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**WOMEN ENTREPRENEURS' INTENTIONS AND CHALLENGES: A  
CASE OF BIDAYUH ENTREPRENEURS IN KUCHING**

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## ABSTRACT

The numbers of women entrepreneurs are growing from time to time. Same goes to the Bidayuh Women Entrepreneurs. Many years back, the Bidayuh women only works as a housewife and farmer. But nowadays, they are starting to involve themselves in entrepreneurship. In Kuching, the number of Bidayuh Women Entrepreneurs are still little compared to others Bumiputera's which is 60 entrepreneurs out of 5125 Bumiputera Entrepreneurs in Sarawak. But even though the number is little, but it is increasing. The present study investigates the entrepreneurial intentions and challenges faced by the Bidayuh Women Entrepreneurs and a research framework is constructed to identify the intentions that influence the start-up of a business and the most significant entrepreneurial challenges faced by the Bidayuh Women Entrepreneurs. The analysis is based on Bidayuh Women Entrepreneurs in Kuching with a quota sample of 52. The results of the study revealed that Push Factors influence the Bidayuh Women Entrepreneurs intention to start-up a business and the most significant challenges faced by them is access to resources. The study suggested that if the Bidayuh Women Entrepreneurs wants to improve themselves in their business, they need to attend trainings and short courses on entrepreneurship. Therefore, it is crucial for the Bidayuh Women Entrepreneurs to attend trainings to develop their entrepreneurial skills in order to become successful.

## CHAPTER 1

### 1.1 Introduction

Women entrepreneurship has been on a steady rise in many developed countries for decades. Women entrepreneurs have been designated as the new engines for growth and the rising stars of the economies in developing countries to bring prosperity and welfare. On par with male entrepreneurs, more and more women entrepreneurs have involved in entrepreneurship.

According to Pages (2005) women entrepreneurs are becoming more important players in the entrepreneurial landscape. Although the number is still small as compared to businesses owned by men, this is encouraging as it shows that women no longer adhere to the stereotype that only men can be wage earners in the family. Although there are numerous obligations including take care of family by women, but still it is admirable that women can find success through their own businesses.

Due to the fact that women play an equal role in the development of a country, this study aims to identify the start-up intentions and challenges that may lead to entrepreneurial decision. Female entrepreneurship has attracted increasing attention in recent years in light of concrete evidence of the importance of new business creation for economic growth and development. (Acs et al, 2005; Langowitz and Minniti, 2007). Not only does female entrepreneurship contribute to economic growth and employment creation, but it is increasingly recognized to also enhance the diversity of entrepreneurship in any economic system (Verheul et al, 2006) and to provide avenues for female expression and potential fulfillment (Eddleston and Powell, 2008). According to Thurik and Wennekers (2004), “in today’s world small businesses, and particularly new ones, are seen more than ever as a