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**MUSLIM ARTS COLLEGE**  
Thiruvithancode, Kanyakumari, Tamilnadu, India.

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**WOMEN**..... **ENTREPRENEURSHIP**..... **AMAN/G**..... **BEAUTICIANIN**.....

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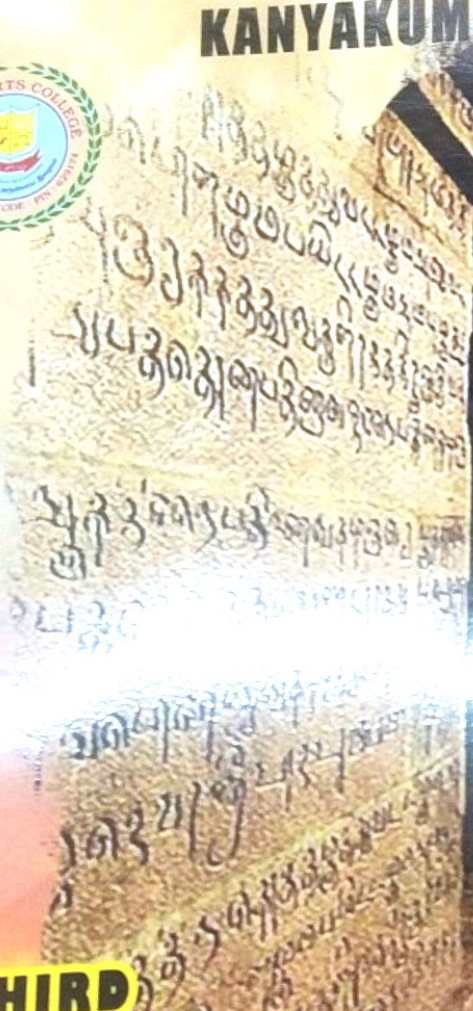
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**THIRD**  
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**REVELATIONS OF**  
**EPIGRAPHIC**  
**EXCAVATIONS**



കല്പനകളുടെ അന്വേഷണത്തിലൂടെ  
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## A STUDY ON WOMEN ENTREPRENEURSHIP AMONG BEAUTICIANIN KANYAKUMARI DISTRICT

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### **Abstract:**

The general human tendency is to look smarter and more beautiful as compared to their friends, colleagues and family members. Variety in beauty care services has improved the overall personality of both men and women in the society. Women are very much fond of availing beauty services like facial, makeup, haircut, manicure, pedicure and so on. Beauty enhancement is an important aspect in everyone's life which can be facilitated by the presence of more and more beauty care service units or beauty parlours. It can be seen in majority of ladies that they are very much interested in looking after their skin and hair through application of different cosmetics products available and acknowledged with the facilitation of beauty parlours. The present study has laid analysed to identified the problem faced by women entrepreneurship.

### **Key words:**

*Women entrepreneurs, socio-economic status, beauty care, women powerment*

### **Introduction**

Today's generation is beauty and fashion conscious. Everyone wants to enhance their beauty and personality. Beauty parlours can be identified as an important source of beauty enhancement as well as generation of employment opportunities, reliving of mental stress and tension through body and head message treatments and above all improvising ones entire appearance. Most of the people, especially ladies, are very fond of taking caring of their face, skin and hair by applying various cosmetics with the help of beauty parlour. So beauty parlour provides better job opportunities, mental relaxation and improve the appearance of each and every one also it leads to improve user's status. In the world of fashion, beauty and career counseling, many fashion designers are women with their own labels. The world of beauty culture has opened up many opportunities for women entrepreneurs.

In recent years, there has been a significant rise in the number of women starting their own beauty businesses. According to a report by the National Association of Women Business Owners,

women now make up 40% of new entrepreneurs in the beauty industry. This trend can be attributed to several factors, including the increasing demand for personalized and natural beauty products, as well as the growing popularity of social media platforms such as Instagram and

YouTube, which have made it easier than ever for women to showcase their skills and build a loyal following.

### **Review of Literature**

R. Jayasathya and P. Priya (2019) in their research on customer preference towards Naturalssalon have identified that services of such salons in much costlier than other salons which restricts the entry of lower and middle income group people. There is need on the part of suchsalons to offer discounts on various beauty services for creating new customers and retainingthe existing ones

Vidya B. Panicker, Dr. Khalil Ahmad Mohammad (2017) explored that most of the womencustomers prefer beauty services from same employee. Therefore beauty parlors should aim atsatisfying their employees in terms of monetary and non

monetary factors so that it can be beneficial at large.

Khahan et al. (2015) analysed that employee involvement plays a very important role in improving the quality of customer service. If employees in salons are given right treatment in the form of proper salary and working environment, they will deliver best services to the customers and will feel associated and connected to the salon

**Statement of Problem**

Women entrepreneurs in the beauty industry face a number of challenges, including gender bias, lack of access to funding, and balancing work and family life. Despite these obstacles, many women have succeeded in building successful businesses by developing strategies to overcome these challenges. One way to address gender bias is to network with other women entrepreneurs and seek out mentors who can offer guidance and support. Women can also take advantage of resources such as grants and loans

specifically targeted towards women-owned businesses. Balancing work and family life can be challenging, but setting clear boundaries and prioritizing self-care can help women entrepreneurs stay focused and energized. In this study, an attempt is made to analyse among specially women entrepreneurship in beautian in Kanyakumari District

**Objectives**

- To find out the factor influencing women to become entrepreneur.
- To identify the problem faced by women beauticians in Kanyakumari District

**Methodology**

The study covered both primary and secondary data. For the present study 30 women entrepreneurs of Kanyakumari District beautician. The samples are selected using convenient sampling method.

**Analysis of Data**

Table 1: Factor motivation of women beautician

Factors	Total Score	Rank
Contribute to family	360	II
Self satisfaction	352	V
Use of skill	348	VII
Use of spare time	357	IV
Independence living	347	VI
Popularity and good reputation	359	III
Easy to start	362	I

Weighted arithmetic mean is calculated and its rank use of spare time goes to IV rank, Self clearly reveals that majority of beauticians are starting beauty parlors business as it is easy to start which got I rank followed by contribution

of family goes to II rank, Popularity and good reputation goes to III rank use of spare time goes to IV rank. Self satisfaction goes to V rank, Independence living goes to VI rank and Use of skill goes to VII rank.

Table 2 Problems faced by women beautician

Problems	Total Score	Rank
Changing technology	362	I
Increase in the Price of cosmetics	359	III
Lack of income	352	V
Lack of managerial skill	357	IV
Lack of financial	347	VI
Competition	360	II

From the above table that important problem faced by the respondent in changing technology which got I rank competition goes to II rank. Increase in the price of cosmetic cream and location goes to III rank, power cut goes to IV rank. Lack of income goes to V rank, Lack of financial goes to VI rank Lack of managerial skill goes to VII rank, And family problem goes to VIII rank.

#### Suggestion

Branding is key to building a successful beauty business. Make sure customer brand reflects customer values, style, and unique selling proposition. Use social media and other online platforms to showcase the work and connect with potential customers.

Marketing is essential for attracting and retaining clients. Develop a marketing strategy that includes a mix of online and offline tactics, such as email campaigns, flyers, events, and collaborations with other businesses.

Networking can help you build valuable relationships with other entrepreneurs, industry experts, and potential clients. Attend trade shows, conferences, and local events to meet new people and learn about new trends and opportunities.

Financial management is crucial for the long-term success of customer business. Keep track of customer income and expenses, set realistic goals, and invest in tools and resources that can help to manage the finances more effectively.

One of the most important things for women entrepreneurs in the beauty industry is to stay up-to-date with the

latest trends and technologies. This means attending trade shows, reading industry publications, and networking with other professionals in the field. By staying informed, beautician can ensure that the business is always at the forefront of innovation and able to meet the changing needs of the customers.

Another key tip for success in the beauty industry is to focus on building strong relationships with the customers. This means listening to their feedback, responding to their concerns, and going above and beyond to provide exceptional service. By creating a loyal customer base, beautician can establish a strong reputation in the industry and set customer apart from competitors.

#### Conclusion

The beauty industry is constantly evolving, and women entrepreneurs are at the forefront of this change. As consumers demand more natural and sustainable products, women entrepreneurs are stepping up to provide innovative solutions that meet these needs. With their unique perspectives and experiences, women entrepreneurs have the potential to shape the future of the beauty industry in exciting ways.

In addition to creating new products, women entrepreneurs are also using technology to revolutionize the beauty industry. From virtual try-on tools to personalized skincare recommendations, technology is making it easier than ever for consumers to find products that work for them. Women entrepreneurs are leading the way in developing these technologies, which will continue to

transform the beauty industry in the coming years.

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