

# Women-Owned Micro and Small Business in Wolaita Zone, Ethiopia : A Multi-dimensional Analysis of Business Performance and Potential for Poverty Alleviation of Urban Settings.

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## Back Ground and Rationale of the Study



- ⇒ Globally 74 million (two-fifth) of young women were unemployed (UN DESA, 2019) and engaged in unpaid work (ILO, 2019).
- ⇒ Women have not been fully engaged in economic activities and often disproportionately affected by poverty in low-income countries including Ethiopia (Buehren et al, 2019).
- ⇒ Even though the government of Ethiopia has been striving to achieve the 2030 goal of the UN to reduce the extreme poverty to less than 3%, still 27% of the total population are living in extreme poverty and of this majority of them are women (World Bank, 2019).
- ⇒ It is impossible to end extreme poverty and build resilient societies without women engagement in economy.
- ⇒ Studies revealed that in Ethiopia, particularly the Wolaita zone population are affected by poverty (Tantu et.al, 2017; Mohamed, 2017; Eneyew and Bekele, 2012). Among the affected one, the most vulnerable groups were women (Ayele, 2018).
- ⇒ The micro and small sector have witnessed potential in eradicating poverty, creating job opportunities and economically empowering women (Abisuga et al, 2017) .

## Research Question

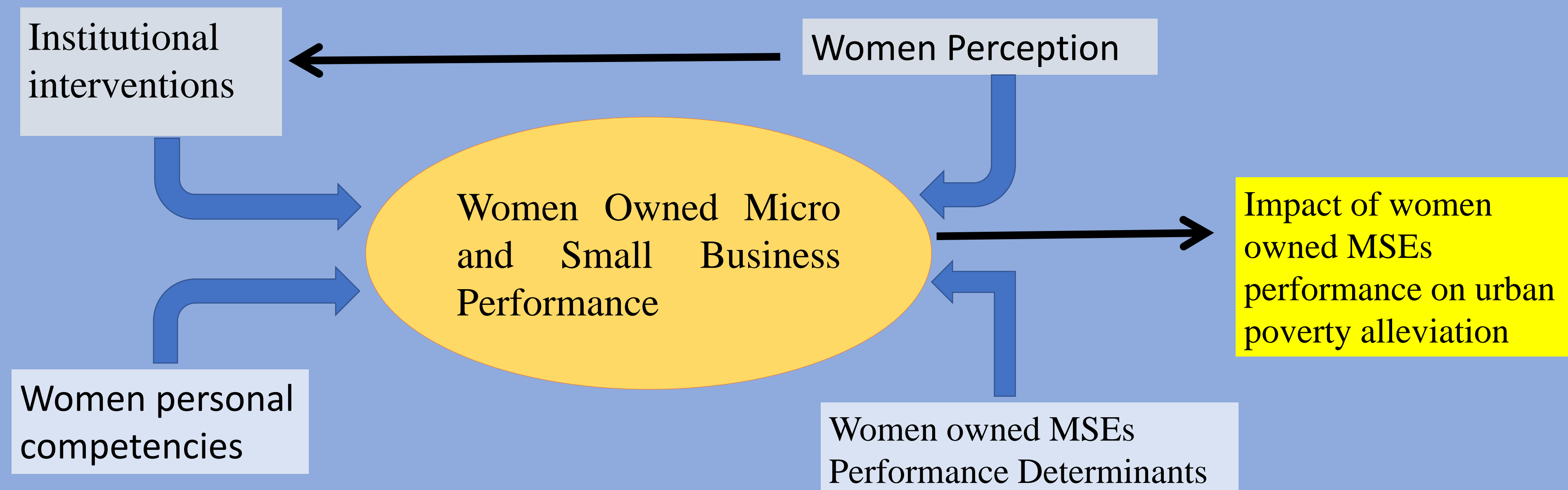
- How women-owned micro and small businesses impact the urban setting poverty reduction goal and impacted by internal and external performance determinants in Wolaita Zone, Ethiopia?

## General Objective

- To determine the effects of women-owned MSEs performance on urban poverty reduction and its performance determinants impact in the Wolaita zone, Ethiopia.

## Specific objectives

1. To assess the existing situation and performance level of women MSE owners in 4 specific business sectors in Wolaita Zone, Ethiopia.
2. To determine the effect that specific internal and external factors have on the performance of women-owned MSEs in 4 specific sectors.
3. To map the level of engagement that women MSE owners have with institutional supports and how these supports have impacted on business development across the 4 sectors in Wolaita zone, Ethiopia.
4. To determine the impact of women-owned business on urban poverty reduction in Wolaita Zone, Ethiopia.
5. To assess the women perception that affects their participation in MSEs in 4 specific sectors in Wolaita Zone, Ethiopia.



## Study Methodology

### Sampling Techniques

- To select participants from four MSEs sub sectors, the proportionated stratified sampling will be employed, and systematic sampling will be utilized to select from each list.

- To conduct this study pragmatic research approach will be used.
- This study will utilize the cross-sectional research design.

Sample size calculated by using

$$n = \frac{N}{1 + N(e)2}$$

### Data Collection Instruments & Sources

- 384 Interview schedule
- 24 Focus Group Discussion (FGD)
- 32 Key informant Interview

### Data Analysis (multi-dimensional)

- Descriptive statistics
- Multiple Linear Regression
- Prosperity Score Matching
- Box pilot for qualitative data

### Output of the Study

- Three articles to be published in reputable peer reviewed international journals.

### Outcome of the Study

- Recommendations for policy and for the design of appropriate interventions to promote women's small business engagement.

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- ⇒ Micro and small enterprise sector can play a pivotal role to alleviate urban poverty and unemployment (Goltz et al, 2015; Mezgebo et al, 2017).
- ⇒ The studies conducted by Mulatu and Prasad (2018) and Mezgebo et al (2017) showed that women own and manage significantly fewer businesses than men and different internal and external factors constrained women-owned business performances (Alibhai et.al.,2017). Hence, the contribution of women –owned MSEs on poverty reduction goal is questionable.