

## Abstract

This study aims to identify the challenges that women entrepreneurs face in operating and running their business in Hyderabad. So far researches on constraints of women entrepreneurs have been conducted in modern and developed cities of Pakistan but neglecting the other progressive cities which does not lack women with capabilities of running enterprises and can greatly contribute to economic development of country. Majority females entrepreneurs in Hyderabad are providing services mainly in three businesses (education, parlor and boutique) and 114 women entrepreneur were targeted to gather data for this study. The data collected was subjected to quantitative analysis and employed structured interview using survey questionnaire to appraise the key constraints that impedes the performance and growth of female entrepreneurs in Hyderabad. Questionnaire contained Thirty Six questions, based upon the study. The first part contains demographic profile including gender, marital status, age group, education/degree, work experience, and occupation in a close ended format. The second part also prepared close ended covers characteristics of women entrepreneur in their enterprise and the third part using seven Likert scale address the socio culture ,economic, managerial and technological constraints that women entrepreneur face in operating and running businesses. Demographic result show that most of the women participant established business were married, educated, experienced and started business in middle of age of 21 to 30. The findings reveal that more than socio culture constraints women entrepreneur face economic barriers (stiff competition, difficult legal formalities, unfavorable regulatory environment, lack of information about new programs from government and hardship in getting loan from credit institution). Although Managerial and Technological barrier (proper network with administrative bodies for information and necessary technologies) affect on performance but they are confident enough about their potentials and ready to assume risk.