

ERASMUS+ Programme 2015 – KA2 Adult Education

Project nº: 2015-1-ES01-KA204-015937

Document name: O3.- Study and analysis of the professional skills of business women, applicable to housewives

Partner: Kerigma

Author: Joana Carvalho

Employment and Women on the 21st century in Europe: From Household economy to SME economy (Small and Medium enterprises) – MUPYME Project

O3.- Study and analysis of the professional skills of business women, applicable to housewives - Portugal

GENERAL INFORMATION

1. The 4 enterprising women are coming from Barcelos city and 1 of them have their company in Esposende (14 km from Barcelos). They were chosen because they have successful SME.
2. All of them are very active in their communities; they participate in the local associations with local activities.
3. 3 of them have children and pass from household work for several years, to the business work. Now they have many duties related to the household besides the business work.
4. All women are between 34 and 55 years old.
5. All women established the business having the approval and cooperation of their husband.
6. The level of Education: (2) secondary school and (3) University Degree.
7. All of them previously worked for others and the most of them are the first own business.

THE BEGINNING OF THE BUSINESS

- The determining factor to building their own business is was *“not like working on behalf of others”*;
- Want to have their own business; to create their own business is was *“want to learn more and develop more”*. She always worked in this area, she gained experience and learned a lot as a hairdresser... so after 14 years she decide open their hairdresser;
- because it was always a dream;

ERASMUS+ Programme 2015 – KA2 Adult Education

Project nº: 2015-1-ES01-KA204-015937

Document name: O3.- Study and analysis of the professional skills of business women, applicable to housewives

Partner: Kerigma

Author: Joana Carvalho

The main difficulty it was: the management of a company; financial; *to know how deal with the children* (in the previous experiences she never deal with children)

THE CONSOLIDATION OF THE BUSINESS

The determining factors for the consolidation of the process were the:

- *determination* and the fact of being *focused on opening my own business*;
- the support and guidance by someone with experience;
- *Update knowledge (have a stable approach and services and always put the customer first).*
- *Every day I have to have the strength to face the day, reread my goals and focus on tasks, and have confidence in those who work with me.*
- In moments of incertitude and the perception of an error I always try to solve the problems, always looking for solutions without ever give up, sometimes use contact other people to advise me, the experience of other people is very important to me; I reply with calm and do not panic, because everything has a solution and sometimes the solution take time to come; I never give up I try to found new strategies and seek solutions to problems; when the obstacles appears, I view it as a learning and always try to *learn and improve.*

THE FUTURE OF THE BUSINESS

All women mentioned some reasons which will be decisive for the future of the companies:

- To produce new products in case of the artist;
- Motivation and encouragement;
- Expansion to another city;
- The determination; commitment to my personal training and establish news partnerships;
- Is directed for stability of the workers and a major concern is to ensure sales.

ERASMUS+ Programme 2015 – KA2 Adult Education

Project nº: 2015-1-ES01-KA204-015937

Document name: O3.- Study and analysis of the professional skills of business women, applicable to housewives

Partner: Kerigma

Author: Joana Carvalho

ENTERPRISING WOMEN

Women feel very proud and very confident to run a business, they accept that training is needed, is very crucial for running a business and the training at household will have significant positive effects on the business as the skills, competences and knowledge acquired at household could be much more structured, better organized and women could be ready to implement those at the business with much better results.

Depending on the activities, companies managed by women can be a decisive factor for the success of a company, in terms of decision making and problem solving the woman could be add value for the dynamic of companies. The recipes to be an enterprising woman are: be able to do what others do but introduce an innovative and distinctive character; meet the needs and sometimes creates a need to be able to implement the business world.

QUALITIES OF A SUCCESSFUL BUSINESS WOMAN

The women expressed their views and ideas about the successful business woman:

- Management and administrative skills;
- Be able to take decisions and time management;
- Be able to schedule plans;
- Marketing skills;
- To have skills and competences on personnel management;
- Cooperate with others – team work;
- Leadership skills;
- Be dynamic;
- Be able to accept mistakes and listening the others;

ERASMUS+ Programme 2015 – KA2 Adult Education

Project nº: 2015-1-ES01-KA204-015937

Document name: O3.- Study and analysis of the professional skills of business women,
applicable to housewives

Partner: Kerigma

Author: Joana Carvalho

SKILLS-COMPETENCES-KNOWLEDGE-ABILITIES LEARNED AT HOUSEHOLD AND CONTRIBUTE TO THE RUNNING OF THE BUSINESS

- Decision making;
- Taking risks;
- Coordination;
- Marketing and advertising;
- Leadership;
- Motivation;
- Time management;

SUGGESTIONS

The interview woman suggest that the training should integrated the modules:

- Marketing strategies;
- Communication strategies;
- Management strategies;
- Cooperation strategies;
- Time management;
- Financial management;
- ITC.