

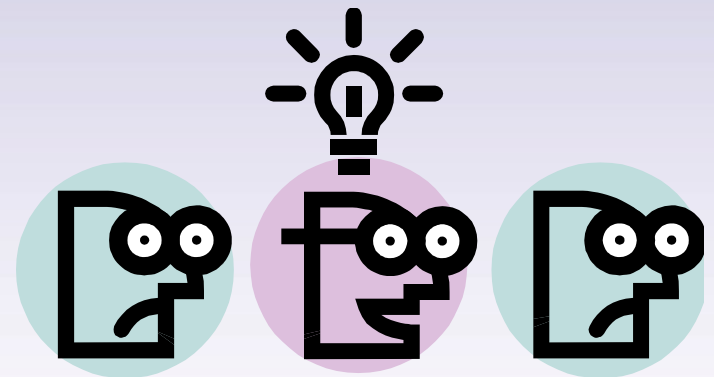
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CHAPTER 2

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