

## **WOMEN AS ENTREPRENEURS WITH SMALL CAPITAL**

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### **ABSTRACT**

*Seeing the reality of the many successful women and the running of their businesses, shows that nothing is impossible to be a successful woman entrepreneur. Creativity to develop the business is also a concern of woman entrepreneur with small capital. This is important because so many women entrepreneurs of small capital are emerging. Only with creative work the business can be successful. In addition to creativity, managing finance cannot be separated from every type of business. Not a few women entrepreneurs small capital who cannot continue its business due to how to manage the wrong money. The result from this research are woman entrepreneur of small capital started business with aim to increase income, their passion, and their business is supported by husband, they want to expand their business in the future. But not all women who run their business have done the financial recording that is crucial for developing their business.*

**Keywords:** women, women entrepreneur, small capital

### **INTRODUCTION**

In the economics, the existence of women can not be ruled out. They have contributed a lot with the minimal capital they have. The spirit in managing the existing income for small and medium enterprises gets a good response from the national market.

Small businesses with little capital, in addition to being able to generate extra income for them, also become a separate market on a national scale. The targets of these women are the lifestyle market. Because this segment is in great demand by women in developing countries. For example fashion, women's accessories from hair to foot are provided by them. Although it is possible to them to try another challenge which are temporal like parcels or catering. There are several reasons why they are interested in doing this business. First, they have their own personal income without having to work at the office that takes up a lot of time. And leave the family as well. Second, for network expansion so they have multiple channels from different fields. Third, as a social status. By having their own income, they hope to get acceptance from some circles. Fourthly, they do this because they are motivated by the success of their parents. So that by following the trail of parents, easy access will be obtained, as well as to get an injection of funds.

But in addition to providing small capital for business, there are also women who desperately undergo business with very limited capital. This is usually driven by economic and living costs. It is rife among students.

They are not ashamed to provide students, from toiletries, snacks, accessories to typing services of campus tasks.

Creativity in looking for business opportunities among IRTs or students should continue to be processed. Not only that, with good service will arise either continuous relationship or commonly called networking. The purpose of this paper is to find out how businesspeople in women run their business with little capital and how they manage their finances.

The role of women in the economy of the country cannot be underestimated. They run a lot of effort to help the family economy or run their business just to channel their talent. The type of business that is generally run fashion (clothes, accessories) bags and shoes, catering, and others. The desire to be independent especially in the matter of having their own source of income independent of job vacancy offered by the company. And now there are many women entrepreneurs who open their own business. Indeed there are following the career of parents who background as a businessman and get a capital injection. But not a few also dare to run a small business with just a mediocre capital because o

f economic factors, education and so forth. Some women open a small capital business from home only. Usually housewives who want to be able to increase income for the family. But many are still single and even students can have an effort to pay for their own tuition ([www.betabicara.com](http://www.betabicara.com)).

Creativity to develop the business is also a concern of women entrepreneurs with small capital. This is important because so many women entrepreneurs of small capital are emerging. Only with creative work the undertakings can flourish. In addition to creativity, regulating finance is inseparable from every type of business. Not a few women entrepreneurs small capital who cannot continue its business due to how to manage the wrong money. The objectives of this study are to know how an entrepreneur with small capital runs the business and how the business woman as the entrepreneur manages her financial.

#### **LITERATURE REVIEW**

The growth of the number of women who became business owners in a few years are increased. According to Vice Dean of Resources and Finance Faculty of Economics and Business of Telkom University, Lia Yuldinawati, entrepreneurs also have to get attention from several agencies, both private and government. "All agencies should give rewards and capital assistance for female entrepreneurs," Lia said, Women have an important role to play in the economic progress of a country.

Based on a recent study conducted by the Asia Foundation, shows that about 23 % are women entrepreneurs. The amount, growing 8 % annually. In Indonesia alone, the number of female entrepreneurs is mostly in the micro and small scale. Data from the Ministry of Cooperatives and SMEs in 2015 was recorded, from about 52 million perpetrators of SMEs that exist throughout Indonesia, as many as 60 % of businesses run by women. This women's SMEs, she said that most survive from the crisis of Monetary, economic, food, and energy that hit the world and Indonesia 10 years ago. Thus, much support should be given to women to become entrepreneurs. Looking at the enormous number of women entrepreneurs, Lia said that it is expected that the number will continue to increase. In order, women entrepreneurs can play a significant role in economic development in Indonesia there should be a strategic program to increase the number and quality of entrepreneurs in Indonesia. The strategic programs to support the increase in the number and quality of Indonesian entrepreneurs are capital assistance and training for entrepreneurs (<http://www.republika.co.id>)

Examples of women business types with small capital, shown in the picture ;



<https://www.google.co.id/search?biw=1024&bih=494&tbm=isch>



<http://www.sihanoukville-cambodia.com/Images/2016c/resto-indonesian-restaurant2.JPG>

### **Tips for Successful Women For Small Capital Entrepreneurs**

Seeing the reality of the many successful women and running the business, shows that nothing is impossible to be a successful entrepreneurial lady. Some tips that can be followed successful business ways for women entrepreneurs small capital from scratch:

#### **Socializing Through the Media**

Women entrepreneurs of small capital can run independent businesses by choosing to use social media. Sebaiknya concentrate on some social media that is in accordance with the target market. There are several popular sosmed in Indonesia such as: Facebook, Twitter, Path, Instagram, LinkedIn, Google+, BlackBerry, Pinterest, etc.

#### **Take advantage of Network**

As a small business owner often gets stressed. Therefore, supports from various parties become important. If you do not currently have a business network, you can start from an existing network of friends. Friends around can be a machine that can be utilized with the principle of mutual benefit. Engaging in the appropriate business forums can be a way to get business partners who provide many benefits. Frequent get together with friends, colleagues, acquaintances is a successful business tip. Women's association lunch, botram show, family gathering are useful social events.

#### **Delegation**

Owning a business does not mean that all activities are carried out by the personnel themselves. If you already have employees or labor, you should start learning to be able to organize and assign tasks to subordinates. Only need to control and supervise what has been done by subordinates in accordance with the task. In this way, definitely have more time and energy to think more about other things, because it also takes time to socialize. Must be able to read the business needs for the system to run in a balanced, effective, efficient and profitable without having to always sweat alone.

#### **Make Your Home Inspirational**

Generally women who have their own business, also have responsibility to take care of their home, children and husband. Often women feel the activity makes them depressed but it should be an inspiration as a tip to become a successful entrepreneur with a strong mental and vision.

### **Never Stop Trying**

Pursuing business opportunities is not simple and exhausting. But there is no need to be discouraged and discouraged. Continue to widen the network and resources in order to make the business more familiar and sought after .

(<http://betabicara.com>)

### **How to Manage Business Finance**

To manage the business finances properly, it takes the name 'financial discipline'. This material is taken from the book Book of Anti-Bankrupt essay Jaya Setiabudi. Here's how to manage business finances with 7 Financial Disciplines.

1. Separate Personal Account from the Company. This is to avoid the use of unintentional or considered money as well. Although the company is 100% owned, the separation of this account will make it easier to calculate accuracy.
2. Make a budget for Monthly Spending. Including salary. Pay for yourself according to the position and 'number' of needs. If forced to borrow, calculate as a cash / debt to be paid in the next payday.
3. Create a Cash Flow Projection. With cash flow projection, know when will receive money, expend money, and will be minus/plus money. Thus, the anticipatory steps can be taken before going minus.
4. Create a Cash Flow Statement. Ideally, the financial statements (profit / loss and balance sheet). But, if not possible because it is still a new venture, make at least the report out of money.
5. Separate Accounting with Cashier. If the share of money (cashier) also make financial reports, then there is the potential for report manipulation. For example, cash in the report is there, it turns out when audited there is no (used for personal use).
6. Avoid Money Staying at Employees. Many events brought home money tends to be used, ranging from reasons for spree, sick brother, returned home, until the cat is injured.
7. Perform Stock Checks Periodically. The manipulation gap is stock already sold, reported unsold. As a result, his money was gone. ([Falasik.com/how-to-management-company](http://Falasik.com/how-to-management-company)).

### **Previous research**

The Role of Human and Financial Capital in the Profitability and Growth of Women-Owned Small Firms

Authors \*Susan Coleman

This paper examines the relationship between human and financial capital and firm performance for women- and men-owned small firms in the service and retail sectors. Results indicate that human capital variables, including education and experience, had a positive impact on the profitability of women-owned firms, whereas measures of financial capital had a greater impact of the profitability of men-owned firms. The ability to secure financial capital also had a positive impact on the growth rate of men-owned firms, but did not appear to affect the growth rate of women-owned firms. These findings suggest that the growth aspirations for women-owned firms may be driven by factors other than human capital or the ability to secure external capital. (<https://scholar.google.co.id/scholar>)

What Makes Muslim Women Entrepreneurs Successful? A Field Study Examining Religiosity and Social Capital in Tunisia

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The present study sheds light upon critical factors that help explain the entrepreneurial success among Muslim women living in a democratic Tunisia, a Muslim-majority country considered by many to be the lone Arab Spring success story. We hypothesized that successful entrepreneurs need social capital, including the capital that comes from marriage and high levels of *wasta* (the Arabic concept of having personal connections with influential others). Moreover, given the lack of empirical attention paid to the role of the culture, language, and customs associated with Islam on women's empowerment, we examine whether religiosity is related to entrepreneurial performance among Tunisian women. Data collected with 84 female entrepreneurs participating in entrepreneurship training programs across Tunisia reveal that two forms of social capital, marital status and *wasta*, are related to training center directors' ratings of women entrepreneurs' performance, suggesting that social capital is a critical asset for Muslim women entrepreneurs. Religiosity, on the other hand, had no statistically significant relationship with entrepreneurial performance. Our study contributes to research on entrepreneurship by identifying *wasta* as a form of social capital that may be necessary for women entrepreneurs to succeed in the Middle East and North Africa and by taking an initial step towards better understanding the empirical (and controversial) relationship between religiosity and career success among Muslim women. We recommend that training organizations supporting entrepreneurs directly assist women in the development of social capital and acknowledge, rather than ignore, that nepotism and *wasta* are linked to entrepreneurial success in some cultures.

(<https://link.springer.com/article/10.1007/s11199-017-0790-7>)

#### RESEARCH METHOD

The type of research used is descriptive research method. Data used is primary data from interview with five respondents, whose business are in different fields, culinary ,fashion and Umroh & Hajj travel.

#### DISCUSSION

Some of women entrepreneurs with small capital have not done the financial recording well. This situation also seen from the sources in this study. Some of the entrepreneurs with small capital interviewed in this study were as follows:

**Table 1. Respondents' Information**

| Name       | Business fields   | Established            | Initial Investment |
|------------|-------------------|------------------------|--------------------|
| Mrs. Rusli | Culinary          | 2014                   | IDR 200,000        |
| Mrs. Vita  | Fashion           | Since study in college | IDR 500,000        |
| Mrs Vera   | Asesoris (bros)   | 2014                   | IDR 150.000        |
| Miss Risa  | Hajj&Umroh Travel | 2013                   | IDR 3.500.000      |
| Mrs Ana    | Bakery +Rice Box  | 1994                   | -                  |

Mrs. Vita is one example of local entrepreneur who has succesful. Her business is fashion that are purchased by her own money collected from the provision of parents since she were at college. Once a housewife, the 45-year-old Vita established the boutique . Since she was at school, she was selling clothes, accessories. At first the customer is her own friends. Now she used uses social media to offer her wares. selling , Next plan, she want to expand another

business. We ask her about the financial statements, and she answered; "I have simply financial statement".

Mrs. Rusli is another success story. From her loving of baking, she manages the production of wet and dry cakes. Her husband is very supported.

"My first order was 30 pieces of pastel and *risole* within first month of my announcement through neighbourhood and relation. Now I can supply as many as 500-600 pieces of cakes," said the 51 year old woman.

While renting a shop, now she is setting aside funds to buy her own business place. But unfortunately, she has not the recording for her finances

Mrs. Ana also one of the successful woman with small capital.-in the field of bakery and rice box. She started the business since 1994. At first, She continued her mother's business which progressing rapidly while in her hands. Mrs Ana has a promotional strategy to introduce her business -. Mrs. Ana's bakery products that many customer are interested in is cake and food.. Mrs Ana already has a professionally finance statement.

Unlike Mrs. Ana, Mrs Vera ( one of five respondents) has not managed the financial report professionally. She started selling her own creations of brooch and necklaces. The initial idea for business of accessories is the interest of ~~his~~ her friends when ~~he~~ she uses ~~his~~ her own hand made creation. She has not any strategy marketing and financial report. And her business become undeveloped. It is important for her to do this business with serious intention.

The last respondents is Miss Risa who has Hajj travel agency, the initial capital is about 3,500.000. She always separating syiar and shopping tool need. The marketing strategy is to share with the prospective pilgrim and telling the opportunity of this program. Usually, she uses the-brochures, banners, business cards and seminar for promotion. She wants to expand her business area not only at Surabaya, but also to Makasar, Medan, Palembang and Semarang.

## **CONCLUSIONS**

There are various reason why women start their business. Some are because the necessities of life such as a pleasure. Most of their business ~~is~~ are supported by their husbands, so they feel good about it.

Women entrepreneur with small capital have creativity to develop the business. Some of them have promotion and product strategy, and planning to expand their business area.

Unfortunately, not most of of these women are running their business by doing the correct recording. They only need to calculate the profit every day without having a financial report. This is one of the weaknesses in doing business. Businesses become difficult to control and the wealth of their business is difficult to quantify.

It is important to knows about human capital variables, including education and experience, so that we can measure the profit of theirs business. And the strategic programs to support the increase in the number and quality of Indonesian entrepreneurs are capital assistance and training for entrepreneurs.

## **LIMITATION OF THE STUDY**

1. This study is only performed on adult women, while many young women are also successful as small capital entrepreneurs.
2. The form of financial records is not attached by the data source due to confidential issues

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