APPENDIX

Women in Business Survey

This is a survey on – Graduate Women Entrepreneurship – Obstacles & Needs” and in this context framed the following questionnaire. Your responses are very valuable & will be meaningful for this study. Thank you for your participation.

1. Please indicate your age:
   a. 21-30
   b. 31-40
   c. 41-50
   d. + 51

2. Family status
   a. Single
   b. Married
   c. Divorced
   d. Separated
   e. Widowed

3. Educational Background. Your highest level of education
   a. College
   b. Polytechnic
   c. University
   d. Postgraduate degree
   e. Other (Please specify______________________________


4. Current occupation

a. Student
b. Entrepreneur
c. Employed
d. Housewife
e. Other________________________________

QUESTIONS 5-13 ARE FOR STUDENTS ONLY

5. What are your immediate intentions after the completion of your current studies?

a. Continue further with your education
b. Work with a Small or Medium company and obtain a professional qualification
c. Work for the public sector e.g. civil service
d. Work with a large multinational company
e. Start your own business
f. Continue with a business that you have already started
g. Other (Please specify___________________________)

6. Is entrepreneurship (starting your own business) is an attractive career option for you?

a. Yes
b. No
c. May be
d. I don't know
7. Do you possess good knowledge and understanding for starting and managing a business? Yes
   
a. No
   
b. May be
   
c. Comments________________________________

8. Do you intend to start your own business at some stage?
   
a. Yes
   
b. No
   
c. May be
   
d. I don't know
   
   Comments________________________________

9. What would your reasons be for starting your own business? Pick more than one option if applicable.
   
a. To be my own boss.
   
b. I have an assertive strong personality that is necessary for business ownership.
   
c. It would enable me to make best use of my personal skills and competencies.
   
d. It would enable me to make a lot of money.
   
e. It would enable me to do things my way.
   
f. It would enable me to have more control over my life.
   
g. It would enable me to pick my own working time.
   
h. It would give me the flexibility to combine my career with my family life
   
i. It would give me better work / life balance.
j. It would give me a career that would challenge me.

k. There would be fewer boundaries to my career than if I worked for someone else.

l. I would be able to use my business idea(s).

m. I would be able to use my business skills.

n. I would be able to use my education to the best advantage.

o. It would give me self-fulfilment to own and run my business. It would enable me to give something back to society.

p. It would gain me respect from others.

q. It would enable me to work in the area of my choice.

r. Other (Please specify) __________________________________________

10. If you would start your own business, what type of business would you like to start and why?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

11. If you were to start your own business, whom would you consider as your greatest influences in the encouragement or discouragement of starting your own business? Pick more than one option if applicable.

a. Parents & Family

b. Educational System

c. Career Advisers

d. Friends
e. Entrepreneurs that you know

f. Media (TV, Radio, Internet)

g. Coverage of women in businesses & business people.

h. Other (Please specify)

12. If you do NOT want to start your own business, what could be the reasons? Pick more than one option if applicable. The responsibility of running a business is too difficult.

a. I would find the pressure too stressful.

b. I do not have the personal skills and competencies necessary.

c. Too much requirements e.g legal regulations required when running a business.

d. Lack of potential in the Kenyan markets for my business

e. I am afraid of running into debt.

f. It would take up too much of my time.

g. It would be easier to work for someone else.

h. I don’t have a good business idea.

i. I do not have the relevant experience needed to run a business.

j. I don’t have the business skills required to run a business.

k. I would be afraid of the lack of a secure income.

l. I would have to work too hard.

m. It could take over my life.

n. Difficulty in running a business due to family commitments.

o. Entrepreneurship does not have the same status or respect as other careers.
p. I would be afraid that my business would fail.
q. It would be too difficult to obtain the finance necessary.
r. The educational area that I studied is not suitable to start a business in.
s. I do not have the contact or networks necessary to start a business.
t. I do not know how to access business information or support structures.
u. The educational system does not encourage starting your own business.
v. Other (Please specify)_____________________________________

13. What can be done to encourage you towards entrepreneurship?

a. Nothing, I am just not interested
b. Easier access to capital
c. Business training in managing a business
d. Advisory services on establishing a business
e. Consultancy services
f. Other_____________________________________

QUESTIONS 14-20 ARE FOR ENTREPRENEURS ONLY!

14. What made you start your own business? (you can check more than one answer)

a. To be my own boss.
b. To would enable me to make best use of my personal skills and competencies.
c. To make a lot of money.
d. To do things my way.
e. To have more control over my life.

f. To be able to pick my own working time.

g. For flexibility i.e to combine my career with my family life

h. For a better work / life balance.

i. For a career that would challenge me.

j. There would be fewer boundaries to my career than if I worked for someone else.

k. To be able to use my business idea(s).

l. To be able to use my business skills.

m. To be able to use my education to the best advantage.

n. It would give me self-fulfillment to own and run my business.

o. It would enable me to give something back to society.

p. It would gain me respect from others.

q. It would enable me to work in the area of my choice.

r. Other (Please specify)__________________________________________

15. Which of the following problems did you encounter when starting your business?

a. Pick more than one option if applicable.

b. Access to finance

c. Getting enough customers

d. Lack of self-confidence (believing in your abilities)Lack of entrepreneurship education

e. Lack of management skills
f. Lack of information / advice on how to start an enterprise

g. Lack of mentoring

h. Finding the right contacts, networks for your business venture

i. Lack of business or strategic planning

j. Combination of your role as a woman and an entrepreneur

k. Other________________________________

16. What are the main obstacles you are facing now in the running of your business?

a. Pick more than one option if applicable.

b. Lack of Management skills

c. Obtaining finance

d. Grow/expand existing business

e. Getting enough customers

f. Keeping up customer contact

g. Financial planning

h. Other______________________________

17. Which of the following resources are available for you and your business?
Pick more than one option if applicable.

a. Financial resources

b. Business training i.e courses in business management

c. Women business networks

d. Mentoring
18. Which of the following advisors or consultants have you used or would like to use for your business in the future?

- Mentor
- Lawyer
- Accountant
- Marketing consultant
- General business advisor
- Other______________

19. Do you have a specified ‘mentor/s’ or role model who provides you with support, Knowledge and guidance?

- Yes
- No

20. Would you be interested in:

- Active participation in entrepreneurship courses
- An online advice service on entrepreneurship matters
- Having an experienced mentor for guidance
- A businesses service that offers advice and help in business growth and start ups
- Joining a social network of other women in business to share ideas
- and exchange thoughts
h. A monthly newsletter or magazine with latest news and developments in the field of women and business.