R esearch P aper

SWOT analysis of an enterprise set-up by entrepreneurs in Agriculture

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ABSTRACT : Present study was conducted to identify strengths; weaknesses; opportunities and threats (SWOT) of an enterprise set-up by 100 women entrepreneurs in Agra Rural. Agra rural consists 15 blocks. Out of 15 blocks, Bichpuri block was selected randomly. Out of villages of Bichpuri block, village Baipur and Laramda were selected randomly. Fifty women entrepreneurs running dairy enterprise were selected from each village. Thus, 100 women entrepreneurs were selected randomly for the present study. Primary data were collected through interview schedule during year 2005. Percentage was used as statistical measure. The study showed entrepreneur had been advised by their husband to start this particular enterprise. The opportunities of the potential idea evaluated by entrepreneurs were family business, less mobility required, socially accepted, large market and once the brand is established, selling is easy. Threats regarding potential idea evaluated by entrepreneurs are high demand. Factors assessed are infrastructure needed, investment needed, availability of agricultural product, market for proposed product and availability of skilled labour. Entrepreneurs identified the product demand through discussion with consumers, and started their enterprise with investment of Rs. 20,001 and above reinvested an amount of Rs. 10,001 to Rs. 20,000 at later stage. Entrepreneurs obtained funds from their husband. On the basis above findings, the obstacles should be identified through which these kind of entrepreneurs are working at small level, they should work at least at medium level, so that India can be renamed/ identified as agriculture based country and migration could be stopped and population density per employment opportunity could be minimized and entrepreneurship could be maximized. Therefore, every individual could lead a happy life.

KEY WORDS : Sources of idea generation, Factors for assessing product idea, Ways of identifying demand, Investment pattern

I NTRODUCTION

For being successful in the entrepreneurial world, everyone does one's SWOT analysis, so that one could get knowledge and become aware about their strengths, weaknesses, opportunities and threats, and would be able to face the barriers in the path of success because establishing an industry and developing entrepreneurship is not one-man activity. In fact, it involves multi-pronged activities. Though the answer to question how to develop entrepreneurship lies in the solutions of the problems faced in this regards, yet the measure are suggested for developing entrepreneurship by the concerned organizations. The problems may be regarding non-availability of raw material, finance, proper marketing, infrastructure and awareness creating programmes/institutes/ organisations. Therefore, one could consider oneself according to the environment in which one is trying for being successful. Everyone should do one's SWOT analysis at challenging level by considering every major and minor aspect. So that one could get knowledge and become aware about their strengths, weaknesses, opportunities and threats. The hindrances will come in the way of entrepreneurial success; which can be considered as supportive factors in expanding their enterprise faced by an entrepreneurs. Therefore, one could consider oneself according that environment in which one is trying to survive in a particular environment *i.e.* entrepreneurial world.