



EWIF

educates

# How franchising is an answer to some of the barriers female entrepreneurs face

*The Rose Report, a Government-commissioned review of female entrepreneurship, highlighted crucial information around female entrepreneurs. How can franchising do our bit to change this? EWIF highlights 3 areas based on the report's findings.*

The Review Committee, led by Alison Rose Deputy CEO of NatWest Holdings and CEO, Commercial & Private Banking, looked into women who started a business in the UK, and four peer countries: Australia, Canada, the Netherlands and the USA.

This comparison with international best practice, showed fewer UK women choose to become entrepreneurs: Only 6% of UK women run their own businesses, compared to 15% of women in Canada, almost 11% of women in the US, and over 9% of women in Australia and the Netherlands.

Some of the barriers facing women are internal, in terms of their self-belief in doubting they can be a success. But there are also a number of external factors, which franchising holds the key to overcoming them, and so make entrepreneurship more accessible for women.

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The Rose report[i]states, "We found three separate but reinforcing cultural barriers affect women at all stages of the entrepreneurial journey. The first two were highlighted as particular concerns for women yet to start a business:





## FEWER UK WOMEN CHOOSE TO BECOME ENTREPRENEURS THAN IN BEST PRACTICE PEER COUNTRIES:



ONLY 6% OF UK WOMEN RUN THEIR OWN BUSINESSES



COMPARED TO 15% OF WOMEN IN CANADA



ALMOST 11% OF WOMEN IN THE USA

OVER 9% OF WOMEN IN AUSTRALIA AND THE NETHERLANDS



8.6% of all UK women said they plan to start a business in the next three years, compared to 14.3% of men



Information acquired from 'The Alison Rose Review of Female Entrepreneurship' [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/784324/RoseReview\\_Digital\\_FINAL.PDF](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/784324/RoseReview_Digital_FINAL.PDF)

# 1

Women typically have higher risk-awareness than men and are more cautious about starting or scaling a business, limiting their willingness to risk their livelihood on an uncertain venture. In our survey, women were 55% more likely than men to cite fear of going it alone as a primary reason for not starting a business.

# 2

Women are less likely to believe they possess entrepreneurial skills: Only 39% of women are confident in their capabilities to start a business compared to 55% of men. This is a perceived gap in ability, rather than an actual gap in skill sets. In addition, many of the women we interviewed often credited other people for their success and dismissed their own achievements.

For women who had already started a business, a third barrier gained significance, especially in the early years of the venture as they sought to scale their businesses:

# 3

Women are less likely than men to know other entrepreneurs or to have access to sponsors, mentors or professional support networks. While 31% of women surveyed highlighted the importance of networking as a business skill, compared to 21% of men, only 30% of women said they already knew an entrepreneur versus 38% for men. Traditional networking methods are also a challenge and a lack of professional networks was perceived as a particularly important barrier by newer female entrepreneurs."

Reading through these concerns, it is clear to see how franchising offers a definitive answer to each barrier. And it is one which we, at EWIF, believe women need to be made more aware of, if they are to realise their own ambitions for career success. The ability to build a successful business, and enjoy the benefits of being your own boss, is as available to you, as it is to any entrepreneur who has stepped out into the world of business ownership. Here's how:

# 1

**Franchising offers you a reduced risk at business success.** Whilst the franchise business is YOUR OWN business, you are not alone in running it. You become part of a network of business owners, under the umbrella of the franchise brand. Franchisors are keen to help their network succeed, so will create regular opportunities for their network to come together, through regional events, annual events, and online support groups. Alongside this, your franchisor, who established the business model you will be following, has all the experience, resources and training to support you as you build your own successful business, by following their guidelines.

# 2

**Franchising connects your skills with the experience of the franchisor.** Where you may feel you are lacking in knowledge, or experience, your franchisor will be able to support you through any perceived gaps. Included in the franchise fee, is your franchise training. This covers everything you need to know about running a business, about the sector you are starting your business in, and how to operate the franchise brand you are joining. Everything you need to know, from start-up, to managing the day-to-day, until exit, is covered.

# 3

**You join a network of entrepreneurs who, like you, have stepped into the world of business ownership.** Many franchisors will pair up their new starters with someone within the network to mentor and support them through the process. And the whole network is there to support you at any and every stage of your business growth. What's more, as you become more established, you have the opportunity to give back to the network and be the support for others joining the network after you.

Don't let fear hold you back from making your dream to be your own boss come true!

Look into the benefit of franchising for yourself. Research the 900+ franchise brands, covering all sectors, and we are confident you will find something to suit you. Your first stop? Have a look through the [EWIF members listed on our website](#). Any of whom would love to share their franchise story with you and walk beside you as you start your own entrepreneurial journey.

To talk to EWIF for more advice, including to request a free 30-minute telephone mentoring session, email: [info@ewif.org](mailto:info@ewif.org)



**EWIF**  
ENCOURAGING WOMEN  
INTO FRANCHISING

EDUCATE | INSPIRE | EMPOWER