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**ENTREPRENEURIAL PROFILE OF WOMEN OF QUEZON PROVINCE
AND ITS IMPLICATION FOR ENTREPRENEURSHIP
DEVELOPMENT PROGRAM**

816000

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by

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ABSTRACT

This research was designed as a tracer study on women entrepreneurship and being such it aims to develop a systematic profile of the entrepreneurial women of Quezon province and determine if personal characteristics are related to entrepreneurial competence.

The descriptive-normative, correlational approach which employed ethnographic and case analysis techniques involving documentary and field research in data gathering were applied.

Purposive sampling method was used in the selection of communities and respondents for this study. The research locale included eleven (11) communities classified as growth centers of the province.

Two types of data were gathered: the quantitative data were collated from 213 survey respondents, and the qualitative data from five case study respondents.

The entrepreneurial women were first categorized according to the nature of business they operate such as: agribusiness, business service, food processing, handicraft, housing manufacturing, personal service, recreation, restaurant and trading. Later, they were



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re-grouped into Product-Producing Business and Pure Marketing Type Businesses to facilitate statistical computations using Pearson Product Moment Coefficient of Correlation.

The systematic profile of the entrepreneurial women was developed by (a) identifying women who are actually operating and managing business and (b) identifying their profile that pertains to personal characteristics, the entrepreneurial-related factors in terms of the extent of entrepreneurial project, their entrepreneurial aspirations, their perceived level of competence.

Entrepreneurial competence is not related to education, civil status, role in the family and number of dependents, however, age at the start of business operation seems to be related especially in the Pure Marketing-Type or Trading business.

General evaluation shows that the entrepreneurial women of Quezon can be classified not only as real entrepreneurs who possess basic requisites of being an entrepreneur, but also as organization men.

The research data identified some weak points and areas in the competency of the entrepreneurial women. Those can be the focus of programs which can be designed to improve women competence in business.



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