

Women Entrepreneurship in Textile and Apparel Industry: Challenges and Success Factors in Colombo District

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Abstract

Introduction: According to the Upper echelons theory, this study explores the main success factors that influence the women entrepreneurs in the Textile and apparel industry in the Colombo District and the major challenges they face during their business journey.

Methodology: The research shows what makes it hard for women to run businesses in this field and suggests ways to improve things. The study takes a qualitative-inductive approach, using semi-structured interviews with 12 women entrepreneurs who have more than 3 years of experience in the textile and apparel industry in the Colombo District.

Findings : This paper highlights internal success factors such as the need for Independence and passion for forming a business, self-confidence and need for achievement, family and friends support, educational background and technology, and previous occupational experience and external factors such as socio-cultural Factors, government policies, exporting and international markets, participation in women's business networks and mentorship workshops, quality of the product & social media that influence women entrepreneurs in textile and apparel industry.

Conclusion: Moreover, competition and adaptation to fashion trends, lack of business knowledge and technology, work-life balance, and COVID-19 impact were identified as challenges.

Keywords: Women entrepreneurship; Textile and Apparel industry; Challenges; Success factors; Colombo District