

## **THE MOTIVES OF ZIMBABWEAN WOMEN ENTREPRENEURS:**

### **A CASE STUDY OF HARARE**

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#### **ABSTRACT**

The study examined the motives that drive women to become entrepreneurs in Zimbabwe because women entrepreneurship is significant in the creation of employment, reduction of poverty as well the empowerment of women in Zimbabwe and beyond. A sample of 100 women entrepreneurs in Harare was interviewed through a self-administered questionnaire and focus groups. Results were analysed through content analysis. The results thereof were indeed manifold, reflecting that women's motivations to start a business are cross cutting. Women entrepreneurs as the findings suggest, seemingly react to both internal and external motivating factors. However, external factors appear to have extensive influence and significance over internal factors. It should be noted that this study recommends that the government, non-governmental organisations and banks should use these findings to develop a national entrepreneurship framework that will be used to promote entrepreneurship in Zimbabwe.

**KEYWORDS:** Women Entrepreneur, Motive, Entrepreneurial Activities, External Factors, Internal Factors, Economy, Developing & Developed Economies