To pursue an interest/hobby
To have a source of income
To have a work-life balance
To be more independent
To be more creative
I saw a market niche
Discontented with previous job
Family tradition
No other employment
To make more money

WHY DID YOU START YOUR BUSINESS?

WHAT SOURCES OF FINANCING DID YOU USE TO START YOUR BUSINESS?

- Self-funding: 57% (Women), 58% (Men)
- Bank loan: 25% (Women), 28% (Men)
- Other family: 16% (Women), 13% (Men)
- Spousal funding: 8% (Women), 4% (Men)

HOW DO YOU KEEP LEARNING ABOUT BUSINESS MANAGEMENT?

- Online sources: 47% (Women), 49% (Men)
- Offline training: 33% (Women), 33% (Men)
- Family or friends: 30% (Women), 29% (Men)
- From other businesses: 28% (Women), 46% (Men)