

Extent of involvement of women entrepreneurs in the boutiques operated by them in Punjab

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■ **ABSTRACT** : An entrepreneur is an innovator who recognizes the opportunities, converts such opportunities into workable/ marketable ideas and add value through time, effort, money and skills. So the achievement oriented women are setting up their own boutiques thereby earning good amount of money. The present study was conducted on 200 women running boutiques from houses and shops in various cities of Punjab. The findings revealed that purchase of raw material, inspection of the ready pieces and sale of ready articles were the jobs which were totally performed by the owners (100%) of the boutiques. 95.5 per cent respondents were designing their products themselves, while 52 per cent were doing the marking work on the garments. 72.5 per cent of the respondents had been able to gain the trust and confidence of their customers because of the end products prepared by them. Eighty per cent of respondents used to attract their customers through latest designs and creative ideas, good workmanship and by fair dealing with the customers.

■ **KEY WORDS**: Production activities, Processing, Marketing, Women entrepreneurs

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