FEMALE vs MALE ENTREPRENEURS IN THAILAND

The graphs show the share of respondents to the Future of Business Survey that selected each category when answering multiple-choice questions on entrepreneurial motivations, financing and learning. Responses were collected in December 2017 and January 2018 from business owners whose companies’ digital presence includes a Facebook page.

WHY DID YOU START YOUR BUSINESS?

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

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

- Self-funding
- Other family
- Spousal funding
- Bank loan

HOW DO YOU KEEP LEARNING ABOUT BUSINESS MANAGEMENT?

- Online sources
- Family or friends
- From other businesses
- Offline training