

## ABSTRACT

Women's participation in the entrepreneurial sector in Tanzania has increased dramatically in the past years but women enterprises remain in the low profit and low growth areas. They are stifled by limited education, lack of skills and business experience, limited access to support services and an adverse regulatory and cultural environment. Tanzanian governments have taken numerous interventions but are yet to produce notable results in yielding more growth of women-owned enterprises. Researcher believes that Women entrepreneurs in Tanzania are the key to economic growth because they are generating income and create employment. The main objective of the study was to investigate factors affecting Women Entrepreneurs in Arusha region Tanzania. The Exploratory design was employed in this study. The sample size of the study was 50 respondents. The data collected was analyzed using inferential statistics. From the findings of this study it revealed that lack of appropriate business support from different stakeholders like (husband, family members and society at large), low business skills, knowledge and education, the impact of caring and domestic responsibilities, Negative perception among the society members, the tension caused by the dual responsibility of managing a business and maintaining a family, limited contacts outside prejudice and class bias as well as lack of social acceptability, prevailing social and cultural gender-based inequalities are the major social and culture factors that affect the women entrepreneurs in Tanzania. On other hand poor family background, unequal access to education and sex stereotyping are the major demographic factors that affect women entrepreneurs. The study recommends that women entrepreneurs' should be provided with special business/entrepreneurs training so as to improve their skills and knowledge, also the families and various stakeholders should provide various essential supports like advisory and encouragement to women entrepreneurs. The board of women entrepreneurs should be established and practiced in order carry out major seminars to educate and train the women on the major issues in running a business to success. They should also receive advice when it is necessary to start a business.

