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Profile of women entrepreneurs in Valle de Santiago, Guanajuato

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Abstract

This investigation stems from a study conducted in 2015 on female entrepreneurship in the municipality of Valle de Santiago, the result of which was that 53.75% of the businesses that are in the municipality are headed by women. The aim is to identify the profile of women entrepreneurs, knowing the reasons that influenced to have your business. To this end economic units that are led by women were listed, the representative sample was calculated and personal contact with selected items was established. The results were: business are commercial spin, with a length of 5 years, taking one to two employees, with annual revenues of $ 0 - $ 50,000.00 pesos, depending on a total of 5 people per business. The characteristics of women entrepreneurs are: average age 45, married, with one to three more children (s) of 19-year-old high school level studies, reason for starting your business by self-improvement, no family entrepreneurs, only have the income from your business, increase customer display in the future. With the above profile and factors affecting women entrepreneurship defined.

Profile, Women, Entrepreneurship.

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Introduction

The municipality of Valle de Santiago is located within the State of Guanajuato, the population of the same according to the 2010 Census is 141,058 people who represented 2.57% of the total population of the State, of these, 66,886 are men (47.38%), while women are 66,846 (47.38%), it is observed that the percentages by sex are based on the population of the municipality, in absolute numbers it is observed that women predominate with 1,166 more than men. According to the definition of Virgilio Partida Bush (CONAPO 2008), the Economically Active Population (PEA), are all those people 12 years and over who in the reference week did some type of economic activity or were part of the open unemployed population (SEDESHU, 2012).

According to the Sociodemographic Panorama of Guanajuato for 2010, the economically active population of Valle de Santiago represents 46.9% of its total population, of which 74.7% are men and 22.7% are women.

Of the economically active population a total of 94% is occupied within the labor sector. Of this percentage, 92.8% of men are employed, while 97.3% of women are employed. 6% of the economically active population of the municipality is unemployed, of which 7.2% are men and only 2.7% of women. Data confirming that the Vallense woman is increasing her participation in the economic development of the municipality (INEGI, 2010)

Of the total population counted in the Population and Housing Census 2010, 48.25% live in the municipal head, meaning that the urban area of the city of Valle de Santiago has 68,058 inhabitants, the rest of the population live in very little ones.

Municipality have an average grade of 6.66 years, which is lower than the male population.

It is known that the businesswoman develops her activities in an efficient manner since she is able to organize, plan, control and direct her activities under strict quality, obtaining highly productive results that are reflected in the growth of her business, emphasizing that women Are distinguished by having a high degree of responsibility; So that the Ministry of Finance and Public Credit reports that out of every 100 women who apply for a loan to invest in their company, 99% pay their debts in full (Uribe, 2014).

Women entrepreneurs have gained more ground in business and no one doubts that their companies are synonymous with good management, thanks to a style of the same that they have built day by day. It is also true that the achievements of women in the labor field have made it an indispensable factor for the good development of all kinds of business activities.

What defines the style of the businesswoman? Initially a greater entrepreneurial and innovative spirit, which is more present in women. In the field of leadership, women have a clear and defined style that is based on their ability to adapt to change, unlike most entrepreneurs women are willing to change the way processes perform, as long as Either to improve.

Related to the above theme is the ability to listen to others, that is, they better accept the constructive criticism of their employees and implement changes in their companies. On the other hand, they face the situations presented to them by applying more stable and therefore coherent criteria, which leads them to a quick solution of the difficulties they have.

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The truth is that they have an infallible weapon: a perfect combination of practical and emotional, something that in the modern business world has gone from being a striking fashion to a crucial value called emotional intelligence.

The actions of the women entrepreneurs are based on the participation and the communication, the personalized treatment and the knowledge of the people who are under their control. It is, indeed, a style that we could call "democratic."

In addition to the above, women feel greater satisfaction in their own businesses because they are related not only in the intellectual and physical terrain, but also in the emotional field.

This leads them to take actions whose risk, existing, is always calculated. (Level, 2011)

Out of five small and medium-sized enterprises that open three are led by women. Statistically speaking, women's participation in Mexico only represents 16% of the business sector according to INEGI (INEGI, 2012).

Many Mexican women face significant obstacles that prevent them from participating fully in the labor market.

These include: the burden of unpaid work (Mexicans devote 4 hours a day more to unpaid work than men).

Traditional gender roles; and the lack of reconciliation policies between work and family life, especially the insufficient supply of child care services and flexible work practices. (OECD, 2012)

Most of the employed women work in the tertiary sector (eight out of ten), of which three out of ten (31.9%) are traders, 27.6% are personal service workers20 and 14.3% are clerical workers. (INEGI, Strategic Indicators 2013, s.f.).

According to INEGI data, the municipality of Valle de Santiago has 4661 economic units.

When market research was carried out last year on a representative sample of 560 economic units in the municipality, 53.75% of the total are run by women and the remaining 46.25% are led by the male sex.

Within which the female sex has more participation in sectors of: agencies, clothing, retail, clinics and hospitals, food preparation for human consumption, education, pharmacies with and without minisúper, various services and transport.

On the other hand, it was shown that the women of Vallense do not have any participation in sectors such as: construction and construction, manufacture of articles in general, pawnshops and exchange centers and in the sector that was classified as others, Newspapers, animal feed processing, preparation of natural fiber yarns and sale of lottery tickets.

The number of companies of the different sexes that are registered with the Ministry of Finance and Public Credit (SHCP) in the municipality of Valle de Santiago Guanajuato by women is 201 out of the total of 301, as 189 companies run by the male Total of 259 interviewees, as can be distinguished there is a greater number of registered companies of the female sex than of the male sex (Lara ME, 2015).

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Local economic development is achieved when people take the initiative to create their own business (usually micro-businesses) which represent an increase in jobs and economic income; In the same way it is possible to realize that women play an important role in this development because it is considered as a growth promoter, due to their capacities and attitudes, which leads us to distinguish the importance of the feminine gender in small, medium and Large companies, because due to demographic factors, women's participation in business brings economic strength to developed and underdeveloped regions. (Lara M. E., 2015)

Methodology

1. The results of the survey "Women Entrepreneurship in the Municipality of Valle de Santiago, Guanajuato" were taken from the total of the micro, small, medium and large companies led by women, which were 310 economic units.
2. For the determination of the sample, the formula for finite populations.

$$n = \frac{\sigma^2 N\ p\ q}{e^2(N-1)+\sigma^2\ p\ q} \quad (1)$$

Where:

N = 301 population
P = 50% probability in favor
Q = 50% probability against
E = 4% error
Σ = 96% degree of reliability

In the result of the development of the formula, a sample of 207 companies was surveyed in the municipality of Valle de Santiago, Gto. To determine the profile of the entrepreneurial woman.

3. For the selection of the economic units that made up the sample, it was necessary to take the sample sections by sector and percentage of the female participation by sector of the following tables:

Sectors	% By sector	Sample	Sample by sector
About	0.32	560	2
Vacation Rentals	1.82		10
Associations and Social Groups	0.79		4
Clubs and Entertainment Centers	3.04		17
Wholesale Trade	3.22		18
Retail trade	54.34		304
Making	0.37		2
Clinics and Hospitals	4.75		27
Construction and Building	0.21		1
Elaboration of food for human consumption.	15.97		89
Education	1.03		6
Manufacture of articles in general	0.40		2
Pharmacies with and without minisuper	1.45		8
Miscellaneous Services	11.48		64
Transportation	0.29		2
Pawn shops and exchange centers	0.37		2
Others	0.16		1
Total	100%		560

Table 1 Determination of the sample by percentage of each sector *Source: (Lara M. E., 2015)*

Sectors	% Of female participation by sector
Making	96.7
Miscellaneous Services	71.5
Transportation	61.5
Pharmacies with and without minisuper	61.5
Clinics and Hospitals	60.1
Elaboration of food for human consumption.	58.2
About	56.4
Education	52
Retail trade	51.9
Clubs and Entertainment Centers	47.1

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Associations and Social Groups	45.1
Vacation Rentals	39.2
Wholesale Trade	16.6
Others	0
Manufacture of articles in general	0
Construction and Building	0
Pawn shops and exchange centers	0

Table 2 Percentage of female participation by sector
Source: (Lara M. E., 2015)

4. The percentage of female participation by sector was taken into account in order to establish the total number of economic units led by women in each sector, and the percentage of each sector was developed.

Sector	Economic units interviewed that lead women	% of economic units that lead women
Making	2	0.7%
Retail trade	156.864	52.1%
Wholesale Trade	2.99	1%
Clubs and entertainment centers	8	2.7%
Associations and Social Groups	1.99	0.7%
Vacation Rentals	3.99	1.4%
About	.99	0.4%
Transportation	1	0.4%
Various services	45.96	15.3%
Pharmacies with and without minisuper	4.99	1.7%
Education	2.99	1%
Manufacture of foodstuffs for human consumption	52.04	17.2%
Clinics and Hospitals	15.96	5.4%
Total	301	100%

Table 3 Percentage of economic units that lead women
Source: Own

5. The total percentage by sector of the economic units led to the distribution of the sample number among them was taken into account in the same proportion of the percentage relative to the 207 surveys. Determining in this way the number of interviews that were made by sector.

Sector	% Of economic units leading women	Sample	Sample by sector
Making	0.7%	207	1
Retail trade	52.1%		108
Wholesale Trade	1%		2
Clubs and entertainment centers	2.7%		6
Associations and Social Groups	0.7%		1
Vacation Rentals	1.4%		3
About	0.4%		1
Transportation	0.4%		1
Various services	15.3%		32
Pharmacies with and without minisuper	1.7%		3
Education	1%		2
Manufacture of foodstuffs for human consumption	17.2%		36
Clinics and Hospitals	5.4%		11
Total	100%		207

Table 4 Determination of the sample by percentage of each sector

Table Determination of the sample by percentage of each sector. Fuente: Elaboración propia

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Results and conclusions

Of the 207 economic units contacted were obtained that 55.1% belong to the commercial turn, having a 5 year old 14%, obtaining income of $ 0, - $ 50,000 a 41.1%, the number of employees with whom they count In the majority is 1 to 2 employees with 44%, of which 17.4% depend a total of 5 people per business. Covering the profile of the women who lead the total interviewed, 10.1% are 45 years old, 38.2% are married, which is mostly or at least have a formal partner, 79.7% of the women have children, among them 1 to 3 with an age greater than 19 years 41.2%. Their level of studies with secondary education is 35.7% and their motivation to set up their own business was personal growth of 38.2%, as well as 50.7% are not related to an enterprising family. Obtained by these women are only 59.4% of their business without counting other income.

As a result, 22.7% of women entrepreneurs see in the future that their business will have a greater number of clients. Due to this, it can be observed that the women of the family are mostly enterprising, since they have their motivation are their family and with more reason their children to grow day by day along with them, since the women have higher priorities to the Of the men who only seek to generate profits, so the woman always looks for fixed goals and to fulfill them in determined times since without less prone to the frustration and the stress, and like administrator of a home is good administering in other places. The present study will allow, through its diffusion; that government and institutions dedicated to entrepreneurship, develop and apply strategies that contribute to boost this sector, and that in turn generate social and economic development in the municipality.

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