



Research Article

SWOT analysis of an entrepreneurial venture set up by entrepreneurs in Agra Nagar Nigam

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ARTICLE CHRONICLE :

Received:

17.11.2012;

Revised :

20.03.2013;

Accepted:

19.04.2013

SUMMARY : Growth of any enterprise is fundamental to its success. For making enterprise successful, SWOT analysis should be done from beginning and after a definite period. For analysing this, present study was carried out to get knowledge about strength, weakness, opportunities and threats of an enterprise setup by 100 entrepreneurs running both boutiques and beauty parlours in Agra Nagar Nigam. Primary data were collected through interview schedule during year 2005. Percentage was used as statistical measure. It can be extracted from the study that 88 per cent of women entrepreneurs had their own idea. Seventy six per cent of entrepreneurs got the idea after discussion with people individually. Strengths of the product idea evaluated by entrepreneurs are skills easily available (97 %), high rate of return (97 %) and low investment (63 %). Weakness of the potential idea evaluated by women entrepreneurs are seasonality of raw material (64 %). Opportunities of the potential idea evaluated by entrepreneurs are large market (80 %), less mobility required (80 %). Threats regarding potential idea evaluated by entrepreneurs are high demand (97 %). Factors assessed by entrepreneurs are investment needed (98 %), availability of skilled labour (96 %), infrastructure needed (92 %), availability of raw material (50 %). Hundred per cent of entrepreneurs identified the product demand from two ways through market survey and discussion with consumers. Sixty five per cent of entrepreneurs had started their enterprise with an investment of Rs. 20,001 and above. Sixty one per cent of entrepreneurs reinvested an amount up to Rs. 10,000 at later stage. At present stage, 56 per cent of entrepreneurs reinvested an amount upto Rs. 10,000. Fifty three per cent of entrepreneurs were able to recover the invested amount fully, whereas 47 per cent of entrepreneurs could make only a partial recovery. Eighty four per cent of entrepreneurs obtained funds from personal saving and 62 per cent of entrepreneurs got from their husband. Having above findings, Government should work for fostering /developing successful entrepreneurs in real in stead of increasing number of fake and ghost entrepreneurs. Those are created only for showing in records.

KEY WORDS :

Strength, Weaknesses, Opportunities, Threats and entrepreneurs

How to cite this article : Seemaprakalpa (2013). SWOT analysis of an entrepreneurial venture set up by entrepreneurs in Agra Nagar Nigam. *Agric. Update*, 8(1&2): 207-211.

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