

## **WOMEN IN FAMILY BUSINESS- PROBLEMS AND PROSPECTS**

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### **ABSTRACT**

Worldwide, many women are entrepreneurs. Entrepreneurship emerges from an individual's creative spirit into long-term business ownership, job creation, and economic security. Women bring commitment and integrity because they care about economic empowerment, entrepreneurial development and innovation. Women entrepreneurs in India are often prevented from running competitive businesses by their relatively low education and skill levels, which generally limit their access to the various support services. Despite many shortcomings and constraints, women have been able to create their own enterprises. Obstacles that women face in world level include limited inadequate business education, and lack of access to international networks. Challenges common to all enterprises include securing funds, developing marketing and management skills, and devising suitable business strategies to thrive in globalized social and economic environments. Hence, this study focused on the problems faced by women in family business.

**KEY WORDS:** Family business, entrepreneurs, marketing problems.

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