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# Analysing Training Need of Women Homepreneurs: A Pre-Development of Business Workshop

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**Abstract** - - Women have played a significant role in the country's economic development. Looking at women's extraordinary ability in entrepreneurship, the researchers aimed to organize “Entrepreneurship Workshop: Dapur Mawar.” The objectives of the business workshop are to provide understanding and knowledge of starting and managing a business. Entrepreneurial training is seen as an enabler contributing to women entrepreneurs' performance, competitiveness, and strength. The training development process is adapted from the ADDIE Model, which contains five phases: analysis, design, development, implementation, and evaluation. This study aims to analyze the training needs required by women homepreneurs. This study uses a qualitative approach, using interview techniques through purposive sampling. The sample includes fifteen (15) informants of the lower income group (B40) of women homepreneurs in Lembah Pantai, Kuala Lumpur. Data was analyzed using thematic analysis. The study's findings reported that the essential skills the informants need are financial management, marketing, customer service management, motivation and personality development, communication skills, and business management. The study results deliver new insights for training providers and organizers to plan appropriate training workshops to ensure the program's objective could be achieved.

**Keywords** - *entrepreneurial skills, homepreneur, qualitative study, training need, women*

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## **I. Introduction**

An entrepreneur runs a business and makes a profit (Cardella et al., 2020). Entrepreneurs solve community and social problems by offering products or services to achieve business objectives. The company's size usually measures an entrepreneur's success and performance with the number of staff, profit, and financial strength. Entrepreneurship is essential for individuals, families, communities, and national development (Shaikh et al., 2021; Zhakupov et al., 2023). It is a field of knowledge that includes elements of attitude, skills, and knowledge related to business and enterprise. Entrepreneurship refers to an ability to identify business opportunities, conduct business ventures that benefit the business and the public, and gain success through efforts that can meet the needs of the public (Rudhumbu et al., 2020). In general, the role of entrepreneurship in economic development is not limited to increasing the country's production and income, but it also involves changes to the structure of business and society (Klarin & Suseno, 2023; Nor, 2024; Othman et al., 2021). Successful entrepreneurs not only open job opportunities but also greatly help improve the quality of infrastructure in a business area. Entrepreneurs offer employment opportunities to the local community, and it can indirectly increase the unemployment rate (Zhakupov et al., 2023). An entrepreneur's success will be a source of inspiration for others to venture into businesses. In Malaysia, the government has introduced the National Entrepreneurship Policy 2030 to provide a holistic framework for developing entrepreneurship. Forming an entrepreneurial-minded Malaysian society is the basis for making Malaysia a superior entrepreneurial nation by 2030 (Othman et al., 2021).

Women not only play a role in the household, but they also play a significant role in uplifting the nation (Rosca et al., 2020). More women are entering the field of entrepreneurship, especially in small and medium enterprises (SMEs). However, the number is still insignificant compared to the number of male entrepreneurs (Sajjad et al., 2020). Therefore, various assistance and programs are offered to encourage more women to participate in entrepreneurship. Women face different gender-related discrimination, and even their potential is still not recognized by society (Cho et al., 2021; Mohd Noor et al., 2024). Women entrepreneurs face various obstacles in exploring new markets, especially socio-cultural ones (Rosca et al., 2020). Moreover, the lack of adequate support structures and resources tailored to the unique needs of women entrepreneurs exacerbates these challenges (Noor & Omar, 2024). Access to financing remains a significant hurdle for many women entrepreneurs in Malaysia. Financial institutions often impose stricter criteria on women, making it more challenging to secure loans or investment capital for their businesses (De Andrés et al., 2021). Additionally, the absence of mentorship programs and networking opportunities tailored to women impedes their ability to access critical business guidance and support networks (Noor & Omar, 2024).

Another significant challenge for women entrepreneurs in Malaysia is the work-life balance dilemma. Balancing the demands of entrepreneurship with familial responsibilities can be particularly challenging for women, given the prevailing societal expectations regarding gender roles. The lack of affordable childcare facilities and flexible work arrangements further compounds this issue, forcing many women to juggle multiple roles without adequate support systems. As a result, women entrepreneurs often face burnout and must make difficult trade-offs between their business ambitions and personal obligations.

Lack of basic knowledge and entrepreneurial skills have been identified as the cause of their failure in business (Afshan et al., 2021; Banihani, 2020). With appropriate skills, women who venture into entrepreneurship will operate their business activities by trial and error and manage them without any systematic planning, which could jeopardize their business (Colombelli et al., 2024; Nor, 2024). Many women entrepreneurs also fail to practice technology when managing business activities (Kamberidou, 2020; Sörensson & Ghannad, 2023), which delimit the product market segmentation. Therefore, this study's first objective is to assess the current skills and knowledge of women homepreneuers and to identify the skills required by these groups. The second objective is to develop business training by identifying the training needs demanded by women homepreneuers. A plethora of studies have determined that to be a successful entrepreneur, one needs to have basic skills related to entrepreneurship, and among the skills are innovative skills, technology skills, marketing skills, financial skills, and management skills (Rudhumbu et al., 2020; Sariwulanmet et al., 2020; Wannamakok & Chang, 2020). With these skills, the entrepreneur will be more disciplined, and the business can be competitive in the market (Kamberidou, 2020; Santamaria et al., 2024).

Entrepreneurship education aims to develop creative entrepreneurs who take initiative and are wise in making decisions. Entrepreneurship education also teaches a person to be ready to identify and seize opportunities that arise in the environment, translate ideas into reality or economic activity, and be sensitive to change and uncertainty (Galvão et al., 2020; Mohd Noor et al., 2021; Nor, 2024). Mack et al. (2019) suggested that the entrepreneurship education curriculum should emphasize creativity, problem-based learning, and critical thinking skills. However, the study shows that many instructors (especially in the initial stages of implementation) have not been able to fully appreciate the purpose, content, and implementation of entrepreneurship methods (Brixiová et al., 2020). Although there is an increase in training and entrepreneurship education, most of the training does

not meet the target group's needs (Blanchard & Thacker, 2023). There is often a gap in training needs between the parties offering the training and the receiving group. This study could benefit various groups, especially researchers and training planners. Previous studies looked only at the impact of training programs on learner performance and positive perspective. For example, financial literacy training could increase business performance. However, inappropriate training does not lead to a significant positive impact. This is especially true when the training content or module cannot capture the needs and demands of the learner's business nature. For instance, small businesses have different needs than medium-sized businesses. Thus, the researchers can look at an issue from many different angles. Moreover, the research results can be implemented and contribute to society, organizations, and homepreneurs. For example, we can develop a new training system that is better than the previous one through research. Hopefully, this study can help deliver new insights into assisting women to engage in the world of entrepreneurs and manage their current businesses through effective implementation of entrepreneurship training.

## **II. Literature Review**

### **Concept of Women Entrepreneurship**

Scholars in the field of entrepreneurship have presented various definitions of entrepreneurship. Entrepreneurship is associated with attitudes, values, knowledge, and skills that enable people to find, recognize, and seize opportunities and translate them into business strategies (Sörensson & Ghannad, 2023). Entrepreneurial skills are the interest and ability to explore opportunities and develop risk awareness, creativity, and innovation in business and work-related activities (Dias et al., 2023; Jardim, 2021). Several factors drive the development of women entrepreneurs. These include capital, networking, learning, training, counseling, and information technology (Galvão et al., 2020). According to Mehmood et al. (2021), women entrepreneurs who desire to succeed must be good leaders and managers. Women entrepreneurs could operate enterprises dynamically by taking advantage of strategic partnerships with business partners.

Efforts by women to promote entrepreneurial activities are highly commendable. Persevering and never giving up are the essence that can describe the greatness of women entrepreneurs (Wannamakok & Chang, 2020). Every individual with the title of entrepreneur must face many challenges, which is no exception, especially among women entrepreneurs. Resource factors are among women entrepreneurs' challenges (Noor & Omar, 2024). The intended resources include financial resources aimed at start-up capital, working capital and capital for business expansion, and sources of raw materials and equipment (Al Mamun et al., 2019; Rahman et al., 2024). Support in channeling capital resources needs to be implemented and supervised through clear key performance indicators. Another challenge faced by women entrepreneurs is the market. Good products, creative designs, catchy brands, and effective marketing strategies are necessary to penetrate the market. In this regard, women entrepreneurs are advised to take advantage of marketing platforms through digital technology as much as possible (Armuña et al., 2020)—face-to-face marketing methods practiced before need to be minimized. Therefore, women entrepreneurs must be helped by empowering aspects of entrepreneurial knowledge transfer that align with current trends.

### **Entrepreneurship Skills and Training**

Entrepreneurship has received academic attention because it creates jobs and fosters economic development. Entrepreneurship is a multidisciplinary and interdisciplinary field that includes various fields such as sociology, psychology, economics, and others. To be a successful entrepreneur, one needs to have basic skills related to entrepreneurship (Rudhumbu et al., 2020; Santamaria et al., 2024). Entrepreneurial skills and traits are essential to entrepreneurs or future entrepreneurs (Singh et al., 2024). Usually, this entrepreneurial skill is closely related to the ability of an individual to identify business opportunities, develop a business plan, evaluate and seize business opportunities, and work independently (Badawi et al., 2019; Wee et al., 2019). Successful entrepreneurs plan realistically and consider things like time and budget to realize their plans. The most critical skill in business is an understanding of economics and business. In business economics, entrepreneurs need to understand the basics of finance, company management, markets, current trends that benefit the business, and issues that directly impact the business (Singh et al., 2024). With business economics, entrepreneurs will learn to holistically understand the concepts and elements that play a role in the market, such as product, distribution, marketing, and others.

Communication is a skill that is not only important in reaching the right customers but also important in the distribution of information. An entrepreneur needs to communicate wisely at every time and with every type of person. Entrepreneurs must learn to differentiate their communication methods with customers, staff, and investors. These three types of people require entrepreneurs to use different intonations and offer different

solutions. Communication is a fundamental skill for many people in business (Cardon et al., 2024). Communication is how they can cultivate loyal employees, entice customers to return, and secure investors and other resources to improve business results.

The more intelligent the way of thinking and the higher the social ladder of a person, the less empathy they have for others who may be less fortunate or have not achieved a good quality of life (Cegarra-Navarro et al., 2024). This issue often occurs in entrepreneurs who have reached a new level. As a result, they need more empathy for other people, including staff, not to mention their customers. Empathy is the ability to understand and share the emotions experienced by others. People with empathy can imagine the thoughts and feelings of others before taking any actions that will affect others later.

Entrepreneurs need to have a foundation in financial skills, such as preparing financial statements, calculating tax risks, and being able to market and sell the latest ideas or products (Reyad et al., 2019). Entrepreneurs should have a basic understanding of financial budget planning and control to ensure the performance and financial position of the business is solid and steady (Oggero et al., 2020). In addition, digital marketing skills are also critical because they can help design marketing plans and promote and market products or services. Marketing using social media platforms such as Facebook, Instagram, WhatsApp, and Twitter must be learned and mastered to ensure entrepreneurs can market their products more effectively and efficiently (Olsson & Bernhard, 2021).

Like it or not, every entrepreneur must embrace digital change as quickly as possible. The world is now changing into a digital world that offers business opportunities in all aspects. Implementing business-to-digital technology with skills and awareness of information technology is the key to the transformation towards digital. User satisfaction is critical to guaranteeing a digital business's success. Users are looking for a solution that is easy, fast, and easiest for them. This is where social media sites play a vital role in a business's growth. As a digital entrepreneur, managing social media sites is a critical and essential skill (Colombelli et al., 2024). Digital transformation also makes data more available for any business analysis. In addition to having a support group, such as skilled staff, they also need innovative equipment or devices to help the business run more smoothly.

Entrepreneurs should learn and practice these skills to operate their businesses effectively (Dias et al., 2023; Singh et al., 2024). Skill constraints and technical capabilities prevent women homepreneurs from taking opportunities in highly innovative industries. Thus, increasing access to education and training in fields relevant to the future economy is a key to entrepreneurship development.

### Entrepreneurship Training Development: ADDIE Model

The ADDIE model is a guideline for constructing teaching-learning materials based on needs. This designed model aims to produce lesson plans and learning materials to ensure that the delivery of a lesson will be more effective and efficient (Li et al., 2024; Prasetyo et al., 2020). The ADDIE Model stands for Analyze, Design, Develop, Implement, and Evaluate. ADDIE is included in the concept of systematic product or training development. ADDIE is a fundamental process for creating adequate learning resources. The ADDIE model has five stages. The five stages are organized systematically, integrated, and have general procedures (Budoya et al., 2019). Figure 1 shows a picture of the ADDIE model and the general concepts and procedures.

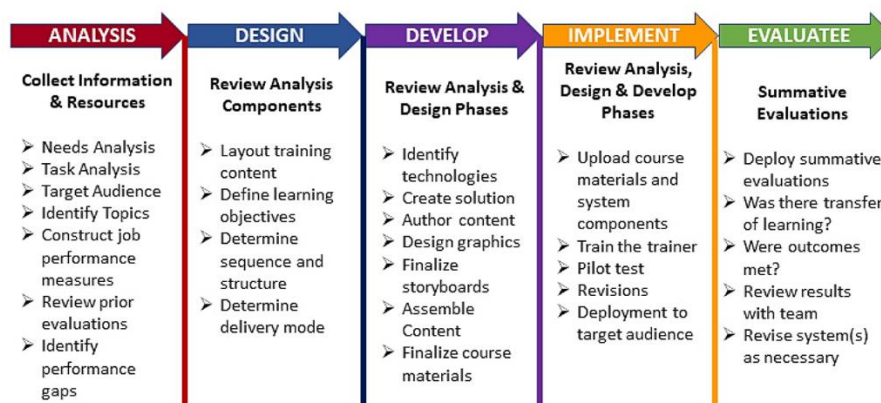


Figure 1: ADDIE Model (Adapted from Branson et al., 1978)

This first stage involves several processes of determination and identifying the problem to be solved. Once a problem has been identified, the analysis will be carried out to find the cause or factor related to or caused the problem. This process involves various aspects, including 1) user analysis, 2) analysis of the learning environment, and 3) identification of teaching goals. Several questions can be asked during the analysis process, namely:

- a) Who are the users, and what are their characteristics?
- b) Determine the new attitude that will be exhibited.
- c) What types of learning barriers exist?
- d) What is the choice of form of learning delivery?
- e) What is the period required to complete the project?

The design stage is completed after the needs analysis process. It explains the overall view of the appearance, structure, theoretical approach, media type, and technology used. It also involves the process of the formation of specific objectives for teaching, the construction of items for testing, and the selection of teaching strategies. This phase is essential to plan strategies for developing teaching and outline how to achieve those teaching goals. The elements in the design phase include writing who is to be targeted, undergoing learning analysis, writing objectives and test items, choosing a delivery system, and organizing teaching. The third stage is the development stage. This stage involves building the system using media and technology selected based on the requirements. The purpose of this phase is to produce learning materials. The output in the design phase will be the input to the development phase. The fourth stage is the Implementation Phase. At this stage, the teaching materials will be used in an actual situation. Finally, in the Evaluation Phase, assessment is divided into formative and summative parts. Formative assessment covers each phase in the ADDIE process. Formative evaluation should be done at all stages to ensure its effectiveness. Summative evaluation involves testing designs that require user feedback, such as content, strategy, and multimedia elements through interviews, questionnaires, supervision, and testing. Summative assessment usually occurs at the final stage of a completed teaching project.

### III. Research Methodology

This study uses a qualitative approach through interview techniques. The semi-structured interview format allowed participants to describe their experiences in words (Cochran, 1990). This study employed the first stage of the ADDIE model (i.e., training needs analysis). The sample includes fifteen (15) informants of a low-income group (B40) of women homepreneurs involved in the business either as full-time or as a part-timer. One of the most accepted qualitative research standards is allowing data to reach data saturation (Creswell, 1998). Data saturation is the point of data sufficiency where no new information can be obtained from participants in qualitative research. According to Creswell (1998), the appropriate sample size for interview data collection is five to 25. Data was analyzed using thematic analysis. Study informants are selected by purposive sampling guided by a set of criteria. The justification for purposive sampling in this study is based on three criteria. First, the sampling was selected by selecting the represented category, namely women from low-income group entrepreneurs. Second, the sample was selected from women entrepreneurs who live in Lembah Pantai Kuala Lumpur. Third, women entrepreneurs do business from home (homepreneurs). Meaningful data was collected through interview sessions. Each interview session took an average of one to two hours to complete, and the session was recorded based on the informant's permission. Data were analyzed manually according to the principles of thematic analysis, where patterns of meaning were identified. This involves a highly iterative process with comparative analysis of patterns that emerge from the data before categorization is developed and named. Table 1 shows the information on the study's key informants.

Table 1: Key Informants Information

No.	Key Informant Code	Age	Location	Business Product	Period of Business	Business Orientation
1	A1	40	PPR Kerinchi	Chocolate Lollipop	More than five years	Full-time
2	A2	45	PPR Desa Rejang	Rempeyek	More than eight years	Full-time
3	A3	39	PPR Kerinchi	Maruku	More than five years	Full-time
4	A4	35	PPR Kerinchi	Dessert (Tart and Pudding)	Less than two years	Full-time

5	A5	42	PPR Kerinci	Kek batik	Less than two years	Full-time
6	A6	40	PPR Kerinci	Popia and Popcorn	More than five years	Part-time
7	A7	37	PPR Kerinci	Chicken rice	More than five years	Full-time
8	A8	38	PPR Kerinci	Takoyaki and Lunch set	More than five years	Full-time
9	A9	40	PPR Kerinci	Cookies	More than five years	Full-time
10	B1	41	PPR Kerinci	Kerepek	More than five years	Full-time
11	B2	45	PPR Kerinci	Popcorn	More than five years	Full-time
12	B3	35	PPR Kerinci	Baby pancake	More than five years	Full-time
13	B4	33	PPR Kerinci	Chocolate muffin	More than five years	Full-time
14	B5	31	PPR Kerinci	Fruit Cocktail	More than five years	Full-time
15	B6	40	PPR Kerinci	Pudding caramel	More than five years	Full-time

#### IV. Findings and Discussion

Figure 2 summarises the themes derived from the interview analysis. There are six main themes: Financial Management, Marketing, Customer Service Management, Motivation and Personality Development, Communication Skills, and Business Management.



Figure 2: Training Need

**THEME 1: Financial Management**

Most of the informants have admitted that they need financial management training. Financial management is a critical aspect of running a business. Following are some examples of verbatim quotes:

*"I need business account management skills. I do not record where the money is going in and out because I am not even sure if I am spending money or not achieving profit because I am using business money for personal and business matters" (B6, PPR Kerinchi).*

*"I have basic skills in financial management, but I am still not good at calculating the cost of sales products. Sometimes, I do not want to raise the sale price and sell my product at a cheaper price even though the cost of raw materials has increased. My cream puff for twenty-five pieces is only sold for RM40. I am afraid there will be no demand if I raise the selling price" (A4, PPR Kerinchi).*

*"I only know basic business account calculations. I do not know about tax calculations, capital turnover, and pricing of sales items. Sometimes, I do not record my sales. I also do not issue sales receipts to customers. Transactions are only done using online payment. I do not have a proper financial record file" (A1, PPR Kerinchi).*

*"I lack financial skills and cannot see problematic financial aspects. I do not know how to manage matters involving debt collection and credit control" (B2, PPR Kerinchi).*

Business plans help entrepreneurs to plan and manage financial aspects more regularly and effectively. With a comprehensive business plan, entrepreneurs can manage financial resources more effectively, ensuring the business operates in a stable and prosperous financial situation. With financial statements, entrepreneurs could analyze their business's performance. If the cash flow is recorded, they can avoid waste from various angles, such as raw materials or labour. As entrepreneurs, they have a goal to expand their business. In achieving that goal, like it or not, they need capital, and a bank loan is an option to consider. To secure a loan bank, entrepreneurs need a financial statement to analyze their financial performance and whether they can repay the loan. With the availability of financial statements and proper financial management, the chances of getting a loan are higher.

**THEME 2: Marketing**

A marketing strategy is an approach that businesses use to achieve their marketing goals and objectives. It involves tactics, techniques, and methods designed to promote products or services, connect with customers, and drive business growth. Marketing strategy is crucial because it gives direction and purpose to a business's marketing efforts. Marketing helps businesses to stay clear about what they want and need to do. It also ensures that companies save money and people on marketing that needs to be improved. A well-designed strategy maximizes return on investment (ROI) by identifying the most cost-effective and efficient marketing channels and tactics. Many informants still need help marketing their products due to a lack of knowledge and skills. Following are some examples of verbatim quotes:

*"I have social media, but I am a shy person. So, I rarely do live. I only post product ads. I see my friends who do live get an excellent profit. I need more training in marketing my product via social media platforms" (A2, PPR Desa Rejang).*

*"I run a business by opening a fried chicken shop. I do not know how to use social media platforms. I only market my products using mediums such as WhatsApp. I also did not know how to use the marketing platform, so I asked my daughter to help me. I also do not know how to use the QR code service for my business payment. I am not an ICT savvy" (A7, PPR Kerinchi).*

*"I advertise my product using WhatsApp group. I never distributed pamphlets to my customers. I mostly use the medium of word of mouth and acquaintances to help me to distribute my products" (B1, PPR Desa Rejang).*

*"I know how to use social media platforms to market my products. I always perform TikTok live. However, it is only limited to the TikTok platform, and most of my followers are my friends, and the number is not increasing drastically. I wish I could penetrate my product to high-end customers"*

such as corporate events and programs" (A3, PPR Kerinchi).

Thus, entrepreneurs should be taught entrepreneurs should be taught the proper marketing method or platform to generate profits and stabilize the business. The training content needs to cater to essential topics such as identifying the price that customers feel is worth, identifying the most appropriate marketing platform, choosing the best location to place the product, identifying the proper appearance of the business to attract customers, and finding the right individuals or skills to deal with customers.

### **THEME 3: Customer Service Management**

Customer management is an integral part of any successful business. Good customer management means providing the best customer service and meeting their needs. It also helps build strong customer relationships and leads to more successful business deals. Key informants admitted they need to gain knowledge in managing customer relationships. Following are some examples of verbatim quotes:

*"I am not able to manage many customers. Sometimes, I do not serve customer orders, which causes me to lose customers. It is not that I do not want to serve but because I work alone. I do not have enough hands and time" (B2, PPR Kerinchi).*

*"Throughout the business, I have never given any discount to my customers. I do not want to spend more cost. My products are already cheaper. However, I gave them a tester to taste, and I think it is enough" (A4, PPR Kerinchi).*

Entrepreneurs must provide exceptional and responsive customer service and ensure customers feel valued and heard. They need to respond to customer inquiries, complaints, or problems quickly and effectively. Good customer service will help create long-term relationships with customers and can encourage them to recommend the products to others. They must know strategies and tactics to create an attractive loyalty program for loyal customers. Some of them do not provide any incentives, such as exclusive discounts, exclusive offers, or reward points, which could encourage customers to keep choosing their products and even stimulate them to make purchases more often.

### **THEME 4: Motivation and Personality Development**

Studies of women's entrepreneurship have found that several internal factors encourage women's involvement in entrepreneurship. This includes motivation, interest, and goal achievement. Previous studies have also indicated that personality traits are essential to people's decisions to be interested in entrepreneurial careers. These two factors play a role in influencing entrepreneurs to make decisions related to the entrepreneurial process as well as determining the direction and perseverance of the entrepreneur's behaviour. The key informants demanded more training, focusing not only on cognitive aspects but also on psychological aspects. Following are some examples of verbatim quotes:

*"I do not have high motivation. Sometimes, I want to be successful, but I am tired because I must divide and balance my time as a mother and a businessperson. Sometimes, I feel tired and do not want to do business" (B2, PPR Kerinchi).*

*"I need training to become a successful businessperson like the icon entrepreneur. For example, I love to see Datuk Seri Vida and Kak KM, who are energetic and have strong personalities and self-confidence. Sometimes, I am ashamed of my sloppy and unconvincing appearance" (B1, PPR Kerinchi).*

*"I sell cosmetic products, but sometimes I am embarrassed to sell them because I am not confident with myself. But I want to do business. I need support and training to boost my confidence" (A5, PPR Kerinchi).*

*"The business I run closes quickly. I have been selling crackers for a while. My business is not consistent. Sometimes, I take stock, and then I am too lazy to sell it, and in the end, I am the one who loses because I keep the stock. My family does not support me very much. I want to give up" (B3, PPR Kerinchi).*



**THEME 5: Communication Skills**

Every entrepreneur must be able to communicate effectively. Whether they are a solo entrepreneur or need to run a business that operates internationally, it is essential to communicate effectively with all the stakeholders and potential stakeholders. An entrepreneur needs to be able to communicate with employees, investors, customers, and mentors. An entrepreneur must convey the value of their business to others through effective communication to grow the business successfully. Following are some examples of verbatim quotes:

*"I am not good at communicating with customers. Sometimes when the issue arises, I must give in and plead guilty even though I am innocent. Therefore, I had to bear the loss" (A7, PPR Kerinchi).*

*"I am not good at managing communication with customers. Sometimes messages are dumped on social media. I cannot respond immediately because I do not have time" (A6, PPR Kerinchi).*

*"I am not good at communicating because I feel shy when facing people. Therefore, I prefer online business because I do not have to face people. I also avoid participating in any sales carnival because I am not confident communicating" (B5, PPR Kerinchi).*

*"I am impressed with those who can communicate effectively with their customers during TikTok or Instagram live. I do not know how to communicate. I do not have effective communication skills" (B4, PPR Kerinchi).*

**THEME 6: Business Management**

Business management skills help entrepreneurs focus on the ins and outs of management and the economic, financial, legal, and marketing aspects of running a business. The training must apply business management's theoretical and practical elements to ensure entrepreneurs can appreciate the actual situation and atmosphere of managing a business. Entrepreneurs need to plan and determine the goals and the most appropriate actions to be taken at all levels to achieve the business's goals. Other than that, they need to be able to organize and allocate resources to perform business tasks. It refers to managing and coordinating tasks and resources to implement actions to achieve business goals. Moreover, entrepreneurs also need to be able to influence the behaviour of their staff to ensure that they can perform their assigned tasks effectively and efficiently. Finally, entrepreneurs need controlling skills to monitor current performance and take corrective action to ensure that work results are achieved as expected. Following are some examples of verbatim quotes:

*"I am not good at managing a business because I lack the staff to help me. I only work alone, and my children help me. I cannot afford to hire workers to help me. My time management is poor" (B1, PPR Kerinchi).*

*"I have difficulty managing the business because I have many responsibilities and commitments. My husband is sick and often in the hospital. My children are still at school. Therefore, I need help managing the business" (A9 PPR Kerinchi).*

*"I do not know how to evaluate my business performance. What I know is business success is measured through an increase in sales" (B3, PPR Kerinchi).*

*"My business performance is stagnant. I have been selling Takoyaki for more than five years. I do not plan to sell frozen Takoyaki since I am not confident, I can venture into product innovation" (A8, PPR Kerinchi).*

Developing appropriate entrepreneurial skills leads to the release of new physical products and services or technologies that can be marketed and produced (Reyad et al., 2019). Entrepreneurial skills can be obtained by attending workshops, courses, or training provided by government or private agencies. Entrepreneurial skills and training must include appropriate training content. These include creative thinking processes, problem-solving techniques, business management skills, finance, and digital marketing. Through participation in workshops, training, or courses, an individual can identify and evaluate their personality traits, such as interests, skills, values, attitudes, and beliefs that are unique and distinctive. A dynamic, continuous training process will help entrepreneurs acquire sufficient business management skills (Rudhumbu et al., 2020).

Based on the findings, women entrepreneurs are demanding several essential skills: financial management, marketing, customer service management, motivation and personality development, communication skills, and business management. Entrepreneurs such as those who run businesses from home, hawkers, or online businesses take the opportunity to learn and increase their knowledge and skills by attending numerous online courses. However, the effectiveness of these online courses is only evaluated after the end of the courses and without examining the long-term impact. The main question is “Whether the entrepreneurs adapt the skills delivered?” Moreover, time constraint in managing and balancing their house roles and business work also could hinder their ability to acquire knowledge. As a result, most of them continue to manage their business without business knowledge and solely depend on their business experience. Based on the interviews, we can observe that although many informants have managed their business for over a year, they admitted they still need to gain business knowledge and skills. Women entrepreneurs need the latest skills to penetrate the retail sector and to manage productivity and business quality.

The researchers have used the information to formulate training content and structure for women's homepreneurs workshops. The project's name was “Dapur Mawar,” and it aimed to provide a short-term workshop covering essential business topics. These include 1) Introduction to Bakery Business, 2) Online Business class (social media), 3) marketing (product and yourself) class, 4) grooming and motivation class, 5) accounting class, 6) product innovation class, and 7) baking and cooking class. The target participants will be exposed to various entrepreneurship skill sets for the project's first year. Moreover, for the project's second year, the participants will start up their businesses, and coaching and mentoring will be executed until the entrepreneurs can stand for their business operation. The professional instructors will explain and demonstrate all the steps in detail, from preparing materials and tools to the last step of cake decorating. All workshops are designed for those at the beginner level.

In improving training programs, the researchers suggest that providers carefully plan the training program to ensure entrepreneurs obtain appropriate skills. The syllabus of the entrepreneurship subject should be diversified to ensure it is not only focused on theory in class but also to ensure that the learners can experience it. It points to the importance of experiential learning over conventional education. For example, trainers may focus more on field workshops and real-life business activities. The trainers are crucial in accommodating several learning styles and creating an inclusive and effective learning environment (Gielnik et al., 2019). The trainers must identify and understand students' learning styles by performing profiling analysis before training implementation. They need to offer various materials catering to different learning styles. These include visual aids such as charts, diagrams, and videos for visual learners, audio recordings or discussions for auditory learners, written materials, and direct activities. Moreover, trainers must offer flexible learning options that allow trainees to choose from assignments that align with their learning preferences, such as written reports, visual presentations, group discussions, or live demonstrations. Active learning also helps them understand things better, think more deeply, and become better at solving problems (Otache, 2019). It is not just sitting and listening to the trainer; active trainees become more motivated and can apply what they learn in real life.

## **V. Conclusion**

This study aims to analyze the training needs required by women homepreneurs. The study's findings reported that the essential skills the informants need are Financial Management, Marketing, Customer Service Management, Motivation and Personality Development, Communication Skills, and Business Management. Entrepreneurial training and skills are essential, especially for potential entrepreneurs who want to develop and expand a business (Mohd Noor et al., 2023). Entrepreneurs and potential entrepreneurs need to identify and evaluate existing and foreseeable skills that can be used in managing a business, such as management skills, technical expertise, and ICT skills (Rudhumbu et al., 2020). For example, entrepreneurs need to be experts in science and technology to plan and provide products or services offered to customers and how customers can use the product or service to the fullest. Entrepreneurial skills can be learned, formed, and mastered by an individual who has undergone the entrepreneurial education process. Prior entrepreneurship research has examined aspects of entrepreneurs' intention and behaviour, and more is needed about entrepreneurship training. This study provides novel insights for understanding the critical training need, which could help to improve entrepreneurship skills and knowledge. However, several limitations have been recognized in this study. First, this study was conducted only among fifteen women homepreneurs in Lembah Pantai. The scope of this research only focuses on the need for training. Therefore, future research is encouraged to widen the study sample and focus on other aspects of training, such as training evaluation, trainer characteristics, training monitoring, and others.

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## Conflict of Interest Statement

The authors whose names are listed certify that they have NO affiliations with or involvement in any organization or entity with any financial interest

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