CHAPTER 2
The entrepreneur
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INTRODUCTION

• Entrepreneur: a catalyst of business
• Role of entrepreneurs in the economy
• Barriers and challenges facing entrepreneurs
• Background and characteristics of entrepreneurs
• Role models and support systems
• Push and pull factors of entrepreneurship
• Women (female) entrepreneurs
• Minority entrepreneurs
• Entrepreneurs vs. investors?
BARRIERS FACING WOMEN ENTREPRENEURS

• Access to financial resources
• Lack of support
• Balancing business and family responsibilities
• Negative prevailing socio-cultural attitude
• Gender discrimination and bias
• Lack of training and education
• Personal difficulties