



SUMMARY OF MAIN FINDINGS

Task 3.2 Analysis of specific demands and needs of migrant women aiming to be entrepreneur

Country: Lithuania

Partner: SCCIC

Sample: anonymous questioners received by e-mail and mail.

- Total number of interviewees : 11 migrant women and 1 privileged witness
- Nr. Of interviewee for each *typology of subject*

Typology of subject	Age	Country of origin	Educational qualification	Business activity
Owens a business	35	Vietnam	B.A. in Vietnam and M.A. in the US	Beauty services and Vietnamese restaurant
In the past was the owner but went bankrupt	35	Ukraine	B.A. in Ukraine English philology	Translation, interpretation services
In the past was the owner but went bankrupt	49	Ukraine	M.A. in Ukraine Meat technologist	Trade in food products
Aspires to be an entrepreneur	41	Ukraine	M.A. in Ukraine Pedagogy	Trade in food products
Aspires to be an entrepreneur	33	Ukraine	M.A. in Ukraine, sewing technology	Sewing/repairing clothes
Aspires to be an entrepreneur	22	Belarus	Secondary, vocational construction in Ukraine	Repair/maintenance of living houses
Aspires to be an entrepreneur	21	Ukraine	Secondary in Ukraine	Cleaning homes services
Aspires to be an entrepreneur	25	Belarus	Secondary, vocational sewing in Ukraine	Clothes stylist
Aspires to be an entrepreneur	27	Turkey	B.A Turkey Public finance, M.A. Lithuania Public Administration	Not sure yet
Aspires to be an entrepreneur	37	Ukraine	M.A in Ukraine, pedagogy	Many ideas, tourism, kindergarten



With a privileged witness	53	Lithuania	M.A. Lithuania	Director of Agency (NGO)

Note: In case of undetected information, you could write "unknown".

MOTIVATIONS

A classification of the **motivations and expectations** linked to the start-up and management of business activity among the interviewees.

Many reasons, most importantly, to work for myself, have some good impact on the society. I live in and manage my time as I see fits the needs of my business – additionally, create some legacy to be proud of.

Because I have a lot of ideas. Working individually means making individual decisions and taking responsibility for them.

Work when I want and for myself.

This was my plan.

Work for myself. Do not have bad director.

Earn more money, help parents financially. Invite my friend to work with me.

Have better life for my family.

Can't find normal work.

Would not like to work in a factory

Freedom (of moving and of being creative)

- Motivation 1: wanted to work for themselves
- Motivation 2: flexible hours
- Motivation 3: higher earnings
- Motivation 4: ambitions to have corresponding carrier

NEEDS

- Need 1: economic and financial needs (access to credit, intermediation with banks)
- Need 2: local language skills
- Need 3: competencies (legal/paperwork, managerial, promotional).
- Need 4: Networking with peers or more experienced



CHALLENGES/OBSTACLES

These are some of the criticalities encountered by migrant women entrepreneurs at the start-up and in the management of their business detected during the interviews:

- At the **start-up of the business activity**: criticalities linked to forms of discrimination and stereotypes/stigmas; criticalities linked to the specific status of migrant woman from a third country; criticalities linked to bureaucratic and administrative issues linked to the necessary documentation for the start-up of business activity; criticalities linked to economic and financial aspects (issues to access credit/loans; relationship with banks, etc.)
- Criticalities linked to the **management of the enterprise**: criticalities linked to forms of discrimination and stereotypes/stigmas; criticalities linked to the specific status of migrant woman from a third country; criticalities linked to bureaucratic and administrative issues linked to the necessary documentation for the start-up of business activity; criticalities linked to economic and financial aspects (issues to access credit/loans, relationships with banks, etc.), sustainability in the market, etc.

Business start-up	Business management
<p>Criticalities at the start-up</p> <p><i>From survey:</i></p> <ul style="list-style-type: none"> ● Economic and bureaucratic issues, ● language barriers, ● culture shock (only by immigrants from more culturally different country) <p><i>From work group:</i></p> <ul style="list-style-type: none"> ● Language barrier; ● Difficulties in recognition of diplomas and competences; ● Lack of knowledge about the formalities and procedures to start-register business; ● Sources of financing, access to credit and State incentive financing programs is very complicated. ● Lack of knowledge of the local socio-cultural context and market needs; ● Non competence how to deal with immigrants, bureaucracy and information only in Lithuanian in State Employment Service and other state institutions, especially in the regions more distant from Vilnius; ● Too little confidence of immigrant women in themselves 	<p>Criticalities linked to the business management</p> <p><i>From survey:</i></p> <ul style="list-style-type: none"> ● Language barrier ● Stereotypes (older people don't like foreigners) ● No external support ● Complicated access to public funds <p><i>From work group:</i></p> <ul style="list-style-type: none"> ● Lack of qualified team, or knowledge of marketing, financial management, personnel management due to Lithuanian law; ● Wrong direction of projecting business because of lack of knowledge of local taste and traditions; ● No support and guidance oriented to immigrants (competition is same as for locals, no knowledge on possible free consultation posts); ● Few possibilities to network with peers.



PROPOSALS

All these in red would be great, but need funding (private, EU or public), for payment they are available. All of them may be discussed for project period.

We have outlined those possible to last beyond project financing:

- Free consultation on legal issues to start up the business, or at least on feasible price;
- Guidance and backup while running business;
- Facilitating/intermediation for access to credit or micro-credits under favourable conditions.
- Support of peers;
- Support of mentors: the best option -local business women.