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MARKETING PROBLEMS OF WOMEN ENTREPRENEURS AND MARKETING EDUCATION

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ABSTRACT

Success of any enterprise depends on adequate marketing. Apart from quality products marketing also depends on adequate mobility, knowledge of market, adequate manpower to sale the product, advertisements or publicity etc. Women entrepreneurs of Assam mostly face the problem of marketing. The reason behind this problem is mainly lack of marketing education among the entrepreneurs. Marketing Education is the teaching and learning of the multi-faceted, critical business function, undergirded by such social sciences as economics, psychology, and sociology. Certain skills and abilities are needed for success in today's workplace. Effective Marketing Education provides those skills. The present paper attempt to study the marketing problems faced by the women entrepreneurs of Assam and the opportunities they availed on marketing education. The study was based on sample survey and confined to Guwahati city of Assam only. Data were collected through a questionnaire constructed for women entrepreneurs. Present study was conducted on women entrepreneurs for the reason that Women entrepreneurs of Assam face a series of problems right from the beginning till the enterprise functions. The investigator has analysis the marketing problems of the women entrepreneurs and also offers recommendations for marketing education among the prospective women entrepreneurs.