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MEDIUM ENTERPRISES (SME) OF WOMEN ENTREPRENEURS IN TANZANIA**

Jesca Mhoja Nkwabi, Jenifer Mhoja Nkwabi and Joyce Mhoja Nkwabi

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A REVIEW OF THE CHALLENGES AFFECTING THE SUCCESS OF SMALL AND MEDIUM ENTERPRISES (SME) OF WOMEN ENTREPRENEURS IN TANZANIA

Jesca Mhoja Nkwabi,

*Student, University of The West of Scotland, School of Business and Creative Industries,
Department of Business and Enterprise, London, United Kingdom, SE1 6NP*

Jenifer Mhoja Nkwabi

*DBA Student University of Wales, Trinity Saint David Department Of Business And
Management. London United Kingdom, SW9 6EJ*

Joyce Mhoja Nkwabi

*DBA Student, Northumbria University, Department Of Business. Newcastle United Kingdom,
NE1 8ST*

**Corresponding author E-mail: jesyoncy77@gmail.com*

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ABSTRACT

The purpose of this research was to review the challenges affecting women entrepreneurs. In spite of the growth of entrepreneurial activities in Tanzania, researchers in this area have failed to adequately document the issues that women entrepreneurs face. Most researchers have focused only on the socio-cultural challenges such as women's immobility, poor support from society, ethnicity, a lack of support from their family, a low level of education and discrimination when it comes to accessing finances. 12 items of literature from developing countries written recently within the last five years (2014) were reviewed to find out the challenges that affect women entrepreneurs. The findings of this research indicate that women entrepreneurs not only face socio-cultural challenges, but they are also impacted by other factors such as low business knowledge, financial constraints, a lack of support from the government, low business training and a lack of raw materials. In light of these findings, future researchers in Tanzania should aim to look at the factors that go beyond the sociocultural challenges to provide recommendations that will enable women entrepreneurs to sustain their business in the market.



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