the characteristic of achievement, to link with male entrepreneurs. The study conducted by Hamilton (2013) was based on literature of masculine industries in the United Kingdom where a call out of entrepreneurship researchers needed to engage and collaborate to explore contemporary debates in gender, culture and media.

3.6.2. Psychological motives

The study conducted by Mitchell (2004) in the Northern Province in South Africa with a sample of 690, inclusive of both men and women, revealed that motivations to enter into entrepreneurial activities were to own businesses for survival, financial independence and security for personal growth. The other factors were of external approval, personal development, recognition, need for independence, influence in the community, benefits and security, with a slight difference of motivational interest based on gender in entrepreneurial activities (Mitchell, 2004).

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3.6.2.1. Self-efficacy

According to Bandura's (1997) theory, the more the people perceive themselves as competent in the business the more they are ready to take on the task on entrepreneurship. People with high self-efficacy perceive difficult tasks and obstacles as challenges of life (Jerusalem & Schwarzer, 1992). Laguna (2013) further expands on the idea that having self-efficacy may be a source of directing unemployed individuals into venturing into businesses, especially individuals who had faced many failures in securing a job, which was influenced by the level of independence.

Self-efficacy and self-esteem are further affected by other factors such as the bureaucracy of registering a company. As it was demonstrated by research conducted by Laguna (2013) in Poland, with a sample of 332 unemployed individuals, that in some countries such as Poland it is easy to register a company. When taken to the South African context, some of the government processes are slow, including time taken to process payments and time taken to register one's venture. These factors might negatively affect the Black African Women-owned enterprise or affect them positively if they have relevant self-efficacy in the sense that they can bypass these challenges based on the traits they have.

3.6.2.2. Risk averse

According to Maas and Herrington (2006), most women are not willing to take risks in investing entirely on starting up a business as they are concerned and worry about what if it fails after putting in much effort, as well as much capital, into something that might not work, especially if they are head of families. The author is of the opinion that there is an increasing number of modern black female entrepreneurs who are willing to take risks and persevere in the world of business.

On the contrary, women who embark in what was previously referred to as a masculine environment are able to take risks; are perceived as brave; have high levels of confidence; have good communication skills and high levels of education (post matric) (Madzivhandila & Dlamini, 2015).

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3.6.2.3. Psychological profile

Studies conducted in five countries, namely South Africa, Tanzania, Zambia, Zimbabwe and Uganda, found that psychological factors such as personal initiative, innovativeness, entrepreneurial orientation and autonomy, differentiated between successful and less successful entrepreneurs (Frese, 2002; McClelland, 1961). International visits, consultancies, and training are some of the support programmes, which complement the behaviour and spirit of entrepreneurship (Kiggundu, 2002). A study conducted by Hart (1972) utilised interviews for data collection and it was concluded that hard work, discipline, honesty and the ability to work long hours were additional factors contributing to entrepreneurial success.

Having an entrepreneurial psychological profile is recommended and may lead to entrepreneurial success. According to Barbara-Sanchez and Atienza-Sahuquillo (2012), an entrepreneurial psychological profile comprises independence desire, higher tendency to risk, higher need for achievement, locus of internal control and higher preference of innovation (Barbara-Sanchez & Atienza-Sahuquillo, 2012).

3.7. Media

Media is another factor that has an impact on culture and discrimination against women (Hamilton, 2013). Media could also be advantageous as it can communicate the representation of entrepreneurship (Hamilton, 2013; Redien-Collot, 2009). Previous bulletins have stereotyped women in favour of men, indicating that more men than women are entrepreneurs and they hold characteristics or attributes of being power hungry, aggressive, heroic adventurers, individualistic and ruthless (Hamilton, 2013). Individuals or audiences tend to use cultural norms when interpreting what has been communicated in the media by drawing factual information from what has been communicated (Hamilton, 2013). From what the society can deduct from the media, they develop a figurative core or coded assumptions on entrepreneurship and gender (Hamilton, 2013). The media coverage on women entrepreneurs is based on feminine industries such as home decorations, makeover transformation, modelling industries and fashion. While masculine industries profile male

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counterparts in industries such as constructions, building of bridges and home sales (Bardasi, 2008; Godwin et al., 2006).

3.8. Entrepreneurship and Research

The way entrepreneurship is researched is another form of patriarchal value subscribed to within academic circles (Hamilton, 2013). Survey questions related to entrepreneurial ventures are in favour of male counterparts as they pay attention to factors such as family responsibilities, social life, and domestic roles when interviewing women, which it is not the case when interviewing male counterparts (Hamilton, 2013). The recommendation is that the education system, the way a girl child is reared, the policies and the researcher's perception, need to be modified in order for initiative, growth or evolvement of academic research to take place (Hamilton, 2013). Wee and Brooks (2012) further state that studying entrepreneurship and not taking gender into consideration, is worse than not studying entrepreneurship or researching the concept.

It is important when assessing entrepreneurial behaviours to encompass personality as a component as it serves as a strong factor in assessing certain traits that can support entrepreneurship, such as the ability to get along with people, risk taking or working long hours (Hamilton, 2013; Wee & Brooks, 2012). Traits proposed on entrepreneurship research are "emotional stability, extraversion, sociability, social adaptability, culture, intelligence, openness, openness to experience, agreeableness, conformity, empathy, friendliness, likeability, conscientiousness, achievement, orderliness, prudence and self-control" (Redien-Collot, 2009). There is a lack of definition of entrepreneurship (Hamilton, 2013). The definition is based on the heroic stereotype, which is focused solely on traits believed by the society that only men possess, such as being hard working, fearless and willing to take risks; while qualities such as intuition, altruism and sensitivity, were attributed to women, with the belief that they would not survive in the aggressive and pressurised environment of entrepreneurship (Hamilton, 2013). This statement is supported by the Sbp alert (2013), stating that more men than women are willing to gamble, especially after a well conducted research with a small difference compared to women. Furthermore, women are more cautious while fewer are risk averse (Sbp alert, 2013) By assessing these traits, one

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can differentiate between entrepreneurs and non-entrepreneurs as well as hypothesise on the reasons why a particular group of people choose to venture and why others choose not to venture into entrepreneurship (Redien-Collot, 2009).

3.8.1. Gender and entrepreneurship

Gender as a factor poses a threat to entrepreneurship as men and women still do not have equal rights and opportunities. This results in women forming small and informal enterprises, while some engage in illegal business such as prostitution and selling drugs (Botha, 2006). Wee and Brooks (2012) argue that men and women face different challenges and work-life balance. The majority of studies focus on the similarities between men and women entrepreneurs in terms of motivation, skills, strategies and leadership style (Cowling & Taylor, 2001; Redien-Collot, 2009). Studies proved that the majority of men and women score similarly in terms of psychological attributes traditionally used in the field of entrepreneurship (Redien-Collot, 2009). Attributes and traits identified or assessed on male and female entrepreneurs are: locus of control, level of power, need for achievement, risk taking, propensity and preference for innovation (Redien-Collot, 2009).

In the foundation of policies and guidelines, Black African women's behaviour and entrepreneurship need to be investigated and explored, including but not limited to, constraints faced when starting the business to the growth stage (Mitchell, 2004).

According to South African Women Entrepreneurs (2005), research on women entrepreneurs in Africa has received less attention due to lack of home grown research and lack of information to venture into enterprises. Limitations on contextual African methodologies to measure barriers on Black African women entrepreneurship serve as a challenge (South African women entrepreneurs, 2005). Furthermore, having a representation of Black African women entrepreneurs contributes to the economy (DTI, 2013; Herrington et al., 2010).

Research show that most women entrepreneurs have studied liberal arts instead of business degrees or technical studies (McClelland et al., 2005). This statement poses further

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challenges on skills between men and women. Women entrepreneurs dominate in service, retail, teaching, office administration and secretarial areas rather than executive, managerial, scientific or technical positions (McClelland et al., 2005).

Bardasi (2008) discovered that although a small percentage of women choose to be entrepreneurs they look at various levels of entrepreneurial environments, unlike men who focus on popular sectors such as manufacturing or mining.

3.8.2. South African male-dominated entrepreneurial sectors

Male dominated environments in South Africa are classified in IT, Manufacturing, Chemical, mechanical, wood, mining, agriculture, construction, fishery, communication, finance, insurance brokers, real estate, motor vehicles, car rental, lodging, educational or tutoring, recreational services and tourism, machinery and equipment, recycling and plumbing, Green economy and transport (Bardasi, 2008; DTI, 2013; Herrington et al., 2010; Mahadea, 2001).

Research show the predominant sector that is owned by a large percentage of White and Indian men is manufacturing in South Africa (Herrington et al., 2010). Mahadea (2001) also discovered that South African men dominate in the manufacturing and mining sectors while women worked on domestic roles with a small percentage of women represented in farming or agriculture. This study was conducted in the Transkei, Eastern Cape, where a sample of 80 micro entrepreneurs formed part of the study (Mahadea, 2001). Women are still locked onto the traditional functions such as hawking, petty street trade, home based trade in alcohol, and entertainment (Mahadea, 2001; South African Women Entrepreneurs, 2005). Moreover, women's production activities focus on knitting, sewing and crafting, which usually require few skills, little training and low start-up capital (Mahadea, 2001; South African Women Entrepreneurs, 2005).

A study conducted by Godwin et al. (2006) in the United States of America shows that 50% of women are engaged in construction, logistics, manufacturing, economic modelling, statistics, agriculture and ranch farming, which are still being dominated by male counterparts in South Africa. There is a growing sector, which is recycling, in the arena of

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Green economy in the country which is also dominated by male counterparts from the face value. Furthermore, there is a huge difference in manufacturing of machinery and equipment, chemicals, wood products, construction and transport between women and men with no representation on electronics, non-metallic minerals, metals and metal products from female counterparts (Godwin et al., 2006). In contrast, women show a high interest in hotel and restaurant management, knitting, dressmaking, crocheting and beer brewing compared to men (Bardasi, 2008; Mead & Liedholm, 1998).

One of the studies conducted in Africa was in Nigeria where women representation in male dominated entrepreneurial sectors was explored. The study was conducted in 2007, targeting women from various backgrounds (Bardasi, 2008). The author is of the opinion that South African women also have capabilities to venture in similar sectors.

The following is an illustration of different sectors where Nigerian women are represented.

Table 3.4: Nigerian Women in Business

Sectors	Percentage
Machinery and equipment	0%
Chemical industry	0.9%
Electronics	0%
Non-metallic minerals and metal products	0%
Wood and wood products	0.5%
IT	2.1%
Construction and Transport	0.3%

Source: Bardasi (2008, p. 5)

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South African statistics of women represented in male dominated environments were conducted in 2009. Fifty percent (50%) of women in business participated in the study. The following table illustrates women in business per province focusing on Black females (Status quo report, 2011).

Table 3.5: Representation of Women Owned Businesses per Province

Province	Percentage
Eastern Cape	30 %
Free State	5%
Gauteng	10%
Kwa Zulu Natal	33%
Limpopo	10%
Mpumalanga	28%
North West	32%
Northern Cape	10%
Western Cape	28%

Source: Status Quo report (2011, p. 19)

Furthermore, the study conducted by the Status Quo Report (2011) indicates that more women were represented in light manufacturing, transport, mining, agriculture and finance in 2009 as per the table below. Furthermore, these sectors contribute higher in the economy than any other sectors (Statistics South Africa, 2013).

Table 3.6: Women in South African Male Dominated Environments

Industry	**Percentage**
Agriculture, forestry and Fishery	2.3
Mining and quarrying	5.5
Manufacturing	16.4
Electricity, gas and water	1.9

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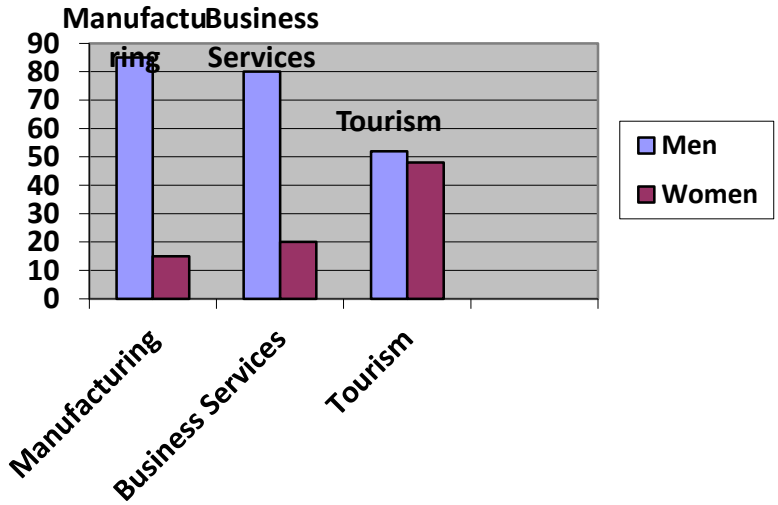
Construction	3.0
Retail, wholesale and motor trade	12.1
Transport, storage and communication	8.9
Finance, real estate and business services	20.7

Source Status Quo Report (2011, p. 36)

The statistics above are two-fold: firstly, one can deduce that women have an interest in South African male dominated environments, which supports the fact that they are willing to venture into these industries. The statement supports the study in identifying the obstacles and factors affecting women to venture into businesses. Secondly, women are under-represented in male dominated industries, with no evidence or representation of women in recycling and plumbing.

Women in South Africa constitute 23% of total employers within manufacturing, business services and tourism. Furthermore, it is found that in the sectors in manufacturing, tourism and business services, men are still predominant as per the graphical illustration below and that men-owned businesses in these sectors have a high turnover in terms of profits, employing more employees with a longer lifespan compared to women-owned enterprises in manufacturing, tourism and business services (Sbp alert, 2013).

Figure 3.2: Comparison in Male Dominated Sectors



Adapted from Sbp Alert (2013, p. 2)

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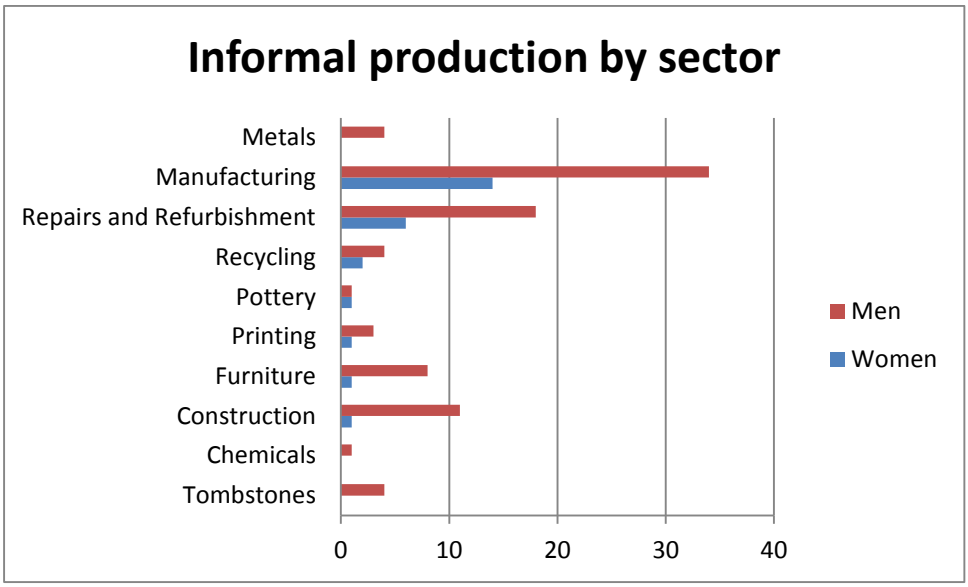
Figure 3.3: Comparison of Women in Informal Production by Sector



***Source: Grant* (2013, p. 96)**

The above comparison on informal production by sector is adapted from Grant (2013) from a survey which was conducted in 2009 of a population of 35 women and 65 men entrepreneurs in Soweto, the largest township in South Africa. The data shown in the graph is that women are still under represented in manufacturing, repairs and refurbishment, recycling, printing and furniture, with no representation in metals, chemicals and tombstones. It appears that women have equal representation in pottery. The dominant population in Soweto is mostly Black African.

3.8.3. Successes in entrepreneurship

Predictors of successes and failures of entrepreneurship should be studied over time and in combination with other clusters of variables to assist the researcher and audiences in determining failure and success factors (Dia, 1996; Mead, 1999). Kiggundu (2002) recommended that psychological, socio-demographic or external factors can be the best determinants of successes and failures in entrepreneurship.

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According to Pretorius, Millard and Kruger (2005), success factors of an enterprise are determined by innovation and creativity, which serve as a distinctive factor to other enterprises which result from a combination of industry knowledge, general management skills, people skills and personal motivation.

3.8.4. Education system

Higher education or tertiary institutions are major contributors that can add value to entrepreneurship and serve as a mechanism to foster entrepreneurship and management by offering business courses that have one or two entrepreneurship elements to equip learners with relevant skills to succeed in business environments (Kumara, 2012). Capacitating and granting necessary exposure to tertiary students will assist with breaking the barriers in societies and possibly change their mind-set towards women entrepreneurs (Kumara, 2012). Individuals can learn a lot from the learning institutions as they will be exposed to writing and compiling business plans and to source and apply for sponsorship, as well as to respond to requests or sell an idea to relevant stakeholders (DTI, 2013; Kumara, 2012; McClelland et., 2005).

Higher institutions in South Africa produce a high percentage of graduates and most of them are left with no jobs. This can be seen as a push to encourage entrepreneurship as graduates are then urged to become job creators instead of job seekers (Jesselyn Co & Mitchell, 2006).

Individuals can also learn how to network and gain necessary exposure to various strategic partners. Existing opportunities presented by learning institutions, government and non-profit organisations to share knowledge could be utilised by aspiring entrepreneurs to source funds and gain knowledge on the dynamics of entrepreneurship (Kumara, 2012). With the economy's current status one of the key aspects is that self-employment should be a solution supported by independence, creativity, innovativeness, challenge, self-realisation and self-development (Kumara, 2012).

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According to Kumara (2012), entrepreneurship begins with the person's needs, values, wants, beliefs and habits. These factors can be of great impact in determining why some people are entrepreneurs and why others are not. Accordingly, Kumara (2012) asserts that self-belief and attitude have an impact on one becoming an entrepreneur. Studies show that more male students have entrepreneurial intentions than women. The study conducted consisted of 149 business management undergraduates in Sri Lanka (Kumara, 2012). In the study conducted on undergraduate learners the focus was on entrepreneurial belief, attitude towards self-employment and entrepreneurial intention (Kumara, 2012). Furthermore, entrepreneurial belief was measured along these lines, for an example, "If I work hard I can successfully start a business" (Kumara, 2012). It was discovered that entrepreneurial intention is influenced by belief and attitude (Kumara, 2012).

According to Pretorius et al. (2005), educational level with regard to entrepreneurship needs to incorporate training on creativity and innovation as these two determinants are over looked. Implementation skills should also take priority in entrepreneurial training. Furthermore, entrepreneurial curricula need to reach objectives of audience understanding the fundamentals of running a venture such as strategic planning, resource configuration and marketing as part of the activities, as these elements serve as a critical point (Pretorius et al., 2005). A training model of entrepreneurship needs to ensure that practical and experimental processes are conducted for successful application of entrepreneurship (Pretorius, et al., 2005).

Additional elements such as mock-up of a business start-up and management process, role modelling, linkages with exporters, importers and buyers, need trade exhibition, which is highly recommended for success of entrepreneurial activities (Pretorius et al., 2005). Furthermore, a study conducted by Jesselyn Co and Mitchell (2006) made a contribution to a training model which incorporated franchising, business venturing, innovation, technology and growth management as part of the entrepreneurial curriculum. However, the challenge is that some people prefer the traditional entrepreneurial curriculum inclusive of outside the classroom activities as the entrepreneurship is a practical field.

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A study conducted by Jesselyn Co and Mitchell (2006) with among other factors had 70% of males more than females having an interest in entrepreneurial activities as part of the curriculum in South African learning institutions. One can deduce that entrepreneurship interest from origin, in this case learning institutions, has an imbalance in terms of gender.

3.8.5. Entrepreneurial competencies

According to Kiggundu (2002), there are specific core competencies that could lead to entrepreneurial successes. Furthermore, it is recommended that competencies of an entrepreneur encompass attitudes, values, knowledge, personality factors, beliefs, skills, abilities, wisdom and expertise. Competencies related to the success factors are technical, managerial, social and political skills, human relations, business acumen, innovation, planning, organising, staffing directing, coordinating, reporting and budgeting (Kiggundu, 2002; Agholor, Smith, Akeem & Seriki, 2015)

In addition, entrepreneurs need to have good human relations, a positive attitude, and commitment (Agholor et., 2015).

3.8.5.1 Good human relations

Human relations are perceived as a good success factor in entrepreneurship. Established and successful women entrepreneurs are team builders, allowing individuals to be worthy by giving duties and empowering others (Agholor et al, 2015). Women are perceived as individuals who know how to work with people and give encouragement to successfully build business relationships which will be useful for their business growth (Agholor et al., 2015).

3.8.5.2 Positive attitude

A positive attitude is another factor which leads to success of the business. Women need to show a positive attitude to their clients and contract with them in a favourable manner in order to prove to others that they are as capable as their male counterparts. They need to show appreciation of and gratitude for little things they do. Furthermore, it is argued that

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women need to demonstrate to others that they know what they doing and assure customers of client good quality accompanied by good value for money (Agholor et al., 2015).

Entrepreneurship should not be seen as a mechanism to put food on the table but seen as an innovation hub where enthusiasm, passion, comfort, and where personal advancement rest (Madzivhandila & Dlamini, 2015). These values need to be instilled in communities around South Africa to foster a positive attitude to boost the competitive markets and lure investors in the country (Madzivhandila & Dlamini, 2015). This positive mind-set needs to be nurtured at a young age to reap a fruitful outcome.

3.8.5.3 *Commitment*

It is argued that in order for women to succeed in entrepreneurial ventures, there should be willingness to invest personal resources to the venture and dedicate more time to the business (Agholor et al., 2015; McClleland, 1961). In order for a business to mature and advance quickly there should be dedication of enough time to the business as a part time basis will not flourish as well as a full time engagement into entrepreneurial activities (Agholor et al., 2015; McClleland, 1961).

More and more women are beginning to break with the historical challenges and pass the obstacles to reach their millennium development goals set by the United Nations development fund (Organisation for Economic Cooperation and Development-OECD) (Malan, 2014).

To sum up, for sustainable development to flourish in the continent, participation of women in the economy needs to be promoted by reducing poverty amongst females, increasing their access to educational opportunities and enhancing their access to power and decision making (Redien-Collot, 2009).

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3.9 Conclusions

This chapter discussed challenges and support for women in general and what has been achieved internationally. Results and discussions were then brought to the South African context, in terms of the role of the South African government, policies and regulations, which were implemented post-apartheid.

The following chapter will focus on the research design and methodology followed in the study.

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CHAPTER 4:

RESEARCH METHODOLOGY AND DESIGN

4.1. Introduction

In this chapter methodology used in the current study will be discussed. The methodology in the form of approach used, how data was collected, research design, sample as well as the paradigm used in the study will be discussed.

4.2 Research Methodology

The study is qualitative in nature. Qualitative study focuses on verbal summaries of research findings in the form of narratives and description of events not statistical analysis (Ehigie & Ehigie, 2005). Qualitative research has the advantage of producing data in a manner where natural occurring events can be experienced and addresses the disadvantages of gathering data that has been collected by emails and phone calls (Miles & Huberman, 1994). The researcher was able to build rapport with participants using qualitative approach. Disadvantages of qualitative study are that it is time consuming, can be relatively expensive and participants can choose to withhold information (Cummings & Worley, 2009). Qualitative studies seek to explore phenomena and categorise responses into questions (Moodley, 2012). Qualitative approaches make it possible to describe and explain the relationships, individual experiences and norms of a particular group (Cummings & Worley, 2009) which are of benefit to the study. Questions are usually open ended and retrieved by the use of video tapes, audio tapes and notes. Participant's responses affect how and which questions researchers ask next (Moodley, 2012).

Qualitative study utilises emergent methods with personal view in the study. According to Miles and Huberman (1994) qualitative research is an embedded concept in the manner that it focuses on a specific case, providing potential to reveal the complexities and thick descriptions in a real context. The study follows an inductive process where specific assumptions are translated into general ones providing the researcher with an

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understanding of the meaning that Black African women entrepreneurs attach to events; it is a flexible structure which allowed necessary changes as the research progresses and less concern with the need to generalise (Saunders, Lewis & Thornhill, 2009). The research methodology also comprises of sampling techniques which was used in the study.

According to Salkind (2012), a subset of the population of an individual who will contribute meaningfully to the study is referred to as a sample of that population. Salkind (2012) further states that good sampling technique includes maximising the degree to which the selected group will represent the population. Non-probability sampling in the form of purposive and snowball sampling techniques was utilised. Purposive sampling selects people with characteristics a researcher wants; in this case, 12 Black African women represented in South African male dominated entrepreneurial environments within South African boundaries out of the 15 sample proposed. The researcher believes that the study has reached data saturation. Salkind (2012) explains data saturation as a concept in the sense that even if more participants could be interviewed there might not be new discovery or anything outside of what has been discovered.

4.2.1. Snowball technique

The snowball technique was utilised to request additional contacts from identified Black African women entrepreneur in male entrepreneurial environment as the researcher had difficulties and challenges in locating more Black African women entrepreneurs in specific South African male-dominated environments. The snowball technique contributed to a greater length in this study. When the researcher saw that the initial plan of locating participants didn't flourish. The researcher then contacted several organisation, searched for participants online using professional links and contacting previous colleagues to check with them if they know of Black African women entrepreneurs which they could refer me. Upon locating participants after each interview the researcher asked the actual participants whether they know of any Black African entrepreneur in various sectors of what was previously referred to as masculine environment, and the researcher explained further and gave examples of the sectors.

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4.3. Research Design

The study was based on primary data and operated on an empirical or current data. The study utilised in-depth interview as a data gathering tool. This study served as an exploratory since the study has not been researched in South Africa with focus on only Black African women entrepreneurs as participants. Cross sectional study approach was utilised. Saunders et al. (2009) explains cross sectional study as the study taking precedence in a specific phenomenon conducted at a particular point in time due to time constraints.

4.4 Research Paradigm/Philosophy

Saunders et al. (2009, p. 118) define research paradigms as “a way of examining social phenomena from which particular understandings of these phenomena can be gained and explanations attempted”. Philosophy focuses on the development of knowledge and the nature of that knowledge. The study utilised the interpretivism and axiology approach of which will be discussed in the following sections.

4.4.1. Interpretivism paradigm

The study followed interpretivism which Saunders et al. (2009) iterates as the advocates to understanding humans and their roles as social actors based on the epistemology; its ability to build, explore and explain theory. It can also be defined as the constructivism in the sense that an individual can construct own meaning from a situation (Mack, 2010). Interpretivism is influenced by the concept of phenomology which governs the need to consider human being’s interpretations as well as perceptions of social world (Mack, 2010; Saunders et al., 2009). The ontological assumptions of the interpretivism therefore believes that social reality is seen by multiple people leading to multiple interpretations (Mack, 2010). Interpretivism is suitable for the current study as it provided the researcher and the audience more in-depth insight which would not have been discovered using any other paradigm. Interpretivism approach enabled the researcher to gain in depth knowledge on Black African women entrepreneurs’ experiences, culture, norms, level of confidence, identity and perceptions from the society. The way we interpret the world around us (phenomenology) feeds into the

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social factor guided by our values, norms and customs (Saunders et al., 2009). Social interactionism is the continuous process, whereby we interpret the world around us (Saunders et al., 2009) Recommendation by Saunders et al. (2009) is that researchers need to adopt empathetic stance throughout the study.

The table below illustrates the assumptions between ontological and epistemological paradigm of interpretivism.

Table 4.1: The Ontological and Epistemological Assumptions

Ontological assumptions	Epistemological assumptions
• Reality is indirectly constructed based on individual interpretation and is subjective.	• Knowledge is gained through a strategy that "respects the differences between people and the objects of natural sciences and therefore requires the social scientist to grasp the subjective meaning of social action" (Grix, 2004:64).
• People interpret and make their own meaning of events.	• Knowledge is created inductively to create a theory.
• Events are distinctive and cannot be generalised.	• Knowledge arises from particular situations and is not reducible to simplistic interpretations.
• There are multiple perceptive on one incident.	• Knowledge is gained through personal experience.
• Causation in social sciences is determined by interpreted meaning and symbols.	

Source: Mack (2010, p. 8)

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4.4.2. Axiology

Axiology is the philosophy that studies judgements about value system (Saunders, Lewis & Thornhill, 2009; Heron, 1996). This approach also added value to the study as values of entrepreneurs will be assessed and ethics will govern all research phases (Saunders et al., 2009). Axiology has a shortfall in the sense that it appears to be time consuming (Heron, 1996; Saunders et al., 2009).

4.4.3. Participants biographical details

The table below (4.2) illustrates sample of Black African women and different sectors they are heading, who participated in the study. Ethnic group of women who formed part of study is Isizulu, Setswana, Xitsonga, Sepedi, Tshivenda and Siswati and majority of them are in their middle ages. Half of the sample of these women are married and the other half are single. Majority of sample have more than 5 years' entrepreneurial experience and post matric qualification.

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Table 4.2 Participants' Biographical details

Participants	*Age*	*Marital status*	*Husband's age*	*Highest qualification*	*Entrepreneurial experiences*	*Venture experience*	*Husband occupation*	*Ethnicity*	*Continue the venture*	*Industry*
P1	50-59	Married	50-59 years	Grade 8	6- 10 years	6-10 years	Unemployed	Xitsonga	Yes	Manufacturing (Carpentry)
P2	21-29	Single	N/A	Diploma	<1	<1	N/A	Sepedi	Yes	Paving and storm water
P3	21-29	Single	N/A	Diploma	<1	<1	N/A	Tshivenda	Yes	Paving and storm water
P4	21-29	Single	N/A	Post graduate qualification	1-5 years	1-5 years	N/A	SiSwati	Yes	Photography
P5	40-49	Single	N/A	Post graduate qualification	15 years+	6-10 years	N/A	Xitsonga	Yes	Petroleum

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P6	40-49	Married	40-49 years	Post graduate qualification	6-10 years	6- 10 years	Entrepreneur	Setswana	Yes	Law
P7	50-59	Married	50-59 years	Post graduate qualification	1-5 years	1-5 years	Attorney	Sepedi	Yes	Tourism
P8	30-39	Married	30-39 years	Post graduate qualification	1- 5 years	6-10 years	Investor	Sepedi	Yes	Construction/project management/consulting
P9	50-59 years	Single	N/A	Grade 11	6-9years	6-9 years	N/A	Xitsonga	Yes	Agriculture and community service
P10	21-29	Married	21-29	Degree	1-5 years	1-5 years	Engineer	Sepedi	Yes	Construction
P11	40-49 years	Married	40-49	Diploma	15 years+	15 years+	Entrepreneur	IsiZulu	Yes	Construction
P12	30-39 years	Single	N/A	Post graduate qualification	6- 10 years	6- 10 years	N/A	Sepedi	Yes	Construction

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4.5. Data Collection

4.5.1. In-depth interviews

In depth interviews were utilised as a form of data collection technique. According to Ehigie and Ehigie (2005), in-depth interviews are face-to-face methods that allow the researcher to tap into the participants' thinking, experiences and knowledge that could be beneficial to the study. An in-depth interview is used to probe unclear information and the interviewer has a leeway of asking follow up questions to understand and interpret the information or cues (Cummings & Worley, 2009; Ehigie & Ehigie, 2005). In-depth interviews were the most preferred method for the study as the researcher was able to set the scene and build rapport for participants to open up easily. In-depth interviews serve as a rich source of data (Cummings & Worley, 2009).

Interviews have major potential problems (extracted from Cummings and Worley, 2009) as follows:

- They are relatively expensive in the sense that the researcher needs to travel to go and collect data,
- Bias in interviewer responses,
- Coding and interpretation difficulties, and
- Self-report bias

4.5.2. Tracing participants

Contacts of female entrepreneurs were obtained from Black African female entrepreneurs, previous colleagues, friends and individuals the researcher worked with in previous projects. Professional sites and internet were also utilised to locate some Black African women entrepreneurs. The researcher also contacted one or two organisations, which are owned by males especially on targeted sectors to ask for contact details for any Black African women entrepreneurs in the same sectors and same neighbourhood. The researcher allowed the referrals to be cleared first with

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concerned parties before contacting them or scheduling any appointment, whether they were willing to be interviewed. Once the contact details were received, emails were sent, explaining the background of the study, objectives, informed consent stipulating confidentiality, and that the study is voluntary. The researcher then followed up with phone calls if possible or vice versa, to re-explain the process. Even though the email and explanations were stated about the Black African woman, some races argued that they were also Africans, of which I then had to explain the concept of the Black African woman. The misunderstanding prevailed in some of the previously minority groups. Once the participants who met the criteria were identified meetings and appointments were scheduled, depending on the participants' availability, and a convenient place to meet. After each interview session, the researcher asked if participants could refer her to other participants in male-dominated sectors, and the researcher clarified the concept further to avoid confusions.

4.5.3. Research scenery

Face-to-face interviews were conducted at a convenient place chosen by the participants and in which they felt comfortable. Some of the interviews were conducted in public places such as coffee shops; some were conducted at a participant's place of work, others at their homes and some at participants' children's schools, especially on sports days.

4.5.4. Pilot testing

The term pilot study is perceived in two ways. A pilot study was conducted to test the practicality of data collection phase and to serve as a preparation for an in-depth interview. Pilot testing give the researcher the platform to modify, moderate or soften the questionnaire to ensure that they did not offend anyone and that the objectives of the study were met (Polit, Beck & Hungler, 2001). A pilot study is used for two different purposes, to complement the feasibility study or to serve as a trial out in preparation for a major study (Polit et al., 2001). Advantages of conducting a pilot study are that it might give advance warning about where the main research project could fail or whether

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proposed instruments are inappropriate or too complicated (van Teijlingen, Rennie, Hundley, & Graham, 2001).

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van Teijlingen et al. (2001) recommend the following benefits of piloting:

- Developing and testing adequacy of research instrument;
- Designing a research protocol, and whether the research protocol is realistic;
- Identifying the logistical problems which might occur, using proposed methods;
- Determining the resources needed for a planned study;
- Assessing the proposed data analysis techniques to uncover potential problems; and
- Piloting which can serve as a training tool for a researcher.

Two pilot studies were conducted to test whether the questionnaire was clear and also to confirm or check the practicalities of logistics. This allowed the researcher a platform to be able to explain concepts on various occasions. Each situation was different so the pilot study enabled the researcher to become adaptable. Probing was different for each session and the researcher had to at some point use native language to ensure that the participant understood and that the objectives of the study were met. The pilot study enabled the researcher to test for equipment and to see the probable aspects that could go wrong during data collection. For an example, to ensure that the recording device was working properly, and to remember to put her cell phone on silent as it wouldn't have appeared professional. Reiterating confidentiality from the start was seen as an influencing factor as it allowed participants to share their journey willingly and freely although some held back a bit. The information gained was used to generate themes for the study, which will be explained thoroughly later on, in the sections to follow.

4.5.5. Data recording

After the welcome and building of rapport, the researcher re-explained the background of the study, and explained the element of the informed consent, including use of recording once the researcher had gained approval from the participant to record the

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session. The researcher took down key points and avoided taking lengthy notes during the session to ensure that the relationship and conversation was more natural and to ensure the attention of the researcher was not detracted in any way, also that participants should not perceive the session as an interview session. Taking key points and recording the whole session enabled the researcher to transcribe verbatim to ensure that any information given by the participant relevant to the study was not missed or omitted. Data recording enabled the researcher to play back the session during transcribing and this supported the study, as quotations were used to support statements

Participants are extremely busy due to the nature of the job, so data recording assisted in the sense that time was adhered to, in order to minimise time spent on the comprehensive note taking during the interview. However, use of recording can be time consuming, especially when transcribing data.

After permission was granted by participants to record the session, recording devices were switched on.

According to Boeijie (2010), voice recordings:

- Provide raw data where readers can judge independently from the researcher,
- Improve quality as data will be available at any time and place, and
- Capture direct quotes instantly avoiding unnecessary repetition.

4.5.6. Archival method

Analysing and reviewing documents to get demographic, historical and geographical data can be conducted by utilising archival information as a document reviewing method (Cummings & Worley, 2009). The existing policies, guidelines and frameworks in support of Black African Women entrepreneurs as part of the study were accessed using the internet and websites, which are acknowledged in the study.

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4.6. Data Analysis

In this section the process followed on analysing data, together with methods used will be described.

4.6.1. Content analysis

This study utilised content analysis, to systematically identify trends and recurring patterns in a greater detail. According to Cummings and Worley (2009) the most preferred and effective way to analyse qualitative study, especially interview data, is through content analysis. Content analysis attempts to summarise comments into meaningful categories (Cummings & Worley, 2009). According to Vaismoradi, Turunen and Bondas (2013), content analysis is a general term to analyse the text. It is the systematic coding pillar used for exploring a large amount of textual information to determine trends and patterns used (Vaismoradi et al., 2013). Furthermore, content analysis enables the researcher to condense a broad and clear description of a factor.

The researcher preferred analysing the content manually instead of using *Atlas.ti*. Various factors impacted on this decision such as budget constraints to purchase the software, challenges in mastering the technique as well as time which would have required to learn the technique. The researcher is of the opinion that there is no much of a difference in analysing the data manually and using the software as the identified difference is that once you can master the technique it is quick to analyse the data.

Cummings and Worley (2009) recommend three steps, which were followed for content analysis:

- Response was read to gain familiarity with the range of comments to check whether there are repeated comments or responses;
- Themes were generated to capture recurring comments then; and
- Respondents' answers to a question were categorised.

Themes from the majority of participants, as well as single or stand alone, were reported on as they formed part of study objectives and provided the study with richness. Findings

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were then compared with the existing literature to validate the study. The researcher transcribed some of the data from participants shortly after interviews to ensure that much time was spent on transcribing.

4.6.1.1. Thematic content analysis

Thematic content analysis was utilised during data analysis. A theme is a representation or patterned response in relation to the research question or objective (Braun & Clarke, 2006). Inductive thematic analysis was used in this study as the research read and re-read the interview responses to see which responses fitted in within specific categorisation (Braun & Clarke, 2006). Thematic at a latent level aims to explore underlying ideas, assumptions and conceptualisation, which was utilised in the sense that it provided the study with more in-depth analysis and understanding of the root cause or manifestation of the behaviour (Braun & Clarke, 2006).

Distinguishing between the content analysis and thematic analysis (extracted from Braun & Clarke 2006; Elo & Kyngäs, 2008):

Table 4.3 Content and Thematic Analysis

Thematic analysis	Content analysis
Transcribing, reading and noting down initial ideas	Preparation of data
Generating initial codes	Open coding and creating categories (Organising)
Searching for themes	
Reviewing themes	
Defining and naming themes	
Producing the report	Reporting using conceptual maps and storylines

Source: (Braun & Clarke 2006, p. 17-23; Elo & Kyngäs, 2008, p. 109-110)

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4.6.1.2. Summative content analysis

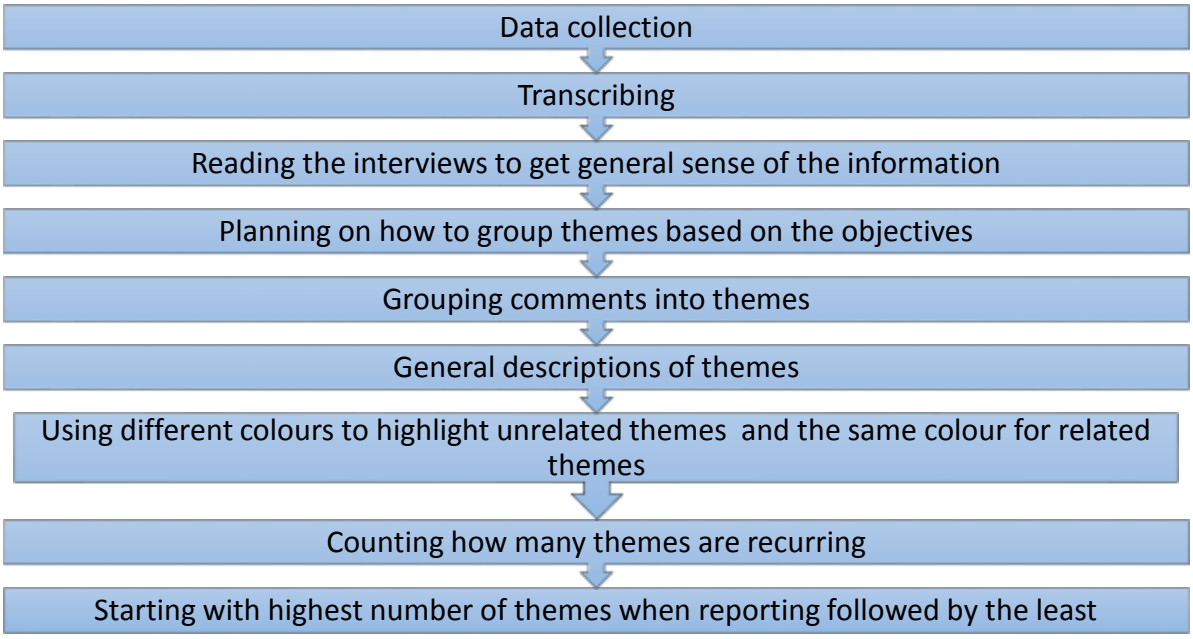
Summative content analysis, which refers to identifying and quantifying data and to determine usage, was used (Hsieh & Shannon, 2005). This technique supported the study in prioritising and determining which themes to pay close attention to, when reporting.

The interpretative act was followed in the sense that the meaning was created and not merely giving data as it is. The researcher provided short paragraph to further support or act as a complementary discussion for a code and quotation.

4.6.2. Data analysis process

The researcher followed the following steps when analysing and interpreting data. Some ideas where on data analysis were retrieved from (Braun & Clarke, 2006; Elo & Kyngäs, 2008). Furthermore, colouring, and counting how many themes steps were from the supervisor.

Figure: 4.1: **Data Analysis Process**



Source: **(Braun & Clarke 2006, p. 18-22; Carrim, n.d, p.17-20; Elo & Kyngäs, 2008, p. 109-110)**

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After collection of data, the researcher listened to the recording and transcribed the data word-for-word as it enabled the researcher to use direct quotations in Chapter 5 and 6 during reporting of the results. After transcribing, the researcher read the notes to ensure anonymity by using pseudonyms and to check correct errors that may have occurred during typing and ensured that sentence construction was easy to comprehend.

During analysis, re-reading of the information was important as the researcher made side note or what is constantly referred to as note to self to make sense of the material and to ensure that sources and articles to support the study were easily accessed.

Coding and categorising information into related fields or umbrellas were done by first grouping data, looking for the appropriate category to cluster information. The researcher then had to recode at a later stage where necessary as one can easily code the information in such a manner that the information and meaning are lost.

I (the researcher and author) then looked at the themes while using more than one document in order to ensure that I did not miss anything. Defining and naming themes were then conducted (Braun & Clarke, 2006). Report on these themes with a short description and interpretative action was taken into account.

4.7. Assessing and Demonstrating the Quality and Rigour of the Proposed Research Design

Tracy (2010) recommended eight criteria for excellent qualitative research, which are:

Worthy topic – refers to the relevance of the topic. In this case the topic is significant and important as it has not been explored in South Africa. The current and prior challenges of Black African women in male-dominated entrepreneurial sectors were seen to be explored to raise awareness and for aspiring entrepreneurs to try to avoid such challenges for effective running of an enterprise. Worthy topics point out surprises, and identifies factors which were not known or were known but were not publicised.

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Rich rigour - is the sense that important terms are defined, explained and discussed; tools and instruments used to gather data are flexible and enable the researcher to have leeway. The researcher was able to devise or change strategies appropriate to a specific setting such as translating some of the words to the participant to ensure that enough information was gathered; spending time to accurately select the population which was beneficial to the study. Data collected was based on the purpose and objectives of the study.

Sincerity - the researcher made necessary information available to the participants following the correct protocol, driven by honesty and authenticity. The researcher explained the purpose and the background of the research to participants. The researcher re-emphasised confidentiality and assured the participant that data will not be used for any reason other than for academic purposes; should data be used for any other purpose the researchers and authors should gain permission from participants first. Due to the nature of the business that women were in, the researcher suggested a convenient place to meet with the participant, where some venues or work areas were affected by the external factors such as noise. During the analysis, some of the information was reported on what is known in the African culture and typical conducts and behaviours one would expect in African culture.

Confirmability - Confirmability is the objectivity in research in the sense that the research or data was based on participants' views and not assumptions (Hamberg, Johansson, Lindgren & Westman, 1994). This was done by ensuring rephrasing, and playing back of data. Interpretations were based on data received and the researcher maintained neutrality so as to avoid obvious biases; however, one can never be free from bias, especially when adopting a qualitative approach (Hamberg, Johansson, Lindgren & Westman, 1994). Coding and recoding were done to ensure that the interpretation was accurate. Proper guidelines on analysis were formulated beforehand so as to guide the process. The researcher and supervisor reviewed data to ensure that it flows logically and the process makes sense to the next person. To expand further on confirmability, pilot studies were conducted to ensure that instruments, the questionnaire, made sense and also to test the practicality of logistics which is further

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discussed in Section 4.4.4. Steps and processes followed are clarified, beginning with locating or tracing of participants. Ethical considerations are discussed in Section 4.7.

Credibility - refers to the trustworthiness of the research findings. Themes were described and interpreted by the researcher in such a manner that they are convincing to audiences. The description and interpretation based on what is known from the African culture. The recording and transcribing made it possible for the researcher to revisit any sections so as to gain clarity and that no important information is missed. The researcher probed more especially if the answer was limited, although some of the participants kept it short, with factors such as time constraints and personality having an effect which I took into cognisance. The underlying factors were also taken into account. Mental observations were made and enthusiasm and passion from participants were prevalent. The kindness and friendliness of participants were also observed so one can deduce that these traits are part of what would make a good entrepreneur. Descriptions included thick descriptions and self-reflections before and during study, and lessons learned were discussed for continuous improvement. Reflections took place in order to paint a clear picture on objectivity, limitations and potential biases, as the qualitative approach can never be free from biases.

The researcher paraphrased, summarised and used native language in some instances to ensure that participants understood the question well to ensure that information was not omitted either intentionally or unintentionally.

Mutual respect, building rapport, professionalism and empathy were used during data collection, to accommodate needs of participants. Objectives of the study were explained and clarified to the participants.

Correspondence with the supervisor was conducted and feedback was provided throughout the project.

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Follow up checks were conducted, especially where the information was not clear and also to ensure that the received information was accurate. This was done after listening to audiotapes more than once to ensure that information was accurate.

Pros and cons, that is arguments for and against the study, were discussed, with literature coupling some of the findings. The study generally relied on its findings as it serves as a foundation since the study has not been explored in the South African context.

Additional archival methods, in the form of organisational website, alerts were used and acknowledged in the project to enhance objectivity and building up the theoretical model. Overall triangulation was utilised in the study in the sense that observations, transcriptions, recording and archival methods were used.

Resonance - In the form of transferability, the study touched on cultural and historical phenomena, including the political statutes. Reviewing of archival documents, especially on the support from which entrepreneurs could benefit, were discussed. Furthermore, audiences will be able to identify with the study as it serves a blue print for aspiring Black African entrepreneurs in South African male-dominated entrepreneurial environments, and they will be able to identify with the study. Relationships and rapport were built, and the researcher understood the participants' point of view and hectic schedules that they operate in; hence, the researcher used adaptability and resilience as factors to keep the momentum. Some of the analysis and discussions were left with a question mark to let audiences conclude and apply their own interpretation, and also for future researchers to look at the phenomena as the study served as exploration.

Analytical generalisation- this term includes generalising results to theoretical propositions instead of population, and may require additional research (Yin, 1994). The research questions were used as an aid to gather data and were later matched with existing theory during analysis. The also uncovered new theoretical model since it has never been explored in South African context. More research is needed as the study was explorative in nature.

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Significant Contribution - the study serves as an added advantage to academic, management and national policy guidelines of women entrepreneurship. It also serves as a contribution to current international research, which has been conducted to date; in addition, it serves as a breakthrough and generates ongoing research. As the study has not been explored in South Africa, it serves as an empowerment and motivation for entrepreneurs, especially Black African women, to see that entrepreneurship is do-able and to make communities aware of the level of their impression, as well as the level of perception onto entrepreneurs.

Dependability - is the reliability of the researcher's discretion and choices (Creswell, 2009). Transcriptions were checked thoroughly by the researcher and the supervisor. Interview protocol was followed to ensure consistency of the procedure with all participants. After checking for thick description, the supervisor also checked the data and offered inputs where necessary. Data and information collected are safeguarded and protected by passwords.

4.8. Ethical Considerations

Ethical considerations were followed from the beginning to the end of the research study, including but not limited to, protecting the rights of the participants, as well as using pseudonyms to protect data. The researcher obtained informed consent and practised ethical and professional behaviour, maintaining confidentiality and setting clear objectives and guidelines. The researcher also did not force anyone to partake in the study, and when participants were not comfortable with being interviewed the researcher accepted it. The participants were informed that they could stop at any time without any consequences.

Before the commencement of the study, ethical clearance was obtained from the university.

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Data is protected by passwords and is stored for future research once written informed consent has been gained, to continue the study.

4.9. Conclusion

This chapter explained the methodology followed. Data collected was in the form of in-depth interview with Black African women entrepreneurs in what was previously referred to as a masculine environment. Thematic and summative content analysis used was described, as well as defining terms to make it easy to understand. Ethical considerations followed have been reported on in this chapter.

In the following chapter the results of the study will be explored.

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CHAPTER 5

PARTICIPANTS' JOURNEY TO ENTREPRENEURIAL LIFE

5.1. Introduction

Results will be divided into two main headings, which consist of early childhood to early career life, before they embark on entrepreneurship. The researcher saw the importance of going back to the participant's life journey, as it will give the audiences holistic picture of battles, support and other factors which contributed for and against their lives before entrepreneurship which led to where they are today.

Historical and cultural background will be highlighted to go deeper into African identities. Then the researcher will commence by providing the current challenges, and how they negotiated their roles so as to succeed in male dominated entrepreneurial sectors in chapter 6.

5.2. Entrepreneurial Interests

Challenges and factors contributed to their life journey before embarking on entrepreneurship and motives of entrepreneurship will be reported on.

5.2.1. Nurturing from the young age

Majority of participants believe that nurturing talent from the young age is demonstrated to be of benefit to entrepreneurs as they were growing up as well as their adult lives. So African women in this study benefited in learning from their parents, and siblings. They were taught to be independent, self-sufficient, and to be educated, and these are part of characteristics of being good entrepreneur and previously were characteristics that were seen in male counterparts.

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Participant 7 said:

> *"I was socialised differently I was taught an early age to travel and as a person you need to go out and see places. Black African people do not like travelling much either because of affordability, lack of interest or see it as a waste of time and money".*

5.2.1.1. Independence from young age

Majority of participants indicated that the struggle that they had to go through, somehow served as a motivation and a building block as some were able to turn the struggle into positive outcomes led by sense of responsibility and the need to get the pressure off the parents. Most Black African individuals, especially from large families, strive to work hard and ensure that they support parents or become self-sufficient for parents to focus on the younger siblings and minimise poverty.
Participant 12 explains:

> *"Yes, there were challenges; my family is very humble, I had to sell socks and other soft goods such as sweets so that I can pay for school fees; and for Higher education I took a loan, student loan to pay off my university fees and had to repay the money back once I started working."*

Participant 2 further explains:

> *"We are training and learning as we work. I took myself to school while working so this was a bit challenging."*

Majority of participants managed to obtain a post-matric qualification with the help of their parents. There are some Black African families who can afford to take children to school and to ensure that they are well provided for but to a certain stage.

Participant 12 further explains:

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> "*With my degree my dad paid for everything. I didn't worry about anything. When I was doing my Masters I was already an entrepreneur, I made sacrifices and had to sell my car to cover the fees as they were roughly 60 000."*

5.2.1.2. Business oriented family

Majority of participants were raised in a business-oriented family; the effect was then spilled onto them and generations to come, serving as a motivation to venture into the business. Some participants benefited from business-owned family background.

Participant 7 explains her background:

> *"I worked for the public sector for 18 years; had a registered company mainly in tourism and catering but it was dormant. As a young girl, I have been doing travelling packages with family. The experience I have I used it to turn to a tour guide opportunity. I was also in catering but there are a lot of people in the sector; that's when I saw a gap in tour guide."*

5.3. Career Life

Participants' career life will be divided into educational and work experience before they entered into entrepreneurial ventures.

5.3.1. Challenges of education

The impact of education on entrepreneurship will be reported on in this section.

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5.3.1.1. The impact of historically disadvantaged schools

Participant 6 mentioned that coming from a previously disadvantaged school from rural areas may have negative effects, especially when trying to gain an entry into higher education.

Participant 6 explains:

> *"I studied BA. The University couldn't take me for a degree in the beginning as I am from a traditional school so I had to do a bridging course."*

Participant 4 indicated that a disadvantaged school further suffers from lack of facilities which may disadvantage learners in these schools and consequently limit them from exploring other fields, especially in male-dominated sectors.

Participant 4:

> *"The only thing you learn in rural schools is that you get taught subjects such as Afrikaans, Biology and Science and I wonder how they teach science without labs."*

5.3.2. Impact of professional field in entrepreneurship

Majority of participants indicated that having a formal qualification has its own advantages as any individual knows that they will not struggle as much as the person without any qualifications. They indicated that formal qualification broadens one's chances of advancing in the work life and be exposed to various skills. Having a formal qualification enabled the participants to use their qualifications and their theoretical framework learned to start the business.

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Participant 6 explains:

> *"I have always wanted to be an advocate. I got a better understanding of the difference between attorney and advocate from school. Traditionally, the attorney will not appear in the high court but the legislation allows attorneys to be in the high court. Advocates do pleading; they still get briefings from attorneys. Advocates are litigation specialists; advocates consult, do research, draft and go to court. I have also been interested in politics, hence I have started with a BA qualification."*

Almost half of the sample indicated that there is a point where people go to the highest level of their career, reach the career hill to a point where they cannot progress vertically or higher up the ladder or simply find what would make them function optimally. Quarter of participants were able to do self-analysis on the next move to make and dissatisfaction in their career life contributed to their entrepreneurship. Participant 8 explains further:

> *"I completed Civil engineering in 2006 and after that I studied Btech Civil engineering in construction. I got a bursary at a well-known water and sanitation organisation in the country. In Government, growth is limited. There wasn't a space for me. I joined a consulting company as a technical operator in engineering works and registered a company. I am a young woman with a sense of accomplishment."*

5.3.3. Past work experience

All the participants averred that most of the time people start think of getting employed rather than to be employers as they search for their passions and what will make them tick and function effectively and efficiently. During their work life as employees, majority of participants were able to learn the ropes of running organisations and build on their network skills, as well as working with other organisations, which contributed meaningfully to entrepreneurship. In this way they were able to learn different cultures

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and values, and were able to evaluate the internal and external environment for possible challenges and opportunities. This form of learning and leading resulted in the majority of participants preparing for their roles as entrepreneurs.

Participant 1 explains:

> *"In 2006 I was employed working with quality control where we check and double check any faults that may occur. I needed kitchen fitting including kitchen doors and design for my home. I then contracted someone and started to have an interest in the type of work. The contractors were taking time to finish the job, so I went and checked to see what was taking them so long. The contractor mainly specialised on small kitchen doors, so the gap was on making big doors. With the experience in quality control, joint and nailing I was exposed to at my previous employment, I ended up showing the contractor on how to do better doors. I loved drawing and art as a young girl, and this led to manufacturing sector."*

Majority of the participants saw the importance of formalising, getting educated, doing things by the book and ensuring good standards in everything they do. They indicated that this is an advantageous trait for women entrepreneurs as they are able to function at their optimum levels leading to fruitful outcomes. Participant 8 explains:

> *"Through my years of work, I worked as a client, consultant and then a contractor and I realised a gap in construction. Construction is for anyone; no qualification is required. I saw a need to introduce a Black female-owned construction venture and also to show other entrepreneurs (either women, men, Black or White), to do proper construction and quality and bring in professionalism; as it is I have passion in the sector. I have always wanted to own my own company, assist other contractors, be a manager, or engineer to do proper work. I want to teach people not to focus solely on money but to instil passion in working properly, do resource levelling and avoid wasting resources and not about making quick cash."*

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Participant 12 further explains:

> *"My mom and dad were entrepreneurs, so I am from a family with entrepreneurial background. Having this background triggered and informed the journey. It inspired me to embark on this journey, to formalise the legacy as my parents were just selling goods and didn't take into account aspect of balancing books, for example."*

5.4. Challenges of Community of Property

Participant 1 mentioned that the challenges of pre-nuptial agreements and community of property still pose a threat on women as they are not able to commence and may not get necessary help needed to succeed in the business. The challenges of needing husband's approval and signature before assisting women entrepreneurs may be an obstacle. One can deduce that the challenge of community of property may also affect marriages as people may not want to get married at all or simply not get married in community of property.

Participant 1 explains on the issue:

> *"Other support for businesses of which I can't remember the name of the organisation needed my husband's permission to assist me, since we are married in community of property."*

5.5. African Culture

In this section the impact of African culture on Black African women entrepreneurs will be reported.

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5.5.1. The effects of gender roles (patriarchy) on Black African women's entry into male-dominated environments

Majority of participants indicated that the African community is mainly directed by collectivism and what the society accepts as expected roles depending on the gender. There is the role that Black African women play in the society and there are roles that are expected from men.

> *"My Husband at first had this thinking that a woman belongs in the kitchen and does chores. I got married at a young age, so my husband didn't want me to do anything except for taking care of the household." (*Participant 1)

> *"When an African woman gets married she is constantly reminded that she needs to do "makoti duties" (roles that an African woman needs to fulfil for in-laws such as cleaning and cooking for them)."* (Participant 1)

> *"From my mother's side I don't have any pressure; from my father's side uncles always tell me they are waiting for cows."* (Participant 4)

> *"A random person bumping into me on streets and asking me when am I getting married; as a woman there are things ingrained to you that a woman is expected to do this and that. For an example, I would be walking with children and people will assume that they are mine."* (Participant 4)

> *"In the family there is no such thing as a girl or woman is supposed to do this. I don't think much of it. But in community work you peel vegetables and cook in functions such as funerals and weddings, but it is changing as men are also cooking at weddings and funerals helping out." (*Participant 5)

> *"I would like to see an African female saying that I do not want to have children; I am not saying that they are not there but I will like to see one. As an African woman, having children is part of life; it is not an option to say, I*

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do not want to have children. As I was growing up I used to say I don't want to have children but it was a childish talk. For other racial groups I think, I am not sure, they have an option to have a family or not. You can choose to have a lot of cats as a person from a different ethnic group and there is nothing wrong with that. As for Africans, talks will start such as say who is going to look after you when you are old? Who are you going to leave your money to? Are you going to leave your money to charity? Those comments and questions arise when you are an African woman should you think of not having a family." (Participant 6)

*"Other ethnic groups have it is easy; they can follow their passion without worrying about feeding themselves and family. While for Black people it's a challenge as they need to think of how to make money and will they eat at the end of the day." (*Participant 4)

5.5.1.1. Directed roles

Almost half of the sample indicated that directed roles are prevalent in the African Culture in the sense that as an African child there is a career path that one needs to follow; what one is supposed to do as a woman. These children are encouraged and taught to go for a career that will sustain them and know that they are guaranteed they will be able to pay bills and put food on the table.

*"I was taught to go on role which is definite; which will pay bills." (*Participant 4)

Directed roles and areas in Black families are prevalent; where you are encouraged to study something more real and where you know for certain that you will be taken care of. My family doesn't see photography as a legitimate thing you can live on, and which will sustain me; hence I am employed on the other side. People know about certain things, for an example, music and photography. People from marginalised communities do not see these as sectors or as areas of work. The biggest challenge for

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> *me and society is implementing these sectors in marginalised communities, not schools in urban areas but schools in rural areas. I want to see schools in disadvantaged communities teaching music and photography. (*Participant 4)

Quarter of the sample indicated that making an African family accept what you do, especially telling them of entrepreneurship, can create scepticism and wariness in the family of whether you will succeed or not.

Participant 7 explains:

> *"My family, especially parents, were sceptical at first when going into business as they had a mentality that a person needs to age or retire from a proper 8-5 job. They had a thinking of, if you have a job you need to keep it."*

Participant 11 further explains:

"Mom and friends said, 'you're working comfortably; you don't have to leave the job; stay there,' as at that time I was doing engineering work."

Participant 4 further explains:

"Issue of family: how do you make your family understand what you do; you have to think of buying a house and paying bills; you think of those factors while you are still at school."

Participant 8 commented that community challenges and perceptions are that success in African culture is accompanied by disrespect and that people there see other people as nothing.

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Participant 8 further elaborates on the matter:

> *"There is a perception that being an entrepreneur or graduate you won't respect your family, and won't stay with your family. There are perceptions that since you bring in money and have a say, automatically you will be disrespectful. It might happen to others, but I have been married for 7 years and I haven't accounted for those."*

5.6. Road to Stardom to Entrepreneurship

Motives, support and other mechanism which served as a stepping stone and road to entrepreneurship will be reported on.

5.6.1. Family and community support

All participants indicated having a good support structure; it can be financial, emotional or spiritual support from family, friends and community. It is important for any individual to get through obstacles and challenges that they might face and to succeed and progress in any setting including entrepreneurship.

5.6.1.1. Family support

Majority of participants indicated the importance of family support in three spheres: emotionally, spiritually and financially, which contribute to the individual's wellness and career life. The fact that they are there and knowing that one has a support structure to fall back on, results in a feeling that no matter what obstacles are there, one will be able to prosper in the career life.

Participant 12 further explains:

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"Parents and siblings were my greatest supporters; if things go wrong they had my back and were able to bail me out. My parents supported me spiritually, financially and emotionally."

Participant 1 further explains:

"Support from home was sufficient as for a long time I did not receive any income. My husband supported financially, as I wasn't earning; support from my sisters, accompanied with words of encouragement, served as motivation and celebrating victory with me meant a lot to me, and I became even more motivated to do more."

Participant 6 further elaborates on the support received from the parents:

"My family were main supporters; the fact that they never said you will never make it encouraged me."

5.6.1.2. Social support

Participant 4 mentioned that having social support in an individual's life and career is important as it also builds on networking skills. Networking is a crucial element to have in the business world as it enables an individual to be exposed to a variety of information and be able to identify gaps in the business arena. Black African women entrepreneurs can benefit from choosing friends and social networks carefully as it may contribute to the success of the business. Support from friends and companionship can be beneficial, especially in instances where family is not in sync with what you do and the career path you want, more especially in African families where directed roles are emphasised.

Participant 4 further elaborates on the idea:

"My friend was my main supporter; at home they know I take photos but don't see it as proper work. I was taught to go on role, which will definitely

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pay bills. Friends encouraged me and told me that I can make something out of my passion and hobby. "Someone said to me, 'you are talented; you can make money from your work; you take good pictures.' That is when I got a wakeup call."

5.6.1.3. Retirement packages and own money as start-up capital

Some of participants used packages or severance packages, which came in handy as Black African women were able to use it as start up for the business.

Participant 7 briefly explains the matter:

"I took part of my retirement package; bought office equipment and a vehicle, while working from home."

5.6.1.4. Private sector support

Participants 5 highlighted the support which aspiring Black African entrepreneurs can benefit from, is to be on the lookout for advertisements not only tenders from public sectors but also empowerment schemes from private sectors. Empowerment schemes are looked at from the public sector's side most of the time not necessarily from private sectors for various reasons.

Participant 5 shares how she got her big break:

"Service petroleum made an advert and encouraged previously disadvantaged to apply and they supported with capital and training as part of an empowerment scheme."

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5.7. Conclusion

This chapter highlighted hindrances of what black African women faced as well as how they overcame those challenges in their career and lives before the ventured into entrepreneurial sectors through story telling process.

The subsequent chapter will continue with challenges Black African women in the study are facing in their current roles and how they negotiated and renegotiated their cultural and career identity.

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CHAPTER 6

6.1. INTRODUCTION

This chapter continues with findings on challenges which Black African women entrepreneur's experience in their current role they and how they overcame those challenges.

6.2. The Challenges Experienced by Black African Women in Current Roles

6.2.1. Challenges in finance

All the participants indicated that similarly, to everyone in business, Black African women suffer from financial challenges. In the South African context, it is reported that this is mostly due to lack of assistance from financial schemes and lending institutions.

Participant 8 explains:

> *"I have financial challenges. I used my finance, cut down on other budgets to keep the business running. I always have to compromise as some clients cannot afford my services - to have a source of income."*

Using business money for something else other than business will not always lead to favourable outcomes as the business may suffer at the end. However, side money from other business can be used to support other businesses, especially the one that is taking time to generate income and cover business expenses.

> *"Challenge is in funding as my other small business is used to support buying of vegetable seed and planting them to the business," (*Participant 9)

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> *"I had to sell my car to finance the business; refinanced my house to get guarantees in order to start working." (*Participant 11)

> *"Finance at the beginning was challenging but not anymore. It is okay now." (*Participant 5)

> *"90 days, three months without rental fees, telephone; the bar fees are due so those are needed to be settled; paying the messenger, coffee makers, in the form of salaries need to be settled." (*Participant 6)

Almost half of participants mentioned that Black Africans suffer from what is sometimes referred to as Black Tax, where an individual voluntary or involuntarily has to support family members and family members expect that financial support from them. They go an extra mile to support and pay for study fees; however, some might expect to return the favour in helping them. Sometimes it is in a person to help siblings and to take off the burden from the parents.

Participant 4 said:

> *"Equipment is expensive. As a Black person, and someone who is aware of black tax, wanting to pay a fortune for a camera battery which ranges from R10 000, I need to take into account that I have a brother wanting that money more to support him in buying school shoes for example."*

Participant 8 indicated the other challenge that African women in business may suffer from is political effect, where your last name and political affiliation may have an effect or may determine support that you might need and receive.

Participant 8 explains:

> *"I haven't approached government as there are stories of affiliations, political parties and membership. I don't have the energy to run around in*

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politics, even in the tendering process politics are there. We can't ignore the fact that political bias and unethical conduct are there; for an example, my guys have it under control. I believe in doing it the right way."

Participant 10 further explains:

"Lending institutions look at your last name if it is African last name, you will not always get that capital, other racial groups stand a good chance".

6.2.2. Landlessness

Participant 9 mentioned that some venturing in the agricultural sector may lead to land and transportation challenges. The researcher is of the opinion that South Africa has challenges in land distribution. Some individuals leave their homes to build shacks everywhere where they can find space without following necessary procedures and some individuals simply cannot afford to pay bonds or rent out houses due to lack of affordability, leading to occupying spaces where they are not allowed to build. One can deduce that this may cause a challenge for women in agriculture as they may not have land to plant vegetable seed.

Participant 9 explains:

"The need for land is needed to expand the business as currently I have a plot at one of the neighbouring primary schools for my vegetables. I am still struggling to get a bigger plot where I will have a larger area for my vegetables."

6.2.3. Competition

Majority of participants indicated that they as entrepreneurs are faced with competition, especially from male counterparts.

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Participants explain:

> *"There are men who stay in a neighbouring community who are in manufacturing. I wanted to learn from this other particular man as I was impressed by his work and wanted to gain more knowledge, but the man refused. (*Participant 1)

> *"It is a competitive profession; each other's competition. It is a male-dominated entrepreneurial sector. Males start ahead of females. As a woman you are faced with other roles that serve as a barrier. Males have an advantage. We don't start at a same level. As a female there are dynamics that put you to a disadvantage. Men don't get pregnant; take care of children and drop them to school; men still continue. Even if you are working for yourself and get to determine the hours, in order to excel in what you do you need to put in a lot of hours." (*Participant 6)

> *"There are male tour guides. Challenges in the male-dominated industry are that men like short cuts for them to wait in queues; it's not an option. They end up bribing people to get the work done fast; for an example, to get permits faster. Men are impatient so they do not want to wait. Men can influence officials for a quick fix. Men don't want to hear stories, procedures and policies. Men, especially African Men, I am not sure about other race group, they like short cuts and bribes; at the end they get fake papers or business permits." (*Participant 7)

> *"There are men in the industry who are in agricultural sectors and are well established. It is a challenge as I do not know how to approach them, especially men in the neighbourhood within agricultural sector. They have gone far with their business. They have land (planting a well-known herb) as well as transport. I always call, and every time he always says he will get back to me and to this day he hasn't." (*Participant 9)

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Black women entrepreneurs further face competition from big companies in the sector.

> *"Big construction companies serve as a challenge as well. You will find most of them owned by other racial groups but using an African name."* (Participant 10)

> *"Other challenges are men who stand on streets, getting customers quickly, especially foreign nationals standing with a door on streets, serves as competition."* (Participant 1)

6.2.4. Insubordination

Participant 11 indicated that Black women entrepreneurs have a challenge of employees not willing to take instructions from them as women, resulting from the fact that Black traditional men will not take instructions from a woman regardless of whether she is the owner of the business or not. This perception results from African male upbringing as they are taught that they are heads of families and shouldn't let woman walk over their head, as a woman needs to be submissive to a man at all times.

Participant 11 explains:

> *"One of the challenges I am facing is insubordination; giving instructions to Black African Males is difficult; they believe that they cannot be instructed by a woman even if you paying them."*

6.2.5. Crime and safety

Participant 7 mentioned other challenges that Black women are faced with are crime, the issue of security and safety.

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"Say I have an issue of security; I need to be wary where I stop for breaks and refreshments, especially if I have women only in the car." (Participant 7)

6.2.6. Perceptions of society

Majority of participants mentioned preconceived, distorted views and questioned abilities as main challenges they face. There are preconceived perceptions about what women can or cannot do, as well the questioned abilities of Black African women in male-dominated sectors. The minute people see them they already have distorted and preconceived ideas of them not being able to do "man's work".

Participant 1:

"Challenges were that of a person calling me, wanting to enquire more about the business and those people didn't want to speak to me as I am a woman, thinking that an owner is a man. When they became forceful I let my husband reason with them and my husband explained nicely to them that the person who can assist you is my wife; she is the one running the operation and more knowledgeable than me. I get remarks and referrals from far and was challenged that I should come and manufacture a door so as to see whether this work was really done by me".

"Male counterparts think that I am just a pretty face; other companies think I am representing another company, that I am just a front, and they think that having a female as the one doing presentations will soften decision makers. There is a perception that you bring a woman to avoid harshness in organisations. I have been told that I am cheeky due to my thick skin and boldness and I manage to ignore it. You are never right in the faces of people, but if a man does the same he is perceived as being firm. I have to work extra hard and prove to others that I am capable, always have to thrive. It would have been easier if I was from a different racial group as there are

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*perceptions of other racial groups being more intelligent. People get surprised that I studied Engineering as a Black African woman." (*Participant 8)

*"It's always challenging for a woman in this male-dominated sector. Men think you are an idiot, because of the mere fact that you are a woman. They start discrediting you before you can actually say anything. It's a technical field; male counterparts think you are not technically inclined; there is a distorted view that you are a woman; what do you know, and ask you even lame, easy and silly questions such as can you climb, can you manage to make measurements because you are a woman. After seeing that you volunteered and are willing to do it, they ask if you can do it or manage to do it. If I was a man it would have be different, and how people perceive you as a woman." (*Participant 12)

"If you are a man, by the mere fact that you walk into the building already there are perceptions; already you have earned respect that you are a man, you are already credited. Versus a woman walking into the building, already men have perceptions looking at you from feminine side, and getting judged because of your gender. Can she do it? Can she take measurements? If it's a man they give him a task right away and say you can start from that side and I will do the other side with no questions asked; whereas with me they won't say start that side, they will say do you know how to do it? For a woman I need to go an extra mile and prove I can do the job as a woman; there is a coloration of cultural aspect and how African guys perceive you." (Participant 12)

Participant 11 explains:

"My family is a very traditional family. I was taught and told that a man is a head of the family; you can't argue or stand to a man. My mom told me that you need to be submissive to a man."

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Participant 5 further explains:

> *"In the beginning, other different ethnic groups will refuse to speak to me when they walk into the building, and say words such as it is not your business; call the owner."*

Participant 4 indicated that sexism is another community challenge in society, which still impacts on women.

Participant 4 shares her experiences:

> *"One thing you grow up hearing: you need to think of kids, getting married and having family. That pressure is always there and that fighting back is a challenge. We live in a community of sexism as liberal as we may appear. Sexism is hidden but it's there and as a woman you get affected by sexism. It is an uncomfortable world for women."*

6.2.6.1. Perceptions of the business

Participant 7 indicated that not getting enough support from the community is a challenge; for an example there are some things Black African people mostly do and would support it and there are other areas that they feel it is a waste of money of and time.

Participant 7 further explains:

> *"Black South African people do not like travelling much either because of affordability, lack of interest or see it as a waste of time and money."*

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6.2.7. Client market

Almost half of participants indicate that the other challenge which Black African women face is retaining clients, the way to survive and ensuring that the business is known and catering for different segmented areas.

> *"Moving into your circle (Niche of business), you need to think of the client market and how you will survive."* (Participant 4)

> *"Black and White have stay home mom; some discontinue practice, leave to take care of children and come back. You can imagine the challenge of coming back - it feels like starting at the beginning, telling clients you are back and sometimes by that time they have established other relationships with other business owners. Some are challenges peculiar to sex as a male or female."* (Participant 6)

Participant 10 further expands on client market challenges:

> *"Challenges in grading of buildings; the lower your grading, the lesser the clients. Strict rules and standards in Building and construction serve as a disadvantage as you end up not having work to do."*

6.2.8. Professional ethics

Business sectors related to the profession may be ethical practices which Black African women may be inclined to, which may be detrimental to the business. For example, some professional ethics do not allow professionals to tout, which may be of a disadvantage to the business as they cannot just advertise or market their business. Necessary precautions need to be followed and adhered to.
Participant 6 explains:

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"Making it big is a bit challenging as I am compelled by professional ethics. I am not allowed to tout. How you build your practice is challenging, so you need to make sure that you are exceptional to the client you representing and leave people talking."

6.2.9. Work life balance

Work life balance is something that most individuals struggle to maintain. Black African women as well may also struggle to maintain and balance their business and social life. It is further demonstrated that finding a routine, which will enable them to be present in all their life activities, can be challenging, while others find balancing easy. It is again dependent on their personality, as well as the support structure they might have.

Participants representative of the sample explain:

"Wives are housewives in a lot of instances; for a man and a woman to be both successful will be hard as if one partner is available the other isn't. It is not possible if you want to have a successful marriage. While for us Black women it is almost impossible to imagine my husband as a house husband, whenever I am available he is home. If I want to go on a holiday, I can only go at a certain date. Even on a holiday, clients call, hours are insane, lack of a better word. I am still trying to get a routine as my children are now going to school. Previously I will get at the office around 9 and 10 am and leave at 9 pm if I manage, 6 pm will be early and leave 3 am if there is something pressing. So I have been negotiating with my husband that I need to try getting in at 5 am so that at 2pm I can pick up the children, but nothing is set." (Participant 6)

"I spend a lot of time with my children, especially my daughter, and do rounds with her as I believe in nurturing and grooming her from a young age. My second born son (about 13 years) is so clued up in doing quality and always questions lazy people sitting around. My eldest son (18) has

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started his own business and the positive impact of nurturing talent and teaching your children ropes in success and independence are fruitful. I don't want to be a mommy who is always absent, and I don't believe in giving my children money as I believe it cannot replace me in their lives. I learned to balance my role as a mom and business woman. Some things can wait or come first but at the end of the day the work will get done. I do homework with my children every day. Before getting into the house I take off the hat of being a business woman and put on a hat of being a mom." (Participant 11)

"I regard myself as not normal. After every coaching session my coach confirms that I am not normal. For me 24 hours is a lot and I hear people saying it's not enough. I don't really like TV. I don't see the point of wasting three hours watching TV. I still find time to address youth at my church in the busy schedule I might have. There is so much to live for, rather than to sit around and not do anything." (Participant 8)

6.2.10. Impact of illnesses in businesses

Participant 7 shared her challenge and biggest loss at the time when Ebola hit the African continent. Even though there were no reported cases in South Africa at that point, tourists were sceptical of visiting any African continent and this led to a Black African entrepreneur in the tourism sector losing out due to cancellation of services.

Participant 7 further explains:

"The outbreak of Ebola had an impact on my business and I had a lot of people planned to go to the Victoria Falls. People were afraid to get Ebola, even people from China. Convincing them otherwise was a bit challenging and I lost out a lot in this outbreak."

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6.2.11. Challenges of being misinformed

Almost half of participants indicated that challenges women may face in male-dominated sectors is that people might take them for granted and direct them on an incorrect path or think that they can take advantage of women. So in this regard being knowledgeable in the sectors will save women entrepreneurs in unnecessary spending and strengthen their interpersonal as well managerial skills in the process.

Participant 1 explains.

> *"Be knowledgeable of what you do, as you will end up buying more products, irrelevant machines and waste money unnecessarily. Even if you have people working for you, you need to be knowledgeable in case those people decide to leave the next day, so as an entrepreneur you need to be clued up in every little detail as you can easily be misled or end up in unnecessary debt leading to close down of the business."*

6.2.12. Challenges of Government regulations and standards

Almost all participants indicated that the standards and regulations set by the Government can be a challenge or obstacles for African female entrepreneurs. The delayed process of issuing business permits, settling of invoices, training needs and financial assistance serve as a hindrance in entrepreneurial ventures. However, it appears that things have changed and Government is implementing more programmes and changing its policies to remedy some obstacles.

Participant 1 explains:

> *"Other organisation informed me that I need to be earning R500 000 then I will qualify for a support scheme; of which I didn't make such money back in 2010. Alternatively, 5 employees were required from different households to start afresh with. I was already operating so starting afresh with new*

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> *people wasn't an option. These two options were not advantageous for me. I did explain that I already have fewer people but that wasn't taken into consideration and from there I didn't go back to enquire for more."*

Almost all participants in the study indicated that they did not see the relevance of seeking government support, especially financial support or start-up capital. This can be a good sign of independence and being able to optimise plans to be able to come with an alternative plan and find other support, as in the business world adaptability and resilience are other factors that are needed to flourish. If these perceptions prevail, entrepreneurs will only consider Government support when they are already in operations getting assistance in an indirect way from the state.

Participant 5 avers:

> *"No government support per se as I didn't need it, but the Government's support I am now receiving is in the form of training as I am able to send staff members on training and courses."*

In addition, delays in the Government process pose a threat to businesses at large. The time taken to do service delivery in training may result in individuals over spending, which can be avoided.

Participant 7 further explains on the challenge:

> *"I had a challenge with Government. I had to pay R10000 for a course that government was supposed to pay for. Government wouldn't have paid that much as they would have received a discounted rate from training providers."*

Participant 6 provides a statement on government challenges:

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> *"In terms of Government support it didn't help me to where I am now but currently my biggest client is the state; nothing besides that. The first three years I didn't get any support."*

Participant 10 mentioned that perceptions on the support scheme and uplift have been planned for and introduced by the Government. However, these implementations may be viewed unfavourably by some Black African women.

Participant 10 expands on the issue further:

> *"Support and schemes are there but why do I have to prove that I am Black and a woman and get certified for it? To me it is just paper; we are not there yet. We would want to be where we are entitled to be, but we are not there yet; it's just paper work."*

Quarter of sample indicated that challenges that Black African women may experience are legislation practices set which may be perceived as obstacles, especially when dealing with employees. Further challenges may be that people may lose interest in the process of registering their businesses and obtaining illegal business permits as the process tends to be slow.

Participant 5 provides a statement on the query:

> *"Another challenge is to abide by the legislation and getting the business licence as it is a hassle to get the licence issued."*

6.3. Mechanisms in support of Black African Women Entrepreneurs

6.3.1. The Government's support

The Government's support in enterprises is giving support in programmes and workshops they attend; and assisting with marketing, advertising, mentorship services,

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as well as the business seminars and workshops held in community halls aiming to reach out to communities. The government has formed collaborations with learning institutions to give entrepreneurial activities. The biggest contribution from government is training offered by accredited agency**.** Furthermore, Government serves as a client to some women entrepreneurs, empowering them to do more and create jobs.

Participant 12 indicated that there are some changes with regard to Government process, especially when it comes to cash flows and payment. Participant 12 further expands on the perceived change in the government:

> *"The Government, however, is changing in the sense that they are introducing 15/ 30 days method of payment, to improve delays. It is a working progress that one can appreciate. I remember back in 2010 I injected and expected R60 000. It took a while for me to get the money."*

6.3.1.1 Marketing support

Participant 1 indicated that the government assists with marketing and advertising of businesses. Participant 1 shares the support she received from the government:

> *"The Government supported with enterprise boards, mainly printing of boards to advertise my business."*

6.3.1.2. Mentor services

Majority of participants indicated that it is important to be knowledgeable, have someone to guide you and enrol for courses to know how to deal with dynamics and challenges, which one can face. Women entrepreneurs are faced with challenges and the fact that chancers will always try their luck. The role of having a mentor is to identify gaps and direct an individual in the right direction. In this regard, Local governments are also playing a significant role as they are able to assist small enterprises with mentor services

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including paying for the services and Black African women recognise the importance of having a mentor or coach

Participant 10 explains:

> *"People will give you funny ideas feeding your head with lots of stories and end up messing with your head if you don't know your story or you don't know what you are doing."*

Participant 1 further explains:

> *"In 2013 Local Government gave me a mentor for two months; the mentor interviewed me and confirmed that I needed a marketing strategy and financial management skills, of which were outstanding aspects I was missing."*

Participant 10 further explains:

> *"My mentors are business women; I call them business mothers; my parents as well, particularly my dad, are also passionate about construction so I am learning from them."*

Participant 12 mentioned that mentorship cannot really guarantee success as they are fixed services and cannot be altered into a dynamic environment of mentorship. With this statement the need to understand the difference between mentorship and coaching is important as they differ with their mandates as well as their time span. Coaching is usually aligned to a business with a shorter lifespan and mentoring is an ongoing process in the sense that the lifespan is prolonged.

Participant 12 explains on the experiences of mentorship vis a vis coaching:

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"Mentors I met are on the go; lifespan is short. I had one from a corporate; they understand corporate values culture and systems. There is a disjuncture between theory and practice. I don't think there is a model mentors can use to breach the gap of practical elements in entrepreneurship from the one I have looked at so far. I don't think we are there yet based on all the models I have looked at. Models are not there yet of saying this is how you would do this in business, this is where you sit, this is what you can do, this is how far you can go. They give you a paper work to complete, and meet to discuss it. Entrepreneurship is on the job training and not theoretical. You cannot teach a person this is how you do it, it is situational."

6.3.1.4. Impact of community halls

Quarter of sample stated that community halls play as a housing platform for the community to gain knowledge from seminars and workshops held, as the community do not have to spend a lot to get to business seminars and workshops, which are often free of charge and from which aspiring entrepreneurs can benefit to further support their business and shed a light to the community at large to become employers. This operation builds on operating under the auspices of bringing the service to the people.

Participant 1 explains:

"Local Government has community initiatives held normally in community halls in partnership with an accredited agency. They advise us on how to source funds, and motivation to start a business. Lessons learned were shared during these meetings such as how other businesses didn't last and the level of competition amongst partners or dynamics of partnership such as no one wanting to do the job or putting in extra effort to ensure the work gets done. This serves as an eye opener for business owners to be aware of dynamics that may occur and what one can do to try avoiding them or minimising them."

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6.3.2. Other support and infrastructure

In this section support which Black African women entrepreneurs benefit from will be reported on.

6.3.2.1. Professional society support

Participant 6 mentioned support for which is often overlooked is the support from a professional society one belongs to. There are times when the business is not generating income, but bills need to be paid and salaries for employees need to be settled. Some professional societies are able to cover for such expenses, as long as a business owner motivates why they need such money.

Participant 6 further elaborates on the matter:

> *"I belong to a professional society as a junior leader of which they assist if I cannot pay bills and other business related expenses. They also assist while I still wait for invoices to be processed and payments from the client. There is an application form I need to fill in should I need assistance in settling finance, a system where you motivate why you cannot pay this month, and list business expenses. It is a Catch 22 type of a thing in the sense that if we carry you, you will need to motivate why you can't pay your fees."*

6.3.2.2. Companionship support

Almost half of participants indicated that companionship support plays a role. Historically, the kind of support and roles husbands play were not acknowledged or visible. Nowadays to have a fulfilling marriage, there needs to be mutual respect and support and meeting each other half way, and not limiting one's roles based on gender. There needs to be mutual understanding and sharing responsibilities in such a manner

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when one partner cannot fulfil them, the other one is willing to cover for those roles. This kind of support is essential in one's career and most importantly in managing a business.

Participant 6 further explains:

> *"At least I am lucky that I have a supportive husband who is willing to support me. Imagine if you didn't have such support. Trial outside town or province, you are away from home for weeks, constantly on the road; for a woman that is a challenge. The kind of a role my husband plays, in other typical African families they will name him or label him as (gullible or accepting) as he spends most of his time with our children. It would be a role that I would play, He drops them at school and picks them up, if I cannot do it."*

Participant 10 further describes further support from her husband, which can be in the form of saving on costs of renting office space:

> '*My husband is the greatest support, especially allowing me to turn his house into an office. I am thinking of converting my garage into an office. It's the life I chose."*

6.3.2.3. Support from children

Almost half of participants believe in grooming their children to take over in the business for the generations to come and possibly help them in business operations and how to advance and grow the business. The process is heightened to another level as Black African women who are in business send their children to entrepreneur courses, especially when the courses are too advanced for them and too technical to understand or simply to help out in the business.

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Participant 1 explains:

> *"I sent my daughter to attend other training scheduled on my behalf, especially when the pace is too fast and more technical jargon is used; thereafter she would come back and explain to me."*

6.3.2.4. Role of auctions

Participant 1 shared her experiences about auctions. Black African women can benefit from auctioned goods, especially when starting and when the capital is low as some goods may be affordable and good for business.

Participant 1 further explains:

> *"Attending auctions to purchase machines helped a lot in my business."*

6.3.3. Revolutionising gender and traditional roles

Majority of participants indicated that they are able to fight for their rights and prove to the society that they can do it, and fight over patriarchy.

Participant 4 avers:

"As an independent person I don't want to walk in the old steps of typical African women, and don't want anyone taking care of me; there are culture and values but I am able to say no to them."

Even though majority of participants indicated that they still have to fulfil their supposed roles as women, traditional roles are optional and don't have an effect on their enterprises as they are able to bypass them and continue to succeed in business. Their personality and interest came in strong in order to address distorted views. They are

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able to turn the preconceived ideas from family and society and are able to turn them into positive outcomes of succeeding in the business world.

Majority of participants indicated that they had adopted the westernised culture function or are raised in a nuclear family led by their own values which are not pre-determined by society. They operate in family values of what will work and will make more sense for them.

Participant 6 explains:

> *"Staying at home and not doing anything is not an option in my family. Community didn't play much of a role to my values; in fact, in my family they live with a motto of this is what we do as a family not what the community subscribes to. Yes, African people always have community revolved around them, for us we are more of a western family, nuclear family, from grandparents. I cannot imagine myself staying at home; it will drive me crazy."*

> *"Patriarchy doesn't really play a role; for an example, you're a woman you have to do this and that; there are no talks of I am not going to have food that is not cooked by you from my husband. We have a mutual understanding with my husband. If he doesn't eat food that the helper has prepared, he can help himself to anything he can find. Most of the time I am home to cook; if I can I will; if I cannot it isn't a big deal. We respect each other, as a husband and wife; we have mutual respect but do not live by roles determined by the society. The way my husband is so considerate and supportive he would also use words such as if "I could get pregnant I would" but reality is Biology doesn't allow him. This is from a westernised culture or family I was raised in. My husband is from a typical traditional culture but when he met me, he adopted and understood my westernised culture. I don't want to say he compromised as it won't be fair to him; he does it so willingly."*

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Majority of participants indicated that changing of roles is taking place in Black African communities; women are becoming breadwinners and as a result the perceptions and expectations of communities are that Black women are moneyed and can take care of all the costs. This challenge may be uncomfortable for Black female entrepreneurs. They are ready and willing to be independent; however, they would want their family and friends to have a sense of responsibility and work hard to get through life. One can deduce that this type of thinking can minimise poverty and struggles in Africa and people will avoid having debts.

Participant 11 iterates:

> *"Family and friends expect me to pay for everything and perceptions of her being loaded with money result in people being demanding and asking for money which may be uncomfortable at times; instead of asking for work they ask for money."*

Participant 2 and 3 explain:

> *"You are expected to work and bring food, those are the expectations".*

Participant 10 further explained:

> *"Expectations of a wife and a mother: most importantly educate and build yourself; information is power."*

6.3.4. The role of education and training in entrepreneurship

This section will report on the impact and role of training and how it affects Black African women entrepreneurs' business management and leadership experience.

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6.3.4.1. Training support

Almost half of participants' state that the Government's role in support of small business, especially in giving non-financial support, is regarded as important as most entrepreneurs benefit from the non-financial aspects to expand on knowledge enrichment and enlargement related to business scope as well as to ensure that the objectives, client and employee relations are maintained.

Participant 12 further explains the type of non-financial support received from the Government:

> *"I received Government support in non-financial and financial aspect. Small business benefits more from non-financial support in terms of training programmes, workshops and free mentorship as they are the strongest pillars."*

Majority of participants indicated that they did not receive training in their actual sectors, but did receive short courses on entrepreneurship and project management. Training on entrepreneurship and how to manage the business serve as a great tool, to continue optimally, to grow, advance and stay current in this turbulent environment.

Participant 7:

> *"I am busy with a course in tourism, and I ensure where there are presentations about business I attend. In the course there is a practical and a portfolio of evidence components that I have to submit as I am still busy with the course."*

> *"I have enrolled for short courses in entrepreneurial activities and performance management through Business school, as well as finance for non-financial managers course as it is important for me to understand a balance sheet and handle the company finances".* (Participant 8)

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Majority of participants indicated that some Black African women learn while on the job, as some explained that entrepreneurship is situational. The other challenge that Black African women face with regard to training is that financial standing serves as an obstacle which later can be turned into a positive outcome.

Participant 12 explains the matter further:

> *"I learned on the go. Things I have learned… Entrepreneurship is a journey; it's not like corporate where they tell you for example this is how we send quotes; this is how we do invoices; this is you on your own; you have to do it by yourself and ensure it is done properly. Learn as you go; it teaches you many skills. One minute you are MD; one minute you are HR and another you are Marketing. No one is there to hold your hand - it is your own journey. You have to learn everything and this is one of the reasons I studied for a post graduate degree in management as it has a bit of everything."*

6.3.4.2. Role of education

Majority of participants indicated that being fully equipped and getting educated enable one to understand the rules and regulations of sectors, as well as some managerial roles. It is important to retain clients but doing so in the right manner as there are consequences. One example of such may be a loss of business permit due to ill formed business practices, and if the issue is not handled in a sensitive manner unable to comprehend learning objectives. Customers talk so the way you treat clients will be spilled to other customers; thus, the importance of handling customers and being knowledgeable is beneficial to any sector of the business.

Participant 7 explains:

> *"Tourists who drink tend to take advantage, especially if you are a woman. This serves as a challenge. The training course I am taking is insightful so I manage to put my foot down as there are laws and rules to abide by, for an*

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example, just because a paying drunk customer needs loud music I need to be able to say no as noise or loud music is not tolerated in resort."

Participant 1 highlighted that there are challenges that were highlighted in terms of the pace and the level the training was given. This challenge was mainly accounted for as this challenge resulted due to the level of training or lack of education she has.

Participant 1:

"Challenges are that I didn't receive formal training in wood manufacturing. But I did receive training in business and access to credit from the accredited agency which supported with training in business management. The other challenge is that I didn't really understand some of the training components as the pace was too fast and the jargon used was a challenge. Tests as well were challenging due to the level of education I have reached. Other attendees put pressure on me as some members were educated with degrees and were using big English words of which I can't really understand. I did understand written communication but responding was a bit of a challenge."

Almost half of the participants who were privileged and managed to go far with their studies turned this into a positive aspect and used their educational background efficiently in the business.

Participant 5:

"I was exposed to entrepreneurship courses from an educational background as I was in the commerce stream. Before starting with business I had a background in the entrepreneurship stream. I then attended some courses at business schools. I am still taking some courses in entrepreneurship which I believe is beneficial to my business.

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Among the sample, almost half of participant's state that in certain sectors, particularly construction, having a relevant education to support the sector requires education while others feel that no education is required. Some participants see the importance of having a proper education; some see it as the need to have practical knowledge in the sector "by doing" in order to prosper.

> *"I don't have any educational challenges. You can be in construction with or without matric. It is all about fundamentals of business and expertise. Nowadays everyone wants to be in business and become an entrepreneur. People come out of jail today and want to venture into business tomorrow; construction does not really need formal qualification."* (Participant 10)

> *"The other thing is that everyone thinks it is easy to be in construction. You get people without experience who venture into this business, but the challenges of the quality and shabby end product results from people with no qualifications or experience."* (Participant 11)

6.4. The Impact of African Culture on Business

Majority of participants indicated that although African culture in terms of traditional roles, family and community expectations are there and acknowledged by African women, they do not pose a challenge in their business. However, African culture in terms of Ubuntu has positive outcomes in business as Black African women entrepreneurs are able to transfer and use Ubuntu in their daily lives, especially in business operations.

6.4.1. The impact of Ubuntu in business

Participant 11 indicated another challenge in the African culture of being taught to be submissive, especially to male counterparts. This may be a good characteristic to be used, especially at home, to avoid conflict and maintain peace; however, in the business world it might not be a good characteristic as one needs to be assertive and firm enough, especially when conveying instructions and wanting to get the work done.

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Participant 11 explains:

> *"I was taught and told that a man is a head of the family; you can't argue or stand to a man. My mom told me that you need to be submissive to a man. I was seen as a stubborn person, not following rules as I questioned some aspects, which didn't make sense to me. For an example, when I was getting married I was told that I can't go outside (Culture) and I was told I am cheeky and will not get anywhere. My stubborn streak really helped a lot, especially going into this business."*

Participants further expanded on the role of Ubuntu in business in the sense that as a Black African individual it is always important to not forget about one's roots and where you come from, acknowledging that you might need a person next to you in future whether directly or indirectly.

Participant 8 explains:

> *"I have seen Black African entrepreneurs losing it, losing respect for people, screaming at people and telling them that I am the boss, since there is money rolling in. I have learned that the minute you lose respect for others as a Black African you lose it all. The minute you lose respect for people, you will remain with a company of people working there for money and not be really there. As a Black African entrepreneur you need to find ways to respect others regardless of the level of business you are in; find ways to empower them as well. I have seen proper male-owned business doing the right thing and treating people with respect, doing proper remuneration and compensation, and that is what I want for my business as well."*

Participant 10 explains:

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"As an African female, respect and values are important to you; don't forget who you are, and where you are going - it isn't a "mini skirt world". Don't treat people badly as they are the ones supporting you; know who you are. These values have an impact, and words of encouragement from the community such as 'we are so proud of you; we saw what you did and it is remarkable,' get me going and they are able to support you and the business."

Participant 11 avers:

"Ubuntu had an impact on entrepreneurial activities and to me as an entrepreneur. Ubuntu as one of the ingredients and recipes contributed a lot to the business and I managed to be in the business until to this point. I see the next person as an image of God and same as me. I am obedient, respectful and I manage to be assertive and expect you to do the job. It is all about balancing between the two. Be humble, have respect. If you respect others, especially employees, the output will be great and you will succeed."

Participant 12 further explains on the concept of Ubuntu:

"My parents are very traditional, but I am westernised and modern. There are things that I do for an example, I love mini-skirts and my mom doesn't approve or allow that, but when I am home I need to abide by that culture; but when I am away I am independent and myself. I am very protective of my mom's feelings as I am sensitive to her feelings, approval and disapproval; it is again respect I have. I would practically do whatever my mom would approve of, especially if I am at home - that sense of respect and sense of discipline, you know... Respect and self-discipline had an impact on me as an entrepreneur. The level of engagement with older people I have I respect for and will call them "Ntate" (Sir or Mr, father), when addressing a senior male I am working with and convey instructions politely

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and with respect. It is a symbol of respect. *Respect elements such as the love, the care, the support, assisting other people (made an example of jumping to the researcher's invitation instead of saying I have other important things or I could have been doing something with the time I am sitting with you), so that sense of a helping hand and support is in me. The sense of giving back, uplifting, and with respect, coming out on top as it something you carry for the rest of your life."*

Participant 7 highlighted that supposedly roles of women may contribute meaningfully to the business. Women entrepreneurs may use traditional roles to bring warmth, caring and easiness when it comes to business as clients and customers will be rest assured and feel content to do business with them.

Participant 7 further explains:

"Motherly role and tender care from a woman works as an advantage. People feel safe having a female driver women drive safely and are responsible on the road. My clients sleep during the road trip. As a human I also take into cognisance that I have people in the car. I also have stickers in the vehicle of speed limit, as I am always careful".

6.4.2. The impact of westernised culture

All the participants stated that the westernised culture can alleviate and minimise patriarchy amongst Black African entrepreneurs. The way individuals are raised and their goals are not impacted by traditional roles.

Participant 8 avers:

"*My family doesn't subscribe to traditional values. There is no pressure; women are not expected to be stay at home moms."*

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Quarter of participants highlighted religious beliefs which incorporate or take into account the more modern ways and help them through life.

Participant 6 explains:

> *"The church we attend has an impact; fathers are encouraged to be part of their children's lives, and the primary foundation is the family. It's not about the woman to do this and that - it is about mutual respect and love."*

Participant 10 further explains on church activities and being actively involved. Black African women entrepreneurs also contribute to the modern ways of doing things by giving back and being part of church activities, which will groom young woman in the society and may be able to change their thinking.

Participant 10 explains:

> *"I empower youth at church on Saturdays; others are accountants and diplomats. It is also my passion. I don't want to wait to be a billionaire before starting to give back."*

6.5. Level of Motivation and Confidence

In this section, motives and drive to go into business will be reported on. All participants stated that starting a business in male-dominated sectors as a woman needs more effort than one would normally put in any business. There are certain traits, competencies and a personality which one needs to have in order to flourish in the business. Some Black African women use their upbringing, emotional and spiritual support to enter into the markets. Networking, as well as building knowledge, is also seen as an important factor to venture into a business. Women in general can take into account the level of advice of which Black African women provided in this study. Words of encouragement and guidance could be utilised by aspiring Black female entrepreneurs and present the audience with the idea of the possible obstacles faced by Black women entrepreneurs

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and aspects to be aware of when entering into male-dominated sectors. Below are testimonials from the Black African women sample of the research at hand.

6.5.1. The impact of unemployment in South Africa

Participants 10 indicated that she preferred becoming an employer and creating jobs for others instead of job hunting, considering unemployment rates are so high in South Africa. Some individuals can turn this challenge to a motivation

Participant 10 explains:

> *"Staying close to a year without work or pay and I said to myself do I want to be an employee or employer? Then the business idea came in."*

6.5.2 Community uplift

Almost half of participants indicated that their giving and selflessness aspect of their personality is beneficial to their ventures.

Participant 9 further explains:

> *"We started with women's league, had complaints with abuse and violence and ended up finding sick people in the community. There are no people taking care of sick people and more children are abused and end up living on streets. I then looked for a place to plant vegetables to support the community."*

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6.5.3. Innovation

Participant 1 encourages innovation as follows:

> *"As a woman you shouldn't do what most women do. Find some innovation and distinctive feature to leave people surprised. If you do something different you stand out, and you gain a lot of knowledge in innovation, so one shouldn't do anything that is common or popular."*

Participants 2 and 3 encourage women to go for opportunities and not to be choosy as most African women are choosy and always want to be successful quicker without putting much effort.

Participant 2 and 3 said:

> *"Black African women shouldn't be choosy; they should be independent and be their own persons and not let anything stand in their way. 'Women must stand up.'"*

6.5.4. Risk taking

Participant 4 encourages Black African women to not allow any obstacles in their way. She further encourages aspiring entrepreneurs to not view the sectors as being popular and feel threatened by the level of competition; rather encourage them to be risk takers.

Participant 4 further said:

> *"'Go for it!' It doesn't matter where you are, where you are going. There will be the one person wanting to call you baby… What I am trying to say is that regardless of what you are doing, there will always be one person who puts you at your lower level where you are. Don't let people put you down and keep you in a dark place. Happiness, freedom, choice, principle, are things*

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that one needs to have to succeed in this journey definitely. Black African women should have this motto in mind 'I do not have to be fighting with other people. There is enough stage for all us. Don't put yourself behind thinking there is competition.'"

6.5.5. Determination and steadfast

The power of the mind has influence in everything one does, accompanied by how people were raised and the importance of having a support structure.

Participant 6 further explains:

"I will first find out and get an understanding or background of how Black African women were raised or taught a role as a woman. I will start changing the mind-set, give out advice, and start sharing the challenges that one would typically face should they decide to take this route of male-dominated entrepreneurial sectors. For an example, if you are going to have kids and have a husband with no child rearing you are going to face challenges, but if you get someone who will support and assist, that challenge you will overcome. Yes, the support you might have plays a role but determination is the biggest factor. You must be determined and be somewhere, and want something."

6.5.6. Positive attitude

Participant 7 further encourages a positive mind-set:

"Go in the sector with a positive mind-set and keep in mind that everything has challenges."

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All participants indicated that Black African women need to have self-belief, drive, passion, and avoid procrastination and delays. Self-reliance is an important factor and the ability to have plans to combat some of the challenges.

Participant 8 explains:

> *"There are a lot of challenges. If you do not have self-belief, it is easy to give up. I always questioned the period when I started registration of my company from 2012 and had excuses of having a child. I was unable to take risks with the first child, thinking what if there is no income and the child is still young? Then the second child was born so I had to really move as I was going to stall forever. There will be a lot of closed doors, and if you really put your mind to it you can do it. People I worked with promised me heaven and earth, and come delivering on those, people were nowhere to be found. You need to have passion and drive, give it your all. You will eventually see the breakthrough. If you don't have that self-belief you will end up giving up. If you rely on people you will be disappointed, especially if you do not have drive."*

Participant 8 gives guidance with regard to perceptions of marriage in African culture:

> *"Marriage is not an achievement; it is a decoration on the way. In the society most women dream of getting married."*

Participant 8 raises an awareness as follows:

> *"Have faith, be patient, as you will face challenges of funding, transport, to name a few. Don't get into business because of money. See where you can also make a difference in the community and where you can give back."*

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6.5.7. Taking initiative

Participant 10 further elaborates on the challenges of assets and start-up capital, which one might face. One needs to be reasonably well-established in the business before obtaining support from lending support schemes or lending institutions:

> *"Never wait for someone to open a door for you, go forward; don't let your financial standing put you back or disadvantage you; always know where you are going. Waiting for certain lending institutions to give you money can be discouraging which wouldn't happen at times; don't let it put you at a disadvantage. Don't say I am waiting for someone to help me with funding. Build a brand out for yourself and people will invest in your brand."*

Participant 12 advises on traits and characteristics needed to succeed in the business environment as a Black African entrepreneur:

> *"It is not easy, but having said that, it is something that is do-able and achievable; it takes commitment, passion, hard work, wanting to learn, and getting out of your comfort zone. Wanting to learn about the industry that is so complex which we are in; giving from an individual perspective in order for you to live and last in generations to come to reap from the joy of giving. It's a process of which you need to work hard, earn your trust when dealing with men because already you are discredited as a woman. You always need to prove a point, that you can do better, better than a man. You need to have motivation to do something. In order to achieve and succeed in all aspects it's passion that will take you to another level. It's not like you wake up and "Walla". I have been in the business for 7 years and everyday it's a new challenge as you learn something new every day, and learning something new is always a privilege and that sense of pride and accomplishment develops."*

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Participant 12 explains further on her journey from which aspiring entrepreneurs can learn:

> *"Business is a journey; it's a learning curve. If you want to be successful and want to succeed and be the best, you need to give it your all, putting twice the effort than that of the corporate person who is employed in the office would. Entrepreneurship is a journey in the sense that you get to the office at 8 and don't end at 4pm; you even continue from where you left off at home and after hours. If you want to be better and good at it, put in an effort, you need to make yourself stand out. One thing if a person talks about you and your business and how impactful it is, and they are inspired it is a great feeling. If you want people to be inspired there needs to be impact and for you to get to that, you need to work hard, have education, read, read, read and read! Knowledge is power."*

Findings of the study can be summarised in the following model figure 5.1 viability of entrepreneurship compiled by the researcher. The model illustrates that in order for entrepreneurship to be sustainable and flourish, Black African entrepreneurs need to take into cognisance the challenges, and mechanisms to overcome them wearing a cap of Ubuntu. Furthermore, the model illustrates that personality and entrepreneurial motives serve as stepping stone as well as foundations to the entrepreneurship satisfaction and successes.

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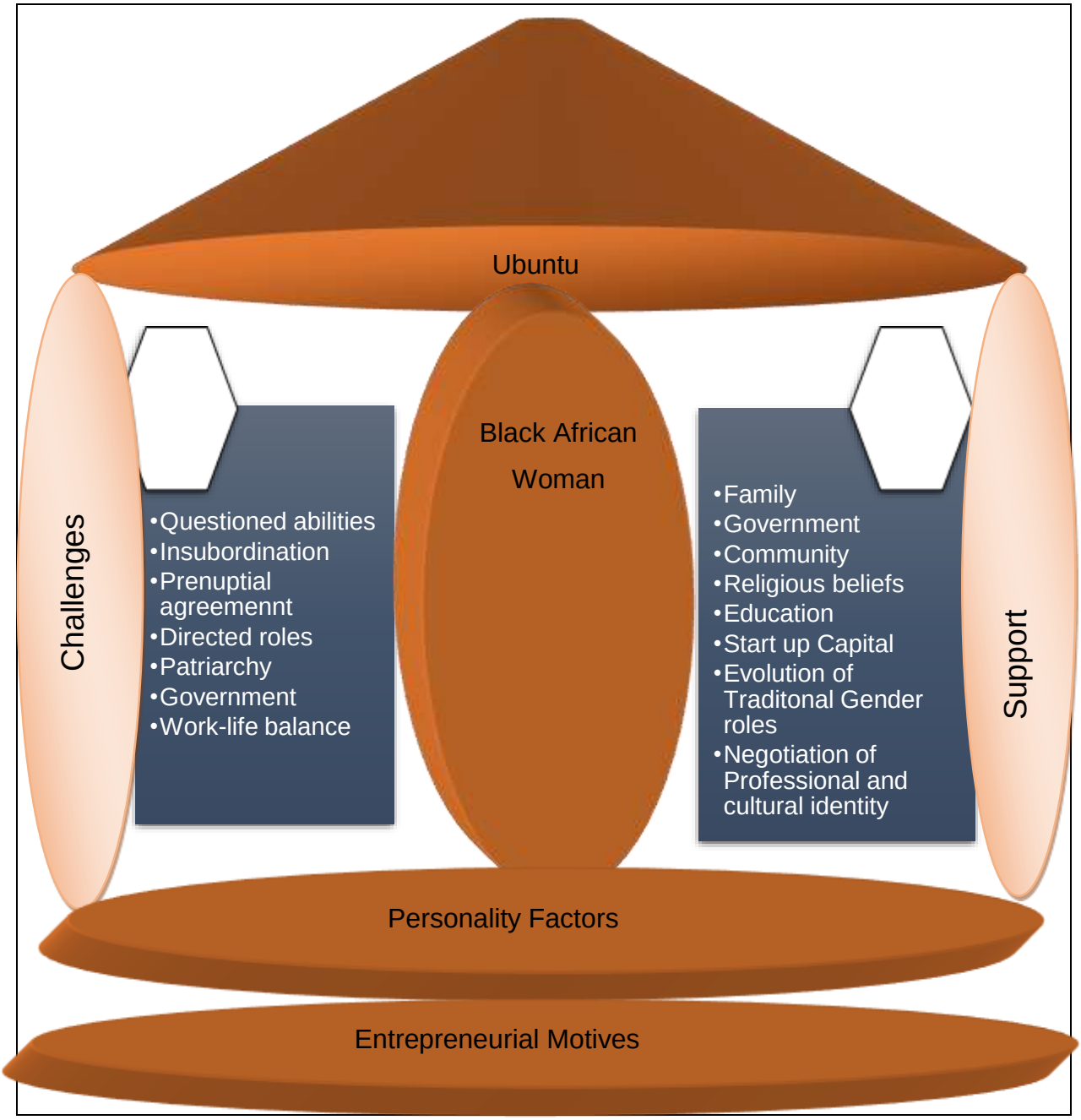
Figure 6.1. Viability of Entrepreneurship Model



$$(EM + PF + S + U - C) \rightarrow \quad Satisfaction + Entrepreneurial\ Success$$

EM=Entrepreneurial Motives PF=Personality factors S=Support U=Ubuntu

C= Challenges Own compilation

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6.6. Conclusion

This chapter discussed and painted a story of Black African women entrepreneurs in male-dominated sectors, from the journey itself to where they are today. It is apparent that Black African women are still experiencing challenges, especially when venturing in these sectors. Main challenges were from the preconceived or distorted view of whether they can do the job. Although patriarchy is still prevalent, Black African women are able to fight back and persevere, governed by drive and motivation on what they do. Black African communities still hold perceptions and expectations from both male and female counterparts. However, most South Africans are living modern lives and revolutionising of roles is taking place.

There is a role, which the Government plays in support of Black African women entrepreneurs. However, there is some dissatisfaction in the process. These women entrepreneurs are continually growing and building their brands and are becoming more knowledgeable.

The concept of Ubuntu, and how Black African women are able to use this to their advantage to grow and advance in the business, as well as in life in general, is prevalent. What is noted is the passion, optimism and self confidence in Black African women entrepreneurs in their sectors sense of fulfilment, self-accomplishment and that they are determined to succeed in male-dominated sectors despite all odds.

In the following chapter the main findings will be discussed and compared to existing literature.

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CHAPTER 7

CHALLENGES OF BLACK AFRICAN WOMEN ENTREPRENEURS

7.1. Introduction

In this chapter discussions will be based on the research questions and main findings which were discussed in Chapter 5 and 6, and will be compared with the existing literature. During the interview it was confirmed that there are still preconceived ideas, distorted views and expectations from the community but African women entrepreneurs are able to bypass them by negotiating their cultural and career identities. Other results which were found were the exact role of government in Black African women entrepreneurs; the impact of Ubuntu on enterprises as African culture on; perceptions on education and mentorship, as well as motivation to embark on a journey on male-dominated entrepreneurial sectors.

7.2. Discussion of Challenges Experienced by Black African Women Entrepreneurs in Male-Dominated Environments

Based on the findings there are still challenges that women entrepreneurs face from the community, male counterparts, government, the level of competition, crime, issue of security and safety, men taking advantage as they are women and questioned abilities. The other challenges that they faced, especially when starting to operate, are finance and how to source finances; Government regulations and standards; and delayed processes from the Government. There are challenges of which literature is supporting communicating, challenges of land, marketing, patriarchy and place of training material.

7.2.1. Lack of capital

One of the challenges which were highlighted was of finance, according to Naidoo and Hilton (2006). Amongst other barriers, women in entrepreneurship in South Africa struggle to source funding and capital even though more women than men have a clean

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credit record. Sourcing finance as a start-up capital is one of the challenges for African women entrepreneurs. However, the population, who formed part of the study, were able to source their own capital, either by using packages from work, selling of vehicles and houses or sacrificing on some items such as being able to cut down on some aspects to start their own businesses.

It is argued that women who lack enough collaterals, are not familiar with bank and lending institution terminology due to lack of financial management skills and are therefore hesitant to approach them (Maas & Herrington, 2006; Madzivhandila & Dlamini, 2015). Furthermore, most women are listed in credit bureaux and are unable to manage their finances. Black African women in male-dominated entrepreneurial sectors currently are able to save and see the importance of understanding accounting principles as they continuously take short courses on entrepreneurship, project management and management with elements of financial aspect to it.

Black African women entrepreneurs also experienced some challenges in education prior to the business journey in the current study. Educational challenges were in the form of affordability and the standard of schooling from previously disadvantaged backgrounds. There is no supporting documented research of the impact of standard of education on Black women entrepreneurs in the South African context, as well as ways of sourcing finance to support their education. On the other hand, McClelland et al. (2005) identified potential pull in the market, who are seeking job opportunities that can expose one to the entrepreneurial opportunities and one seeking education or knowledge in entrepreneurship to succeed in the world of the business. The current literature on challenges of women in entrepreneurship specifically on educational challenges were lack of further education and investing in gaining more knowledge in enterprises (SEDA, 2010; Madzivhandila & Dlamini, 2015).

7.2.2. Educational challenges

Most entrepreneurs are reluctant to further their education, gain more knowledge and enrol for courses to equip themselves as emphasis is on making more money out of

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business (Maas & Herrington, 2006). Some entrepreneurs in local communities do not take a little time to find out about their competitors and this is a detrimental and negative attitude an entrepreneur could have (SEDA, 2010; Madzivhandila & Dlamini, 2015). Black Women entrepreneurs who formed part of the study negate these findings as they see the importance of enrolling for short courses and attending business seminars held in community halls or presented by accredited agencies. They are able to assess the environment of the level of competition they are up against and always want to learn from their biggest competitors (men in industry).

The pace of the training courses and modules was highlighted as a challenge for a few Black Africa women. This was the case because of lack of education of individuals have to date. A few women who manage to enrol for training find it a bit challenging due to language problems in the sense that English as a medium language is used. Most women find it difficult to express themselves in English, especially if English is not their native language (Maas & Herrington, 2006; Madzivhandila & Dlamini, 2015). Maas and Herrington (2006) on the other hand, recommend that training providers design programmes that can be fully utilised by women in all levels of education to accommodate everyone wanting to further their knowledge in business.

Perception of mentorship and coaching is that some Black African women are desperately in need of these, while on the other hand they have perceptions of the lifespan of mentorship services. However, the challenge is that mentorship and coaching are seen as models not being effective enough and cannot be applied to entrepreneurship as entrepreneurship is situational. There is no support of existing publication of effectiveness and evaluation of mentorship and coaching services for women entrepreneurs; there are, however, publications on encouragement and advice of utilising mentor services. Women in small business are keen to use sources of training and business advice and act upon these, placing a higher value on advice use of mentors and resources available than men (Barrett, 1995)

Another challenge in focus of mentorship is that well-established business refuse or are not willing to share best practices or teach Black African women ropes of

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entrepreneurship, especially in male-dominated entrepreneurial sectors in the current study. There is alignment in this case, as people in South Africa simply do not want to mentor or share skills, knowledge and expertise with others. This is amongst the largest inhibiting factor the country is faced with (Herrington et al., 2010).

7.2.3. Landlessness

In the current study Black African women entrepreneurs have challenges of land especially the ones in agricultural sectors. Literature review from 1998-2008 was conducted with focus on resources in sub Saharan and South Asia parts (Quisumbing & Pandolfelli, 2009). One of the factor that was discovered as a challenge to women farmers was access to land. Women farmers have challenges to access to land, natural resources such as water and soil.

7.2.4. Government standard and regulations

Government has a role in support of Black African women in empowerment schemes and others. However, there are some challenges that women entrepreneurs are facing such as cash flow problems and time taken to issue business permits, as well as political factors.

In the current study, cash flow problems experienced by Black African women are that it takes longer for Government to settle payments, which might inconvenience the business in being unable to pay bills and salaries on time. The current literature highlights challenges which Government has in respect of cash flow, as well as the tender advertisement not reaching the four corners of the country (Maas & Herrington, 2006). Delayed payments to contractors could lead to women-owned ventures or entrepreneurs in general being sceptical of servicing the public sectors (Maas & Herrington). Lack of access to tender information, as it appears that only a small niche or specific group of people get tender information.

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Another challenge, which Black African women entrepreneurs are currently facing, is of strict standards on grading of sectors, as well as time spent to issue business permits. The current literature is based on the time taken to gain business permits. The time taken for government tools and the evaluations therein still serve as a challenge (Maas & Herrington, 2006). This lack of evaluation serves as one of the reasons why business permits take longer to be issued.

Black African women entrepreneurs in the current study view the current legislation as an obstacle, especially when it comes to managing staff and insubordination. Strict measures of employment legislation of hiring and firing measures pose a threat to entrepreneurial activities. As a result, aspiring and existing entrepreneurs will not want to grow their businesses as high to avoid such law suits and fines from the Department of Labour (Herrington et al., 2010).

7.2.5. Community of property challenges

Women entrepreneurs are still facing challenges of community of property or prenuptial agreement in the sense that before they can get any support from the Government, authorisation or approval from the husband is needed. The current legislature on community of property is that women are having difficulties accessing credit or capital, especially if they are married in community of property and recommendations are that credit bureaux should separate the credit process into three categories, namely personal, business and contractual causes (Naidoo & Hilton, 2006).

7.2.6. Crime

In the current study Black African women highlighted the impact of crime on one's businesses. Crime rates in South Africa are high; not a single day passes without reports of crime. According Bardasi (2008) both men and women-owned businesses in South Africa are affected by crime and corruption. Women live in harsh environments full of corruption and fraud so most women are reluctant to invest in business to avoid being victims of crime in South Africa (Maas & Herrington, 2006).

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7.2.7. The level of competition

In the current study, Black African women are faced with challenges from women and men counterparts: big companies in the same sector and people not willing to be in partnership for various reasons, as well as competition from foreign nationals. The Act regulating small, medium and micro companies, the Competition Act No 89 of 1998, aims to protect business in dominance and unfair competition from large organisations (Chiloane-Tsoka, 2012). In this regard, Black African women entrepreneurs can benefit from this act and ensure that their rights are not being violated by other perceived large organisations not conducting business in good faith as some participants in this current study highlighted competition as a challenge. Cipro, as a member of the DTI group, is a company intellectual property commission supporting and backing companies in registration of their company, protection of intellectual property, trademarks, designs, patents and copyright (Botha, 2006). This initiative can support Black women entrepreneurs in transition into entrepreneurship, ensuring that their products and services are protected.

7.3. Discussions on the impact of African Culture on Businesses

Culture is what governs people on how to behave and it is an important element to have in the business. African culture in the current study in the form of Ubuntu came in as a motivating aspect and good ingredient for success in Black African women-owned businesses. The majority of Black African women emphasised the importance of showing respect, offering a helping hand, giving back to the community, showing humility, not taking others for granted, seeing other people as an image of God, exercising discipline, being sensitive to parents' approval and disapproval and making a difference - all of which are the elements or pillars defining the concept of Ubuntu. Black African women in this study are able to transfer African values to the success of the business. Black African women entrepreneurs in the current study believe in community uplift by helping the sick, being part of church activities to advise youth and seeing the importance of helping anyone who is in need. African culture is highly driven by the term Ubuntu. Ubuntu is a "multidimensional concept which represents the core

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values of African ontologies: respect for any human being, for human dignity and for human life; collective sharedness, obedience, humility, solidarity, caring, hospitality, interdependence and communalism" (Kwamwangamalu, 1999; Nussbaum, 2003). In short, despite the cultural diversity, fundamental kinship refers to customs, value systems, beliefs, socio-political institutions and practices of various societies, which mostly have an impact on African community's behaviour (Kwamwangamalu, 1999). The paradigm shift of how an organisation does business is changing. This is because Ubuntu is incorporated in transformation and leadership styles. Leadership is changing from dictatorship to relatedness, mutual respect and a positive working relationship (Kwamwangamalu, 1999). Organisations and businesses are now giving back to the community in the form of corporate social responsibility (Nussbaum, 2003), in the form of volunteering, sharing best practices, country uplift and outreach programmes.

In contrast, Ubuntu is not really practised as much in urban areas as in rural areas because of the westernised culture which is adopted by Black Africans. In the African Culture it is believed that you can have it all, the money, businesses and power, but if you do not have Ubuntu you basically have nothing; hence, the slogan "I am because you are, you are because I am" (Kwamwangamalu, 1999). Furthermore, there is a discrepancy of the impact of Ubuntu in businesses. High concern is that more entrepreneurs, including Black women, do not take into account traditional customs and Ubuntu when going into business (SEDA, 2010).

Cultural values and identity can be closely aligned with Black female entrepreneurs in discovering who they are as Black African women, striking and negotiating dual roles of maintaining their masculine roles as entrepreneurs and feminine roles of being mothers and wives.

7.4. Discussion on Challenges of Family and Community on Businesses

There are still expectations from the community which range from preconceived thinking that woman can or cannot fulfil what a man can. However, Black African women are able to turn these challenges into positive phenomena in their business. The role of

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African women in this current study is to be a wife, mother, household manager and one who fulfils “makoti duties” (supposedly African wife’s duties). Patriarchy is still prevalent and the society in which Black African communities live is far from being over. Based on the current study, patriarchy roles only impact the private life and in business. Patriarchy conceptualises stereotypes, male history or guilty silence on how society treats and perceives women (McClelland et al., 2005).

Society at large has a major effect on patriarchy and poses pressure on the woman’s supposed roles (Dagut, 2000; Haddad, 2006). These pressures could be detrimental or advantageous to women’s functioning in the sense that women who are at the receiving end of remarks, are exposed to gender stereotypes (Dagut, 2000; McClelland et al., 2005).

In this current study, the majority of Black African women suffer from challenges from the community at large of whether can they actually do the job. They think that they are just a front suffering from challenges of insubordination as they work with men and these men still believe that they cannot be told by a woman what to do or accept instructions from a woman. Women in male-dominated sectors are already discredited the minute they walk into a building, as people think that they will only bring in a feminine side into the business. Some of their clients and customers did not want to work with them at first and preferred to talk to a man instead of a woman as there are beliefs in society that a woman cannot do a man’s work.

This disbelief leads to questioning capabilities and abilities of women entrepreneurs in these sectors and some doubt that they manufacture or understand technical aspects in the sector. Based on the current study, women are determined-driven and motivated to do more and have confidence in their capabilities. They are, however, forced to work hard or put too much effort in some instances, as they need to prove to the community that they can do the job.

The researcher is of the opinion that the rising number of independent, fearless and powerful Black African women entrepreneurs in masculine environments work hard to

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redress the past and current stereotypes, resulting in motivation for more women to venture in such businesses.

Part of the challenges of family and community is the issue of Black tax where family or extended family expect Black African women to pay for all family expenses or help out in the family. This may be voluntary or involuntary. Although there is no existing literature or publications on what is referred to as Black tax, the challenge is there and as an African person it might be something that one expects to get, especially when starting to work or owning a business. Further challenges are that most Black South African families will not necessarily ask for work from you, especially if you own a business, but would simply ask for money. The researcher is of the opinion that this mentality amongst Black African society is one, which enhances poverty and struggles in families compared to other racial groups.

The other challenge is directed roles, which were discovered in this current study amongst Black African women entrepreneurs. As a Black African child you are encouraged to study for a formal degree of which you will know that you will be taken care of. It is believed that once you have 8-5 work you are okay quitting or leaving a definite job, which is questionable as entrepreneurship is seen as a risky behaviour.

Traditional roles, culture and expectations from family and community are still there and acknowledged by Black African women entrepreneurs; however, there are some changes or evolutions taking place in order to systematically function and progress in this society. Revolutionizing of traditional roles, fighting back of patriarchy and western culture are the three pillars, which Black African women in the current study utilise to bypass expectations and expectations, traditional roles and challenges they face in the sector. One can deduce that this fighting back constitutes solutions and mechanisms to combat or count against challenges of Black African women making an entry into a masculine environment.

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7.5. Negotiation of Cultural and Professional Identities

In the current study, Black African women recognise and respect their culture and heritage, while at the same time are able to follow their paths, and venture into business regardless of the challenges they face. The biggest challenge they face when venturing into male- dominated entrepreneurial environments is the constant need to prove to male counterparts and society in general that they also can do it. Black African women entrepreneurs show the right attitude, continuously upskill or enrol for courses, offer a helping hand, understand the importance that as an African person respect and authentic leadership are important, arising from the concept of Ubuntu.

The support they got from home, which could either be from parents, partners or children, being in the form of emotional or financial support, was sufficient and contributed to where they are currently. The most important aspect is their personality, dominance and developing a thick skin to brush off and continue, despite the challenges that they face. Black African women nowadays do not subscribe to what the community or society expect from them, but are highly dependent on what they as individuals want. The common theme which was highlighted is that they believe in innovation in the sense that they searched for gaps in the industry where they wanted to venture in and didn't want to continue adding number on common industries or industries of which most women would venture in. They understand the importance of standing out when they do something out of the ordinary.

Another way of getting past challenges of prejudices and feminism, is that in the current study the solution is to appoint a top management of young men from different races, to whom the entrepreneurs will relay instructions. The management team reporting to them will then relay those instructions to the workers, especially traditional men workers, who still believe that they cannot be told what to do by women or listen to them.

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7.5.1. Revolutionising of traditional roles

Traditionally, in the African culture, a man was regarded as the head of the household, breadwinner, a risk taker, provider and someone with drive and with good business and technical skills in the sense that they are able to think with their hands (Essed, 2004; Forson, 2013). According to Kiggundu (2002), there are specific core competencies that could lead to entrepreneurial successes. Furthermore, it is recommended that competencies of an entrepreneur encompass attitudes, values, knowledge, personality factors, beliefs, skills, abilities, wisdom and expertise. Competencies related to the success factors are technical, managerial, social and political skills, human relations, business acumen, innovation, planning, organising, staffing, directing, coordinating, reporting, budgeting (Kiggundu, 2002; Agholor et al., 2015). In this current study Black African women entrepreneurs are able to fulfil these roles and do much more of the male counterparts. Black African women are able to bring food to their homes; some indicated that is part of the expectations from family. More and more women are beginning to break the historical challenges and pass the obstacle to reach their millennium development goals set by the United Nations Development Fund (Organisation for economic cooperation and development-OECD) (Malan, 2014).

Black African women entrepreneurs are able to pursue studies such as engineering, tourism, management and leadership, and put in twice the effort as they can to show the society that they are capable of taking measurements, do quality control, be more assertive and yet deal with difficult clients. This independence and the ability to fight for their rights were first witnessed when women embarked on several marches and movements, including, amongst others, the 1956 women's march to the Union Buildings, whereby women signed petitions for their rights (Hassim, 2006). From then onwards women managed to start their own clubs and burial societies and applied for jobs to gain independence (Hassim, 2006). Furthermore, this independence led to women wanting to gain access to resources and trying to fight patriarchy (Hassim, 2006).

The fact that they are able to say no and question some aspects, especially when dealing with men, shows a great change as historically most Black African children,

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especially girl children, are taught to be more submissive; that the man is head of the family and that they shouldn't question any man's motive or behaviour in any way. Although these traits are prevalent or are more accepted in private and marriage life, in order to excel and have an impact on other people, there need to be some elements of tough mindedness, a stubborn streak, adaptability, ability to handle emotions and becoming firm in order for work to get done.

Black African women entrepreneurs in the current study believe in thinking outside the box, being more creative, knowledgeable about any aspect of the business, embarking on continuous learning and having a good business acumen of which these traits were prevalent in what was previously referred to as masculine environments and traits of which only men had. There is a discrepancy in the current literature, as well as the current study. The major reason of venturing into feminine industry is the negative perception that is instilled in them at an early age, as well as lack of motivation to take on the new innovative roles (Mead & Liedholm, 1998; Dagut, 2002).

In the current study from what Black African women entrepreneurs operate in, men are also giving them support and a helping hand of cooking, at funerals and weddings, as in the African culture traditionally women needed to fulfil these roles. Men, especially husbands of some of Black African women entrepreneurs, are able to support them in the sense that Black African men have child rearing principles, are involved in their children's lives, are able to drop children at school and pick them up. Historically, these were roles that only Black African women were supposed to do. Black African men able to take on and fulfil what were roles of women were only prevalent in some cultures. The current literature iterates that women are faced with challenge and pressure of maintaining the "Perfect family". Black women, particularly, are faced with being wife material (Makoti duties), womanhood and embedded in African culture in the sense that women need to fulfil certain duties to keep the family close full with love and warmth (Forson, 2013).

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7.5.2. Westernised culture

Although there are pros and cons of living a modern way, especially in the African culture, it was discovered in the current study that it is beneficial or advantageous to Black African women. In the African culture it is always said that one gets taught values of culture and how it is wrong or not accepted to not function in cultural values or norms. Having said that, Black Women entrepreneurs in the current study acknowledge that culture and some traditional roles one is supposed to do are optional as their modern way of living enables them to negotiate and find a routine with their husbands and family to work around what is acceptable to them. The mutual respect and understanding they have with their husbands is so profound that they believe in order for a marriage to work, elements such as love, common understanding and respect are great pillars to have. The approach of moving from traditions and culture to more westernised acculturations is influenced by colonialism, with a bit of content of European culture, as culture evolves (Arowolo, 2010). With Africans subjugated by Europeans, western civilization has outgrown African traditions. Africa adopted new ways of behaving and needed a sense of dominance and fulfilment. Africans began to become independent, developed their skills and new ways of doing things (Arowolo, 2010).

Black African women entrepreneurs in the current study operate in a nuclear family and what works for them as a family, not living their lives according to pre-determined roles from the community.

Christian beliefs in the African culture are important aspects and are used to find solutions to problems and that once you have God on your side there is nothing that you cannot achieve. Black African women entrepreneurs in the current study believe they have support from church activities they are involved contributing to their modern lives. Some churches are instilling or conducting church operations in a modern way. Today's modern church encourages husbands to be involved in their children's lives.

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Wee and Brooks (2010) suggest that an individual or an aspiring entrepreneur needs to have a proper individual branding strategy to market self as well as to be able to maintain the relationships and relevant networks accordingly. In order for an individual to know how to sustain or capitalise on a branding strategy, he or she needs to have skills and the capacity to understand network codes, such as when to start building professional relationships, when to seek advice and collaborate and how to maintain public relations and succeed in capitalising on building necessary forums for the success of the business (Redien-Collot, 2009). It is recommended that social capital is the main determinant of a successful business (Redien-Collot, 2009).

There is a saying in South African Black culture, is that you need to study to a certain level and work to support the family. Should one decide to go further with studies one needs to pay for such expense. These talks do not always apply to every culture but it is in any African culture that this is the highest level you can go, especially if parents are still paying.

7.6. Examining the Existing Support and Infrastructure to support African Women Entrepreneurs

In this section discussions will be in the form of existing support Black women entrepreneurs in the study benefited from compared with existing literature.

7.6.1. Government support

The majority of Black African women entrepreneurs in the current study received or are still receiving support from government in the form of marketing support, mentorship services or the Government as client. On the other hand, there are challenges with regard to Government's support. It appears that the sample of the study only received support from the Government when already operational. Can it be because people are not aware of the start-up support from the Government or the Government support process is delayed, only reaching people already in businesses?

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7.6.1.1. Marketing support

Marketing support in the business is a crucial element and enterprises, especially small medium enterprises, tend to leave this behind and focus on quality mainly. In the current study, Black African women entrepreneurs see the importance of incorporating marketing elements from advertising and making the community aware of what they do. Some Black African women received support from Government in printing of business boards for advertising. The current literature suggests entrepreneurial curricula to reach objectives of audience understanding the fundamentals of running a venture such as strategic planning, resource configuration and marketing, as part of the activities, as these elements serve as a critical point. (Pretorius et al., 2005).

In order to advance and fully grasp the fundamentals and principles of entrepreneurship, there should be mentor ad coaching services, which one goes through. Some Black African women entrepreneurs in the study identified the importance of having mentors, as some described having mentors as having advantages of identifying gaps of which one would need to develop in. The government offered this service to some women entrepreneurs. The current literature is also in support of mentorship. Factors that make it possible or encourage an individual to venture or start up a business are family members, mentors, customers and potential business partners (Botha, 2006; McClelland et al., 2005). Government and mentors or change agents need to form a partnership whereby Government's role is to assist with financing and mentors and change agents implement programmes (SEDA, 2010).

7.6.1.2. Training

Government supports Black women entrepreneurs in giving access to training, and holding business seminars in community halls. One can say that this contributes to bringing the services to people, as community halls are convenient for small or medium sized business which are operated from rural and urban townships. In the current study, Black African women perceive training and continually enrolling for courses as beneficial in the sense that they remain current and are able to compete, give and sell products

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and liaise with each stakeholder according to their needs, based on the level of training and education they received. The current literature has a discrepancy in the sense that training of women entrepreneurs serves as a barrier as most women entrepreneurs do not have access to training providers (Madzivhandila & Dlamini, 2015). The Women's Charter (1994) states that all women shall have access to jobs and skills training provided by the state or private sectors. On the other hand, government support, in terms of training, are initiatives by SEDA, called *Ngezandla zethu*, meaning with our hands. This is an empowerment and training programme in Tshwane (Pretoria) aimed at assisting small enterprises and individuals with training and management skills. Sound education and training experience are some determinants of success in enterprises (SEDA, 2010).

7.6.1.3. State as a customer

In the current study Black African women entrepreneurs benefit from Government in the sense that the state is their biggest clients. More research is needed in terms of Government acting as clients for businesses, as well as pros and cons to it. In the current study, women did not receive support from the Government when they first started with their operations and only received support when already in business.

7.6.1.4. Financial support

There was no mention of support of start-up capital. This demonstrates that Government needs to improve in this manner and give support to Black African women from the start. There are some start-up capital schemes from the government; however, it appears as if the implementation and process behind them is not effective and takes time to gain momentum. The government needs to improve in this regard. Schemes, such as the following, are available, especially for individuals who believe in innovation and would like to venture in sectors, which will directly contribute to the economy of the country:

The IDC is the national development finance institution set up to promote and enhance economic growth, which plays a huge role in petro chemical, manufacturing, textiles,

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agriculture, mining and telecommunications (IDC, n.d). Black African women entrepreneurs can benefit from this support as sectors in which IDC focus on are still dominated by male counterparts.

7.6.1.5. Network custodian

SAWEN further acts as a custodian for women to network locally, nationally and internationally, serving as a voice of women entrepreneurs (Botha, 2006). The extent to which this service is fully utilised nationwide raises uncertainties as to how much impact the network has on women entrepreneurs. Expanding more on the impact is that women entrepreneurs in rural areas are not fully exposed to the market in the same way as women entrepreneurs in urban areas, leading to Government and non-government organisations utilising same entrepreneurs repeatedly (Chiloane-Tsoka, 2012).

7.7. Other Support Structures

7.7.1. Networking skills

Black African women entrepreneurs in this study perceive having networking skills and social support as an important element to the success of their businesses. Some Black African women are able to identify business mothers who will guide them in the process. According to Botha (2006), women who enter the entrepreneurial sector have fewer financial assets, lack management experience and network or social channels. The current literature of women not being able to identify and maintain social networks has discrepancies with the current study. In the current study, Black African women are able to utilise the services presented at their neighbourhood, engage in professional societies and embark on support groups to share knowledge about seminars and information about business and sharing of best practices. Some Black African women, especially in the tourism sector, have gained proxies and formed alliances with tourist attraction to make presentations, educating the public about the sector and in the process get to meet with people whom they can learn from and socialise with.

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7.7.2. Family support

Family support is crucial and which Black female entrepreneurs can benefit from. Fieldien and Davidson (2005) assert that women experience stress when venturing into businesses as they have challenges in balancing work life balances. Husband's support to their wives may not always be sufficient as when most of women own business their male husbands are working full time and cannot support with the household or other responsibilities (Fieldien & Davidson, 2005). One can deduce that women having a house husband or not working full time may come in handy and be able to assist women in their businesses. In the current study, the majority of women received, and are still receiving, support from family. This can be from husbands, parents and children. The support structure from family is there. Having family support and being able to vent and/or express their challenges with other people, knowing that they have people whom they can rely on, whether it is of child rearing support, financial support or emotional support, and children being part of the business, plays a crucial part. However, there is a small percentage of Black African women not receiving support from their families, especially in the kind of choices they have opt, as their choices in careers are seen as something that is not real; of which one wouldn't grow, gain or know for definite that they will be taken care of for years to come.

Overall, Black African women entrepreneurs are able to balance their entrepreneurial and private lives with the support they get from their husbands. Receiving necessary help, support from family can contribute to work life balance. The role their husbands play in their lives in the sense that they are able to assist and be part of children's lives when they cannot, makes a huge difference. Some Black African women appreciate support from husbands of turning their houses into offices.

7.7.3. Professional society support

In the current study, some Black African women are part of the professional societies and committees, which they are able to gain support from in terms of paying of bills, salaries and other business-related expenses if they cannot. There is, however, no

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existing research or publications on the role of professional affiliations on female entrepreneurs. The current literature is on the awareness and advice on forming a professional network in order for an individual to know how to sustain or capitalise in a branding strategy and be able to start building professional relationships, for the success of the business (Redien-Collot, 2009).

7.7.4. Start-up capital

Financial support is an important element and necessity in the business. Black African women in the current study are able to source their own funding and use their own finances to grow and support the business. They are able to search for supporting financial schemes. Some used their severance packages from work, others had support from parents in terms of helping them with finances. Some Black African women entrepreneurs are able to make sacrifices when financing their business in the sense that they are able to forego or sell their valuable belongings and cut down on personal budget. This discovery is partially in agreement with the current literature in the sense that when women leave the corporate environment they are in more debt and the severance package covers their debts (Maas & Herrington, 2006). Only a few women are able to use their retirement or provident fund to start a business (Maas & Herrington, 2006). Furthermore, most women are listed in credit bureaux and are unable to manage their finances (Madzivhandila & Dlamini, 2015).

7.8. Discussion on the Level of Motivation and Confidence

The motivation and level of confidence of woman entrepreneurs is high in the current study. As part of the study field a researcher and author is in, is that she is exposed to behaviour observation in the sense that she is taught to observe behaviours in verbal and non-verbal cues. In this instance, the tone and emphasis of expression during an interview were observed. One could hear the change of tone throughout the session, the passion, determination and drive. The other behaviour observed was the fact that during the interview there were some participants who received calls and the level of respect and engagement with other people were observed.

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7.8.1. Level of motivation

In the current study, Black African woman entrepreneurs are motivated to be in male-dominated sectors in the sense that they are willing to learn, always enrolling for courses and seeking information. Despite the challenges of a prejudiced and sexist society, they are able to grow from distorted and traditional expectations posed at them, and will not let these factors interfere or pose any challenge to their current operations. Literature suggests that aspiring entrepreneurs are pulled into the market as they are power hungry, they prefer independence, they have a need for achievement, innovation, ambition, embark on new challenges and wish to gain social standing and recognition (Botha, 2006; McClelland et al., 2005).

Black African women entrepreneurs are able to turn uncomfortable challenges that may be thrown at them into favourable outcomes. Black African women entrepreneurs in this study believe in innovation in the sense that one need not embark on what the majority is doing but finding a distinctive services or products, which will make them stand out and leave people talking. They acknowledged there are some obstacles along the way and disappointments; however, they have developed resilience and self-reliance and independence to count against those challenges.

In the current study, some Black African women ventured into business to make quick money and have a way to survive, but resignations from work with some were coupled with dissatisfaction. Literature suggests that start-up triggers are often pushed by factors such as the need for survival, lay off, divorce, death in the family, desire to build an empire and generation of wealth (Botha, 2006; McClelland et al., 2005).

Women start their own business with an attitude of making a difference, that is, more client based, and ethical in operation and making a social contribution with the mentality of giving back to the community (Botha 2006). Women in small business are keen to use sources of training and business advice and act upon it, placing a higher value on advice use of mentors and resources available than men (Barret, 1995). In the current study, Black African women entrepreneurs ventured into business for making a

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difference, operating in an ethical manner, giving a lending hand and uplift, as well as formalising standards and procedures.

In the current study, Black African women entrepreneurs serve as role models for aspiring entrepreneurs wanting to embark on male-dominated entrepreneurial sectors in the sense that some of them are involved in church activities in which they give guidance to youth on entrepreneurship and they are willing to mentor others. Most importantly, they encourage innovation, passion, determination and steadfast, developing a thick skin, assertiveness, self-belief, sense of accomplishment, being goal driven, risk taking, time management, a positive mind-set, continuous learning, self-branding, hard work and commitment. These traits were only directed to males previously, of which now there is a significant change of roles, traits, characteristics and capabilities to do the job. Essed (1994) indicated the importance of established enterprises owned by women to serve as role models for the aspiring women entrepreneurs and to positively change the behaviour and attitudes of those who are involved, including the society at large. Black African women entrepreneurs in the current study experience cold shoulders, competition and well established entrepreneurs not willing to share best practices, so they turning this challenge as they are willing to offer advice and give back to the community.

7.8.2. Level of confidence

The majority of Black African women entrepreneurs in the current study have at least a postgraduate qualification, with at least almost every participant having a post matric qualification. This is one of the factors which enable them to be knowledgeable of everything they face and confident enough to use their capabilities and acquired skills coupled with their personality. Women who embark in what was previously referred to as a masculine environment are able to take risks, are perceived as brave, have high levels of confidence and have good communication skills and high levels of education (post matric) (Madzivhandila & Dlamini, 2015).

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7.9. Conclusion

Based on the findings of the current study, Black African women entrepreneurs have strong motives to embark on male-dominated entrepreneurial sectors. They are slowly entering the sectors and are able to fight patriarchy, source support, continuously upskill and use Ubuntu, as well westernised culture, to benefit the business. One can deduce that the study provided a meaningful contribution to the academic, government policies and strategies, aspiring as well as existing entrepreneurs. The main findings and discussions were based on research questions and objectives of the study.

The following chapter will be focused on the overall conclusion and limitations of the study, as well as recommendations for future research.

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CHAPTER 8:

CONCLUSION AND RECOMMENDATION

8.1. Introduction

This chapter will focus on future recommendations and summary of the purpose and objectives of the study.

8.2. Contributions of the research

The existing research has been mainly on women entrepreneurs in what has been referred to as feminine industries, women in general in a single sector of for example construction, and other ethnic group women entrepreneurs, as well as foreign nationals, in male- dominated entrepreneurial sectors. This study aimed at looking at South African Black women in male-dominated entrepreneurial sectors. The study served its purpose and met the objectives by exploring challenges, which women entrepreneurs face, the support they have in contribution to the success of the business, the impact of African culture in business, the challenges and expectations of family and community and how it impacts on their daily business. Archiving was also utilised in the sense that Government websites and documents were reviewed to support the objective role of Government on black African women enterprises.

The study served as an exploratory study as it serves as foundation for further research and the mere fact that it has not been explored in the South African context.

This study will make a meaningful contribution to policy makers within the public sector to devise their plans and strategies on gender equality, effectiveness and evaluations of processes, including but not limited to, financial support from the beginning of business operations, mentorship and coaching services. There should be a broadened scope, especially to support Black African women with knowledge they might need, training facilities, pace and level of facilitating training. There should be an increase of business seminars and workshops held at community halls, as this tactic plays a crucial role, and

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government, private organisations, entrepreneurial networks and NGOs should capitalise more on enhancing financial and non-financial support programmes, especially for small medium enterprises, as well as marketing strategies to assist small medium enterprises with advertising.

This study serves as a catalyst and legacy research for aspiring Black African women entrepreneurs in what channels they need to follow to succeed, as well as obstacles or challenges they might face in their journey and how to combat or minimise them.

Families and communities as a whole can also learn from the research findings and the literature to look at how their perceptions and roles impact Black African women entrepreneurs either as a success or inhibitor to lives and professional roles of Black African women.

8.3. Recommendations

The following are recommendations made for further research:

- An exploration study of reasons why men are not in feminine industries, such as day care centres, boutiques, cosmetic and hairdressing;

- Explore why foreign nationals' Black women dominate women in South Africa in terms of representation in masculine environments;

- More research needs to be conducted in South Africa, of why Black women in other ethnic groups cannot stand up to men and question their authority, while others women can. Factors such as environment, level of independence, educational background, thick skin and boldness should be taken into account;

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- More research, especially in the South African context, needs to be explored as to perceptions of husbands towards their wives when embarking into entrepreneurial sectors; furthermore, how they feel about taking on a role as house husbands or ideally taking a role that a typical African woman would occupy;

- More research needs to be conducted on the impact of crime and corruption in women- owned businesses compared to male-owned business: whether it is the same or varies and basically whether women-owned businesses are more prone to crime and corruption in the South African context than men; and

- More research is recommended in exploring the level of success between single and married women - whether marital status has an impact on success of women entrepreneurs;

This chapter discussed contributions that the study aimed to achieve and limitations of the research study, as well as recommendations for future research.

8.4. Conclusion

This paper aimed at exploring a topic on Black African women in South African male-dominated entrepreneurial environments, as well as how culture and traditions impact on their entry into such fields. The mechanisms and support for women empowerment were emphasised. The proposed methodology that was followed is explained in greater detail as the study utilised the qualitative approach. The need for the research was motivated for, as currently in the country the study has not been explored in Black African women in various male-dominated entrepreneurial environments.

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The study of which was supported by the majority of participants is that Black African women entrepreneurs are experiencing high levels of competitions, distorted views of what their capabilities are and people always wanting to take advantage. The majority of Black African women receive their support from their families. This could be emotional, spiritual, and financial support. The support from the government was received when they were already in business. Traditional roles given to specific individuals based on gender are still prevalent in African culture. On the other hand, their modern way of living enables them not to be compelled to accept those roles.
The most important element, which the majority of Black African women entrepreneurs alluded to, was the concept of Ubuntu and its impact on how they are able to utilise and transfer this concept into their business.

In the last chapter, the researcher discusses personal reflection on the journey to the completion of the study.

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CHAPTER 9:

REFLECTIONS ON JOURNEY OF THE RESEARCH PROJECT

9.1. Introduction

In this chapter the researcher reflects on challenges and difficulties that the researcher faced before, during and after data collection. The challenges and highlights enabled a researcher to perfect on skills of adaptability, resilience, emotional intelligence, as well as people skills, time management and creativity, just to name a few.

9.2. Before Commencement of the Study

The researcher has always been interested in diversity approaches. So when the researcher was busy with my M com 1 in 2015 choosing supervisors for research purposes was required. The researcher consulted with few supervisors so as to gain the understanding of their passion and to check whether one had an interest in diversity or related topics. The researcher then sat with current supervisor, Dr Carrim, with whom they explored topics, and both agreed on focusing mainly on Black African women in a masculine environment. During the first milestone of the proposal, the researcher constructed a topic *Away with pots, cosmetics and glasses - Black African women in South African male-dominated entrepreneurial environments*, and then the topic was modified slightly to *Black African women in South African male-dominated entrepreneurial environments.*

As the researcher is a Black African woman, this had an impact in the study in the sense that she can understand some African languages as a Setswana speaking person. The researcher was raised in a small town called Rustenburg in the North West. Later then moved to Gauteng Province where she became exposed to different languages and this transitioning helped in understanding other African languages, even though the researcher is not fluent in others. I was raised by a single mother who is now late. She

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really contributed to the person I am today, by teaching me to respect other people and being obedient with manners. The support she gave me is emotional, financial and her being there for me really played a crucial role in my life. These characteristics contribute to the concept of Ubuntu, as it is a term which is highly appreciated in the African culture. Being a Christian and believing in God had a huge impact on my life as well, as I believe in holding on to God no matter how difficult or how hard the obstacles and challenges I might face. In the study surprisingly, Black African women entrepreneurs shared similar principles as myself, as well as similar cultural and spiritual beliefs.

I was raised in a more westernised way; however, I had African customs and norms at the back of my mind. I was encouraged to study further and worked hard to where I am today. I initially had an interest in entrepreneurial activities as when I was in primary school. I sold drinking yoghurt and sweets. However, academics took over until to this date. Doing research in entrepreneurship shed light, not to the audiences, but to myself to what challenges one might face in this turbulent environment, as well as ways to combat these challenges.

Before the commencement of the study to the end, I was objective at all times and tried not to let bias affect the study. The aim of aligning the study was based on the objectives and research questions, which were proposed.

During the research proposal and project, there was not enough literature I could really use more specifically to support the study. As most of the literature and research were done internationally with a Eurocentric approach, which would not have added much of value to the South African context with its diversity of culture or being Afrocentric. Scepticism was at some point experienced, doubt and almost feeling sorry for myself, as it was difficult and challenging to get data in the beginning. The reasons for this are that there are not so many Black African women entrepreneurs in what was previously referred to as a masculine environment, and the few that are there are difficult to find or locate.

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9.3. Reflection on Data Collection

Data was collected 3 months after defending the proposal, as it was difficult to secure interviews with participants. Initially participants I had were not responsive after numerous follow ups. The entrepreneurial network I initially relied on, knowing that I was going to get contacts from to contact participants, was not reliable and instead excuses were made. However, this was a blessing in disguise in the sense that I was able to revise my plan and instead of feeling sorry for myself I prayed and toughened up bit to ensure that I was not easily ruffled.

A pilot study was conducted. I initially did not want to do a pilot study as I was struggling with getting participants. However, the pilot study contributed as I was able to test the resources if they were working, how to build rapport and interacting well with other people. The questionnaire was not modified on the schedule as every situation was different. I had to adapt to each situation; for an example, if translation was needed I had to translate. I initially read the questions to participants in English then explained and paraphrased them into Setswana, with a bit of Isizulu. Most of the participants, if not all, understood Setswana, irrespective of which ethnic group they are. Translations were not done much as most of them understood English and held at least a post matric qualification. Even though they understood English and the jargon used in the questionnaire, some preferred to respond in their native language as they wanted to express themselves in greater depth. The pilot study enabled me to be familiar with the questionnaire.

Difficulty was experienced with getting participants to agree to interview sessions due to their busy schedules. Frustrations even built up when participants cancelled a day before, hours before or even minutes before – maybe at that point I would be 5 metres from the venue. This really had a negative impact as I am working full time, and there are procedures to be followed to leave early, etc., taking also into account costs of travelling. This challenge enabled me to juggle my time and responsibilities and had to work overtime to try to cover the time I had lost. The other challenge was that we agreed on estimated time and when I got to the destination there was no one there, since the

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time was not exact. I also learned to confirm a day before, hours before or sometimes minutes before the appointment and agreeing on the specific time. The other instances were that participants would ask me if there were payments involved. Even though the informed consent stipulated that it was for academic purposes and voluntary, and explaining that there was no money involved, some refused to meet with me and started coming up with excuses.

It was difficult for other participants to meet with me but ended up rescheduling, for which I was grateful for.

Interviews were scheduled at places convenient for participants. Some interviews were conducted at the participants' homes or places of work, and others preferred to meet in public places such as coffee shops. Some of the interviews were conducted at participants' kids' schools as the available time they had was on a Saturday while they had to take their children for sports. During the difficulties of getting participants, I once drove around to see if I could spot enterprises owned by Black African women and luckily I managed to get two of which it was such a great accomplishment. Some of the participants were happy that I met with them face to face, as they said they preferred meeting people rather than researchers sending questionnaires for them to complete.

Despite the challenges, I enjoyed the data collection phase. I got a chance to gain experience to probe, set a scene and make the participant feel at ease, as I now able to transfer what I have learned to my work.

9.4. Reflections During Analysis Stage

Transcribing was not that challenging as I have done it before but it was my first time doing it for more than 10 participants. What helped the most was transcribing shortly after an interview as I also had time in between to get more participants; it was not really a challenge to transcribe as I had time to do it. Coding on the other hand was a challenge, even though I did not use Atlas.ti to analyse, I did watch videos of Atlas.ti in which they explained concepts such as quotation and codes. The Atlas.ti was a bit

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difficult to understand and the cost of getting software was a challenge. I initially downloaded a demo of which when I was playing around and I started to analyse that even though Atlas.ti enables a researcher to make a quick analysis it does not differ much from the manually done analysis. Coding and generating themes took time, of which in some instances I had to recode. The supervisor also assisted with guidelines of coding and generating themes, which made it easy and clearer.

I sat most of my weekends and every chance I had, to analyse. In some instances, I also sacrificed sleep, home cooked meals, some of family time, attending weddings or even parties, to ensure that I was on top of my game.

Some of themes, which emerged, made it easy to get related articles, but for some I had to use publications, websites in the form of archival method.

9.5. In Closing

The research journey I took was a great experience, coupled with feelings of disappointment, sadness, anger and happiness. If I could do it all over again I would. So much of growth and learning took place, with enhanced emotional intelligence. I thank God, my Ancestors, my family, partner and my supervisor. Most importantly, I thank participants of this study for their humility, sense of giving back and jumping to my invitations. I also thank participants who refused or did not reschedule the interview, as without them I would not have been able to gain and learn so much, and I would not have met current amazing participants who made a meaningful contribution to the study, as I believe I have built networks and built professional relationship with participants and other organisations.

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APPENDICES

APPENDIX A: PROPOSED DATA COLLECTION QUESTIONNAIRE

Interview Procedure

Introductions to serve as breaking the ice as a tactic were utilised in warm noise free environment to put the participant at ease;
The researcher explained the purpose of the study and encouraged the participants to raise any uncertainties;
The researcher informed and asked the participants that the session would be recorded;
The researcher emphasised confidentiality;
Participants were informed that notes will be made openly;
The researcher avoided being prescriptive, rather discussions and interactive sessions were encouraged, giving participants a platform to express themselves. Examples were used especially where the candidates were not sure of questions, Probing was utilised during the interview to gain clearer understanding.

Biographical questionnaire

1. Tell me a brief about yourself, where you come from and background.

Instructions: Please indicate your response to the following questions by circling the appropriate number.

1	What is your age?	
	< 21 years	1
	21 – 29 Years	2
	30 – 39 years	3
	40 – 49 years	4

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	50 – 59 years	5
	60 + years	6

2	What is your husband's age?	
	< 21 years	1
	21 – 29 Years	2
	30 – 39 years	3
	40 – 49 years	4
	50 – 59 years	5
	60 + years	6

3	What is your marital status?	
	Single	1
	Married	2
	Divorced	3

4	What is your highest qualification?	
	Grade 12	1

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	Diploma	2
	Degree	3
	Post graduate qualification	4
	Other	5

5	How much entrepreneurial experience do you have?	
	< 1 years	1
	1 -5 Years	2
	6 – 10 years	3
	11 – 14 years	4
	15 + years	5

6	How long have you been working in this particular venture?	
	< 1 years	1
	1 -5 Years	2
	6 – 10 years	3
	11 – 14 years	4

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	15 + years	5

7	What work does your husband do?	
	Entrepreneur on his own	1
	Entrepreneur in your venture	2
	Other Please specify	3

8	What is your ethnicity?	
	IsiZulu	1
	IsiXhosa	2
	SePedi	3
	Setswana	4
	Sesotho	5
	IsiNdebele	6
	Tshivenda	7
	SiSwati	8
	XiTsonga	9

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9	Do you intend to leave the entrepreneurial venture in the next year?	
	Yes	1
	No	2

Possible questions

1. Tell me about your journey into this entrepreneurial venture.
2. Who were your main supporters in this venture (parents, community, family, government)?
3. What challenges did you encounter in your venture (financial, government support, family support, etc.)?
4. Did you experience any educational challenges?
5. To what extent did you receive an entrepreneurial education and/or training?
6. Did you have any mentor/coach who guided you to this point in your career?
7. What challenges are you currently facing in your current role (males in industry, training, etc.)?
8. Do you believe any of these challenges relate to your cultural values of being an African female?
9. To what extent did your family and community subscribe to African values? Did this impact on who you have become as an entrepreneur?
10. What are the expectations of African females in your community and family?
11. Did the African culture impact on who you have become and your entrepreneurial venture?
12. What advice would you give other aspiring African entrepreneurs wanting to embark on a journey in a male-dominated environment?
13. Anything else you want to add regarding challenges relating to your career?

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APPENDIX B: INFORMED CONSENT

UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

Faculty of Economic and Management sciences

Department of Human Resource Management

Informed consent for participation in an academic research study

TITLE OF THE STUDY

Black African women in South African male-dominated entrepreneurial environments

Research conducted by:
Ms, CD, Diale, 15324461
Cell: 0793886183

Dear Respondent

You are invited to participate in an academic research study conducted by Carol Dineo Diale, a Masters student from the Department (Human Resource Management) at the University of Pretoria.

The purpose of the study is to:

- Explore African women's challenges and in male-dominated entrepreneurial environments in South Africa.
- Examine the existing support and infrastructure to support African women entrepreneurs
- Identify the effect of traditional role in Entrepreneurship

Please note the following:

- The use of In-depth interviews will be utilised to collect data

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- The answers you give will be treated as strictly confidential. You cannot be identified in person based on the answers you give.
- Your participation in the study is voluntary, with no payment.
- Your participation in this study is very important to us. You may, however, choose not to participate and you may also stop participating at any time without any negative consequences.
- This should not take more than 60 minutes of your time. The results of the study will be used for academic purposes only and may be published in an academic journal. We will provide you with a summary of our findings on request.
- Sessions will be recorded with your consent

Please contact my supervisor, Dr N Carrim, nasima.carrim@up.ac.za if you have any questions or comments regarding the study.

Please sign the form to indicate that:

- You have read and understand the information provided above.
- You give your consent to participate in the study on a voluntary basis.

_____ __

Respondent's signature **Date**

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