



Dell Women's Global Entrepreneurship Study: India Key Findings

New survey research released by Dell reveals optimism and opportunity for women-owned businesses in India. The survey examined indicators of business confidence, along with their motivations, financing options and sources of support.

Highlights

- **Women Business Owners in India are feeling confident:** When asked about expectations for business growth, women entrepreneurs in India anticipate an average of 90 percent over the next five years. When you consider that India has a projected GDP growth rate of 8.2 percent in 2011-2012, according to the [Indian Economic Outlook Report](#), the numbers are even more impressive.
- **Business is Booming:** 71% say their business is very successful, and eight in 10 female entrepreneurs in India say they are hiring.
- **Opportunity for Technology:** 74% say their technology needs are getting more complex.
- **Don't Quit Your Day Job:** 90% started their business while maintaining their day job.
- **Positive Social Impact is Important:** 85% believe it is very important that their business has a positive social impact.
- **Do it With Others:** Spouses were the top source (41%) of advice when starting a business.

Technology

- 9 in 10 say technology supports basic day-to-day operations.
- 1 in 10 say it's a strategic component of their business.
- 74% say their needs are more complex than they used to be and their technology needs to perform at higher levels, 17% say their technology needs have not significantly changed, 9% say their needs are less complex than they used to be and their technology has scaled down.
- **How they handle technology needs:**
 - Use an outside company (67%)
 - Use a freelance technology specialist (30%)
 - Handle it themselves (26%)
 - Have a dedicated in-house team (25%)
 - Use a value-added reseller or system integrator (3%)
 - Other (1%)
- **Biggest technology needs are cutting costs, data security, and 24/7 service support.**

Funding

- **Personal savings is the top source for funding a startup business (46%); Other sources:**
 - Family members (43%)
 - Banks or credit unions (33%)
 - Friends (25%)
 - Business acquaintances (21%)
 - Venture capital firm (17%)
 - Colleagues (16%)
 - Government grant programs (15%)
 - Crowd funding (13%)
 - Angel investors (11%)
 - Other (1%)
- Banks or credit unions were most difficult sources from which to obtain funding.
- Angel investors were the easiest sources from which to obtain funding.
- Obtaining low interest loans (30%) and income (24%) were biggest obstacles to bank or credit union financing.
- Finding a co-signer and credit history were lesser obstacles to bank or credit union financing.
- On average, businesses need \$9,376 in startup capital.

Penn Schoen Berland (PSB) conducted online interviews with 150 female entrepreneurs in India between April 13th and April 16th, 2012. The survey margin of error is +/-8%.