

female entrepreneurship reality and prospects

Case study at Patisserie La Rosa Tébéssa

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مخبر مشكلات إجتماعية في المجتمع الجزائري جامعة أم البواقي

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Abstract

This study aims to pay attention to the issue of women's entrepreneurship which is considered one of the most important modern topics that has received the attention of many researchers in several scientific disciplines Thus the Algerian state has begun working to encourage women's entrepreneurship due to its importance and effective role in all aspects of the business environment and the balance of the job market And supply and demand for work by working to harness a number of national mechanisms strategies and structures to contain, support direct and finance it to ensure its success From the above we find that this study was interested in shedding light on one of the most important basic mechanisms in the business environment, namely female entrepreneurship by including the conceptual framework related to women's entrepreneurship and identifying the characteristics of female entrepreneurship and the characteristics of the entrepreneurial institution run by a woman while identifying the most important mechanisms supporting women's entrepreneurship Feminism and the mechanisms for developing it to advance entrepreneurial work with a case study at Patisserie La Rosa Institution funded by the National Agency for the Management of Small Loan in the state of Tébéssa and by addressing the most important factors that helped it in the establishment of its organization and the most prominent difficulties and obstacles that it faces in achieving its success by relying on the research tool represented by the interview in order to Reaching a number of results regarding the entrepreneurial institution

Keywords entrepreneurship . female entrepreneur. female entrepreneurship

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I. Introduction:

The problem of unemployment and the imbalance in the job market worldwide constitutes a significant economic and social concern for all countries and governments especially those facing economic difficulties due to their heavy reliance on oil revenues which have seen a decline in prices posing a threat to their stability This situation has compelled governments to seek alternative sources to navigate out of these challenging circumstances and achieve stability and balance in all aspects

Global statistics today indicate that women now constitute 50% of the global workforce a significantly higher percentage compared to the past Algeria like many other developing countries sees women playing a prominent role in the economic landscape In 2014 the active female workforce in Algeria was estimated at 2 million constituting 19.5% of the total active workforce in the country

The Algerian state has implemented a series of reforms and policies aimed at reducing unemployment and revitalizing the job market by improving the overall social and economic situation of society with a particular focus on women This is achieved by encouraging women's initiative and creativity particularly by promoting their involvement in entrepreneurial endeavours to address the recent challenges This is facilitated through the establishment of national bodies tasked with assisting and providing support for youth projects investment promotion achieving job market balance and national economic development

Entrepreneurship in Algeria has become increasingly important due to its impact on the job market with the state working to encourage and support it Moreover it is no longer limited to males but has expanded to include females recognizing that women today play a significant role in supporting development and achieving prosperity for the country

Chapter I Methodological framework**One the problematic**

The Algerian job market underwent significant transformations and severe disruptions during the last decade of the twentieth century causing it to lose its balance and suffer from a wide gap between supply and demand for labour This was the result of several economic crises that Algeria experienced especially since gaining independence due to the departure of European labour the debt crisis beginning in 1982 and the oil crisis in 1986 One of the most significant consequences of this imbalance which had a profound impact on the job market in Algeria was the exacerbation of unemployment due to the dismissal or early retirement of a large number of workers as a result of the dissolution of many economic institutions This led to a decline in permanent job opportunities juxtaposed with a significant increase in demands for employment positions

This crisis didn't just affect men it also impacted women across different age groups and demographics For instance statistics from the National Agency for Microcredit Management in the Tébessa province in 2023 indicated an increase in Algerian women's inclination towards entrepreneurship due to the severe unemployment crisis affecting this important segment of society Women represented approximately 1368 out of 1748 entrepreneurial projects leading to the employment of around 2834 workers in various fields Consequently according to these numbers women constitute approximately 70% of the job market in the Tébessa province

The economic social and even cultural transformations witnessed in Algeria directly contributed to improving the economic and social conditions of Algerian women. These changes coupled with increased educational attainment especially post-colonization provided women with broader opportunities in various aspects of public life. They are now present in all sectors reflecting the shift in gender roles and becoming competitors to men in the job market. It's undeniable that women have played a significant role in all economic, social, and political aspects, leading to changes in the job market reality.

Female entrepreneurship is among the individual initiatives that yield positive results and contribute effectively to achieving balance in the job market and economic growth. Historically, such initiatives have been predominantly associated with men, who have monopolized the field of finance and business. However, women have also asserted themselves as active participants in society by entering various important fields. Therefore, it is imperative to encourage and emphasize the necessity of providing women with opportunities and necessary resources to enable them to establish their ventures.

Given the above, it raises the question: what is the status of female entrepreneurship in Algeria? We will attempt to address this question by studying the case of Patisserie La Rosa in Tébéssa, considering it as a model for female entrepreneurship.

Two the concepts of the study

1- Entrepreneurship

The concept of entrepreneurship is considered one of the concepts that have been addressed by various perspectives. Entrepreneurship is defined as the establishment of a new non-traditional institution through successive stages starting from a person's inclination towards entrepreneurship to adopting entrepreneurial behaviour by establishing an institution that seeks to exploit untapped or undervalued opportunities and resources. It is characterized by creativity, seeking change, and working to provide an innovative and new product or service based on the individual initiative of the entrepreneur and his intellectual readiness and desire to materialize his ideas and make them a tangible reality while emphasizing that its environment is characterized by a state of uncertainty and assurance (**kouraichi & Sellami, 2010, p. 60**).

Entrepreneurship is the establishment of a new legally self-contained institution (**Ben Zaoui & Bouazza, 2023, p. 624**) concerned with offering creative products and innovative services based on the embodiment of a distinctive idea and transforming it into a project on the ground through a series of atypical procedures and practices that may open new job opportunities and absorb part of unemployment (**Bouhassi, Owais, & Bouzerb, 2018, p. 6**).

2- The Entrepreneur

An entrepreneur is every ambitious person with a creative mind who seeks to present a modern idea in the form of an institution that aims to offer innovative products by seizing opportunities and using available resources that highlight his ability to be creative and innovative (**Dabbah, 2011-2012, pp. 15-17**).

The entrepreneur as defined is any individual with the creative capacity to transform their idea into innovation and invention, materializing in the establishment of an independent legally recognized entity. This entity facilitates the creation of job opportunities and new markets (**Ben Zaoui & Bouazza, 2023, p. 624**).

3- The female entrepreneur

It is every woman responsible for managing a creative institution whether financially administratively or socially characterized by initiative and having the energy to bear risks and hazards with the ability to deal with flexibility and skill in organization and management. She is confident in her abilities and capabilities aiming for success and excellence (**Challouf, 2008-2009, p. 12**)

She is a woman interested in creating a new enterprise through her initiative creativity self-confidence and organizational skills that she embodies in her entrepreneurial activities (**Abaoui, 2014-2015, p. 11**)

4- Women's entrepreneurship

Is all about new enterprises created by women that focus on utilizing untapped and undervalued opportunities and resources characterized by creativity and the pursuit of offering different and innovative products (**zirk & Ben harrath, p. 175**)

It is a new institution managed and operated on a daily basis by a woman through her own account or funded by national agencies and organizations dedicated to that purpose of offering innovative and creative products to seize opportunities to satisfy the local market and create new job opportunities (**Fenniche, 2020-2021, p. 38**)

Three the importance of the study

The importance of this topic lies in

Clarifying some elements related to the theoretical aspect of women's entrepreneurship

Explaining the contribution of women's entrepreneurship in reducing unemployment

Explaining the most important challenges facing women's entrepreneurship in the state of Tébessa

Four Objectives of the study

Through this study we seek to achieve a number of objectives which we summarize below

Highlighting the Importance of Female Entrepreneurship which has become an effective alternative that empowers women particularly by enabling their contribution to development and serving as a means to revitalize the job market and reduce unemployment

Exploring the Mechanisms of National Support for Female Entrepreneurial Projects

Identifying the Challenges Facing Female Entrepreneurship in the Tébessa

Five Study methodology

In order to clarify the importance of this study and reach the desired goals we used a case study approach in order to become familiar with the various theoretical aspects related to the subject of entrepreneurship and women's entrepreneurship specifically In addition to highlighting the prospects for women who hope to enter the entrepreneurial experience by studying Patisserie La Rosa Institution as a model

Chapter Two The nature of Women's entrepreneurship

First the factors and motives that help women move towards entrepreneurship

Accordingly the motives that prompted women to enter the world of entrepreneurship are as follows (**Beddou, Ben Marzouk, & Said, 2017, p. 214**)

1- Economic Factors

Obtaining financing from the government has greatly contributed to encouraging women towards entrepreneurship. Financial support and providing equipment and facilities have been among the toughest obstacles hindering women's entrepreneurship. Today, Algeria is working on financing such projects, which has contributed to encouraging women towards entrepreneurship.

2- Social Factors

Among the factors that support the emergence of women's entrepreneurship are the availability of training in project management for small businesses, specialized training for union executives in law, accounting and business management, as well as professional and craft training.

3- Political and Legal Factors

In this, the role of the state and the efforts it provides for entrepreneurship, especially in terms of female empowerment, are evident. This is found in Article 29 of the Algerian Constitution issued under Order No. 05/01 dated 27/02/2005 concerning nationality, as well as Order No. 05/02 regarding family law and the establishment of a ministry responsible for women's affairs.

4- Personal Factors

One of the most important factors contributing to entrepreneurship is the passion for entrepreneurship and self-confidence to achieve a high level of leadership and excellence.

Secondly, the features of woman entrepreneurs and the characteristics of the entrepreneurial Institution she manages

1- Characteristics of Women Entrepreneurs

Women entrepreneurs distinguish themselves from others by the following traits (Kachi, Boudissa, & Al-Arabi, 2017, p. 286)

1-1- Social Features and Characteristics

Availability of a family environment that encourages continuity
Ability to achieve harmony between entrepreneurial life and personal family life
Flexibility in dealings with the human element

1-2- Personal and Mental Features and Characteristics

Creativity and innovation
Responsibility
Initiative spirit
Competence in the field of work
Risk-taking ability
Quick understanding and comprehension
Being a source of creating and innovating ideas

1-3- Organizational Features

Time management skills
Organizational skills considering the harmony that must be achieved between her skills, job specifications, the nature of the activity and appropriate requirements

1-4- Educational Features

It is essential for women entrepreneurs to have a decent level of education because illiteracy is among the obstacles to success and continuity. Additionally, low educational attainment may lead to women being vulnerable to exploitation **(Kachi, Boudissa, & Al-Arabi, 2017, p. 286)**

2- Characteristics of the Entrepreneurial Institution Led by Women

Entrepreneurial institutions led by women typically exhibit the following traits **(Derouassi, Mohammed El-hadj, & Khenafif, 2017, p. 295)**

These institutions are usually younger and smaller in size compared to those led by men

Their activities often revolve around sectors with low growth rates such as retail trade and services. It is rare to find women engaged in activities such as manufacturing, transportation, or transformation.

The preferred organizational structure for women-led entrepreneurial institutions is often the horizontal organizational structure.

Management style in women-led entrepreneurship is flexible, relying on participation and empowerment.

Significant importance is given to personal and social goals.

In terms of risk-taking, women-led entrepreneurship tends to be less inclined towards risk compared to entrepreneurship led by men.

3- the Importance of Women's Entrepreneurship

The key to the interest in women's entrepreneurship lies in the importance and benefits these institutions provide to the social and economic context. The significance of women's entrepreneurship lies in the following elements **(Boughamboz & Rabii, 2024, pp. 566-567)**

Women's entrepreneurship is one of the pillars contributing to achieving sustainable development.

It contributes to job creation for themselves and others.

It contributes to reducing unemployment and poverty.

It promotes population stability and reduces the rate of internal migration from rural to urban areas.

It serves as a source of economic security for families.

It encourages self-employment, especially for women.

It fosters the development of production methods and improves service delivery **(Kaouachi & Ben kemadja, p. 33)**

Contribution to Enhancing Women's Status considering entrepreneurship as one of the most important means through which women can demonstrate their potential in the business and leadership fields, opening up career prospects beyond simple household tasks. This supports their role in the national economy.

It also helps maintain competitiveness in markets and break the monopolistic pattern practiced by large enterprises through the creativity and innovation demonstrated in the products of entrepreneurship.

Moreover, it contributes to economic growth as entrepreneurship plays a significant role in advancing economies and achieving significant growth rates due to its flexibility and ability to respond to rapid changes in the economy, which large enterprises may not be able to keep up with.

Fourth support systems for entrepreneurship and women's entrepreneurship, especially in Algeria

1- The National Unemployment Insurance Fund (CNAC)

This fund was established on 6 July 1994 in order to protect those at risk of losing their jobs as a result of economic changes and crises (**Habibi & Hassain, 2023, p. 564**) It aims to develop an entrepreneurial culture and provide assistance and support by liaising with public employment services municipal and provincial administrations to reintegrate legally entitled unemployed individuals who receive unemployment benefits It also focuses on supervision in accordance with applicable legislation and providing assistance to businesses facing difficulties in their operations to preserve jobs

Furthermore The financing formulas are tripartite while the project owner the bank and the fund participate (**Halm, 2016-2017, pp. 208-209**)

2- The National Agency for Youth Employment Support (ANSAJ)

This agency was established to encourage young people with initiatives and improve the necessary conditions for project creation fostering initiative spirit promoting youth employment and creating stable job opportunities The agency targets unemployed youth aged between 19 and 35 years old It focuses on providing foresight and consultations to youth within the framework of implementing their projects along with monitoring these projects and providing assistance as needed through experts assigned to study and address the projects (**Halm, 2016-2017, pp. 171-172**) According to Executive Decree No 20-329 dated 22 November 2020 which amends and complements the decree issued in 1996 establishing the National Agency for Youth Employment Support and defining its basic laws its name was changed to the National Agency for Support and Development of Entrepreneurship (ANADE) (**Salhi, 2021, p. 288**)

3- Small and Medium Enterprises Loan Guarantee Fund (FGAR)

This fund is considered a partner to all commercial banks and banking institutions active in Algeria It seeks to find effective solutions to the financing problem while supporting all the real guarantees provided by banks Among the fund's tasks we mention providing guarantees for the benefit of small and medium enterprises renewing equipment and expanding enterprises while approving project eligibility and monitoring projects It also provides technical assistance and prepares agreements with banks for the benefit of small and medium enterprises (**Halm, 2016-2017, pp. 190-200**)

4- National Agency for Microcredit Management (ANGEM)

This agency is one of the national strategies to fight poverty and marginalization and promote self-employment Among its most important tasks are

Supporting and guiding beneficiaries in realizing their activities and accompanying them to finance their projects

Monitoring activities completed by beneficiaries

Training project holders and beneficiaries of small loans

Organizing regional and national exhibitions for the display and sale of products for Small Loans As of 31 March 2021, 75% of loans granted by the National Agency for Small Loan Management were directed towards small industries (**Salhi, 2021, pp. 284-285**)

Dual Financing The personal contribution of the young person is 50% and the agency's contribution is 50%

Triple Financing The personal contribution of the young person is 15% the agency's contribution is 15% and 70% is a loan from the bank

5- National Agency for Investment Development (APSI)

This agency works to help investors achieve their investments as the agency works to study projects evaluate them and make a decision regarding them whether rejection or acceptance and works to develop investment Among its work mechanisms facilitating promoting and accompanying investment through rehabilitating institutions and establishing new institutions that work to develop Expanding production capacities among its tasks **(Boudra, 2022, p. 117)**

Receiving and informing resident and non-resident investors and assisting them

Ensuring the promotion development and monitoring of investment while facilitating investment procedures for investors

"Equality between foreign and local investors and eliminating discrimination between public and private investment

Establishing a single window for issuing licenses and all matters related to investment" **(Ghayat & Barkamoum, 2008, pp. 135-136)**

Among the advantages provided by the agency

During the implementation phase which is set at 3 years the following exemptions apply

Exemption from value added tax for goods and services

Exemption from customs rights regarding imported equipment

Exemption from paying the right to transfer ownership of real estate holdings

During the exploitation phase exemption for 3 years from **(Salhi, 2021, p. 287)**

Corporate income tax (IBS)

Tax on professional activities (TAP)

Exemptions can be extended for up to 5 years for projects creating more than 100 jobs

6- Associations supporting women's entrepreneurship in Algeria

The associations supporting women's entrepreneurship in Algeria do not exist in large numbers as most of the active associations are concerned with entrepreneurship in general and in various fields However we counted at the national level that there are two active associations concerned with women's entrepreneurship and they are **(Derouassi, Mohammed El-hadj, & Khenafif, 2017, p. 298)**

6-1- Association of Algerian Women Heads of Institutions (SEVE)

This association was established in 1993 which is concerned with knowledge and management of starting an entrepreneurial activity It is also concerned with identifying and valuing the capabilities and knowledge of women heads of institutions in all fields of activity and supporting and assisting the establishment of women's entrepreneurial projects

6-2- Association of Algerian Female Entrepreneurs and Businesswomen (AME)

This association was established in 2005 with the aim of raising awareness among female entrepreneurs supporting their growth and advancement It serves as business networks that assist women entrepreneurs in obtaining information exchanging experiences and accessing numerous benefits all aimed at improving cooperation and increasing participation at both the national and international levels simultaneously

Fifth Development Processes of Women's Entrepreneurship in Algeria

Organizations working to support and develop entrepreneurship strive to achieve three main priorities, as outlined by **(Hamdi Basha & Mehadjbia, 2017, p. 121)**

1- Improving the Business Environment for Women

By providing a political climate that enhances women's economic participation through

Establishing a national framework to monitor public policies supporting women's entrepreneurship

Drawing up plans that respond to the needs of women entrepreneurs

Increasing awareness of the role and importance of women in entrepreneurship in creating added value in the economy

Encouraging and activating entrepreneurship among women through establishing structures and enacting laws more supportive of women's projects such as providing incubators for women's projects employing specialized teams to provide services to women entrepreneurs exempting from social taxes facilitating project registration procedures and providing flexibility in work

Teaching entrepreneurship in all its requirements at universities and training centers

Establishing funds dedicated to promoting women's participation in business

Organizing specialized and regular workshops to address specific challenges facing women entrepreneurs

2- Facilitating Women's Access to Financing

Through the following mechanisms **(Hamdi Basha & Mehadjbia, 2017, p. 121)**

Developing financing tools specifically for women

Enhancing women's empowerment to access financing by guaranteeing loans by the state or allocating a solidarity fund for this purpose

Making more efforts to guide and direct women entrepreneurs and providing them with information about various types of financing their sources and assisting them in the process of obtaining loans

3- Increasing Market Visibility Opportunities

This can be achieved through **(Hamdi Basha & Mehadjbia, 2017, p. 121)**

Increasing opportunities for women entrepreneurs to connect with successful businesswomen locally nationally and internationally to benefit from their experiences

Organizing forums for women entrepreneurs in all economic fields to exchange experiences and build business alliances to propose appropriate laws and procedures to support female entrepreneurship at the local level

Training on the use of technology and social media networks to provide support for women interested in starting home-based projects and to provide opportunities for women entrepreneurs to promote and market their products

Chapter Four Case Study of Patisserie La Rosa Sponsored by the National Agency for Microcredit Management

Firstly the National Agency for Microcredit Management (ANGEM)

It is considered one of the national entities and strategies adopted by the Algerian state as an effective mechanism for the job market to achieve balance in supply and demand for job to combat poverty and marginalization and to fight the phenomenon of unemployment by encouraging self-employment and crafts to foster entrepreneurial spirit

especially female labour through financing supporting their activities and guiding them whereby this agency has contributed to supporting and guiding Patisserie La Rosa in realizing its idea and activity and accompanying it to finance its project where the funding was provided at a rate of 50% by the agency and 50% by the project owner The agency also organized regional and national exhibitions to display and sell products for various entrepreneurial projects in which it contributed to their establishment Additionally the agency has invited the entrepreneur of Patisserie La Rosa on several occasions to showcase and advertise her products at regional and national events

Among the most significant economic contributions made by the National Agency for Small Loan Management in Tébessa according to sectors are

Table (01) Female Entrepreneurial Projects supported by the National Agency for Small Loan Management in Tébessa from 2016 to 2023

Sector year	Agriculture	Small industries	construction works	services	crafts	total women's entrepreneurial projects by year
2016	0	25	0	1	33	59
2017	1	38	0	1	54	94
2018	3	74	0	3	87	140
2019	8	50	0	5	96	159
2020	9	61	0	0	105	175
2021	10	84	0	1	112	207
2022	12	96	0	10	128	246
2023	15	103	0	12	158	288
Total women's entrepreneurial projects by each sector	58	504	0	32	773	Total 1368
The total number of entrepreneurial projects in Tébessa	157	530	189	82	790	Total 1748
Job positions	263	1448	387	149	2001	Total 4248

Source The National Agency for the Management of Small Loans in Tébessa

Based on the statistical data shown in the table above it is evident that female entrepreneurship is increasing from year to year with approximately 1 368 female entrepreneurial projects out of a total of 1 748 entrepreneurial projects between 2016 and 2023 In 2016 there were about 59 female entrepreneurial projects which increased annually to reach approximately 288 female entrepreneurial projects in 2023 This reflects women's desire to prove themselves and achieve self-realization in the field of business in addition to the encouragement provided by the Algerian state and the various facilitations offered to establish female entrepreneurial projects

Furthermore the table above indicates that female entrepreneurs in the province of Tébéssa are leaning more towards projects in the sector of small industries and crafts. The proportion of female entrepreneurial projects in the field of small industries is estimated at around 504 projects out of a total of approximately 530 projects from 2016 to 2023. As for the crafts sector, the total number of female entrepreneurial projects funded by the National Agency for Small Loan Management in Tébéssa from 2016 to 2023 is estimated at 773 out of a total of 790 entrepreneurial projects in this sector. This can be attributed to the nature and specificity of the society and its culture, which still predominantly associates women's work with crafts and small industries.

From this we can conclude that female entrepreneurship today in the province of Tébéssa, based on the statistical data obtained from the National Agency for Small Loan Management in Tébéssa, is increasing from year to year and continues to expand, entering all sectors. Female entrepreneurship in Tébéssa contributes to the creation of new job opportunities each year with increasing proportions. Therefore, female entrepreneurship in Tébéssa absorbs a portion of unemployment and achieves a kind of balance in the job market by expanding into various sectors.

Secondly an example of female entrepreneurship in the province of Tébéssa

1- Introduction to the Institution

Patisserie La Rosa is a creative and professional enterprise that specializes in offering traditional products with a modern twist. It was initiated by a woman over the age of 40 who is a mother of three daughters and a son, with a high school education level. Additionally, she has undergone various training and development programs both within and outside the province. This entrepreneur strives for excellence by bringing her unique and innovative ideas to life.

This Institution was founded in 2020 with only two employees, operating initially from home. However, in 2021, the business expanded its operations beyond the home environment by opening a storefront in the outdoor market area next to the Tébéssa Provincial Court. This expansion led to an increase in the number of job positions to 8 employees.

Table(02) Distribution of Enterprise Workers by Tasks

Tasks	Manager	workers for making traditional pastries	workers for making beverages	saleswoman for selling pastries in the shop	cleaning worker	marketing worker	total
Number	1	2	2	1	1	1	8

Source From Patisserie La Rosa Establishment

Based on the values listed in the table above, it becomes apparent and reaffirms the desire of women to actualize their projects and strive for success and excellence in their field. This is evident through their contribution to significantly

reducing unemployment especially for individuals working in this establishment. Additionally, this table also confirms the extent of the National Agency for Microcredit Management's contribution in supporting entrepreneurial projects as well as supporting their activities and prosperity.

To further increase the number of job positions especially during wedding seasons, events, and the summer season, the workforce is structured to reach 13 workers as follows:

Table (03): Increase in the Number of Seasonal Workers in the Establishment

Tasks	Manager	workers for making traditional pastries	workers for making beverages	saleswoman for selling pastries in the shop	cleaning worker	marketing worker	total
Number	1	4	4	1	2	1	13

Source: From Patisserie La Rosa Establishment

Based on the data obtained from the establishment and presented in the following table, it becomes evident that this establishment is seeking expansion by providing diverse job positions according to its tasks. This diversity includes both quantity and gender, depending on the field of specialization. This confirms that this entrepreneurial institution directly contributes to opening job positions for a considerable number of individuals, thereby impacting and revitalizing the job market.

We find that the method of hiring employees for this establishment is through the provincial branch of employment in Tébessa province, sometimes relying on social aspects in recruitment. As the activity of this establishment flourishes more in certain seasons, it may resort to limited-term hiring, which may result in laying off workers after the specified period and the peak season of activity.

Moreover, in the recruitment process, there is a necessity for experienced workers to assist the establishment in performing tasks quickly and to alleviate the burden of training and development.

2- Motivating and Supporting Factors for Entrepreneurship

Among the most important supporting and motivating factors for entrepreneurship are:

- Difficulty in finding employment in the public sector

- Fear of unemployment

- Search for financial income

- Passion for working in this field

- Facilitation provided by the state towards female entrepreneurship

Furthermore, there are several factors that contribute to the success of this project, including:

2-1- Community culture

The community culture directly contributed to the prosperity of the establishment, as the activity of the establishment aligns with the values and customs of the community. Additionally, the products offered by this establishment reflect the culture of the region.

2-2-Geographic location of the establishment

The geographical location of the establishment is one of its sources of success and excellence as its location is easily accessible. The location of the establishment is considered a strategically advantageous one.

2-3- Advertising

Advertising is among the most important tools that help the establishment succeed. This establishment has relied on advertising especially through social media platforms which have become the fastest and most impactful way to reach consumers.

3- Challenges Faced by the Entrepreneurial Establishment

Among these challenges we find

3-1- Difficulty in attracting experienced and competent workers

Despite the assistance provided by the provincial youth employment branch in Tébéssa in quickly attracting human resources as needed, most workers with certificates lack practical knowledge in the field.

3-2- Lack of providing a place with private ownership for the project

Renting a workspace has become one of the concerns facing the establishment and its development.

3-3- Burden of training and educating workers

Success in work and the establishment always requires the continuous training and education of workers to develop their cognitive and practical abilities in the field of work. This requires a special budget which has become one of the obstacles facing the establishment, namely how to allocate this annual budget.

3-4- Market Competition

Market competition has become a factor that may pose a threat to the sustainability and continuity of the establishment. Most competitors were former workers in the establishment who, after training, skill development, and gaining experience, became competitors to the establishment.

3-5- Workers' Desire for Higher Pay

Another challenge is the workers' desire to receive higher wages.

Thirdly, the results obtained from the study

Based on the study conducted at the female entrepreneurial establishment Patisserie La Rosa in Tébéssa province, the following results were obtained:

The specificity and culture of Algerian society are influential factors on female entrepreneurship and its trends. The society in Tébéssa still predominantly confines women's work to the crafts and small industries sector. However, despite this, female entrepreneurial projects are increasing. This can be attributed to a gradual change in mentality over the years, increased awareness, and societal understanding of the importance of these projects.

Female entrepreneurial projects in Tébéssa, especially between 2016 and 2023, have directly contributed to the creation of new job opportunities for youth, helping them escape unemployment. The increasing trend of female entrepreneurship in Tébéssa over the years reflects women's desire to prove themselves in the business world. Higher levels of education and training for women have become the main factors empowering them to develop entrepreneurial skills and activate them in practice.

The increase in the number of female entrepreneurial projects in Tébessa confirms the Algerian government's encouragement and provision of numerous facilitations for establishing these projects. This is evident through the establishment of various governmental agencies and entities that support and encourage entrepreneurial thinking, including the National Agency for Small Loan Management.

Female entrepreneurial projects in Tébessa still rely on crafts and small-scale industrial projects. This could be attributed to limited funding, promotional and marketing difficulties, as well as the alignment of women's entrepreneurial aspirations with prevailing values, customs, and traditions in Tébessa's society. This explains why female entrepreneurs in Tébessa are inclined towards activities such as pastry making and sewing, which receive significant societal approval.

The National Agency for Microcredit Management in Tébessa serves as a refuge for female entrepreneurs to materialize their creative ideas and establish their entrepreneurial ventures in reality. The agency assists them in crystallizing their ideas through meticulous and visionary analysis, providing all necessary facilitations for establishing entrepreneurial ventures and accompanying them in the field. This support includes invitations and guidance offers for female entrepreneurs to showcase their products and promote their projects in national forums, thus enabling them to shine and succeed.

Recommendations

It is essential to promote entrepreneurial culture for women through educational curricula.

There is a need to provide a conducive work environment for female entrepreneurship along with ensuring the availability of equipped properties.

It is crucial to promote a culture of self-employment for female entrepreneurs in all fields and activities.

There is a necessity to reconsider the financial funding provided by assisting agencies to encourage entrepreneurial thinking.

It is preferable to establish a national bank dedicated to financing and monitoring entrepreneurial ventures in general and female entrepreneurship in particular.

There is a need to conduct a detailed study to determine market demand for specific types of projects and to encourage work in various fields to achieve balance among all sectors.

Conclusion

The study aimed to highlight the prospects and challenges of female entrepreneurship by showcasing national agencies that work to open up opportunities and encourage women to enter the entrepreneurial world. Given that women in Algeria are a fundamental factor in driving development, providing incentives to encourage them and enhancing the roles they can play underscores the role that microfinance, in particular, can play in achieving financial benefits for the advancement of women's participation in various aspects of economic life despite personal and financial obstacles. This primarily depends on the availability of a suitable environment and a conducive climate for investment, as well as the presence of policies that stimulate this type of initiative and support the role of female entrepreneurs.

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Appendices

Appendix No (01) Patisserie La Rosa interview guide

الجمهورية الجزائرية الديمقراطية الشعبية
وزارة التعليم العالي والبحث العلمي
كلية العلوم الإنسانية والاجتماعية
جامعة عباس لغرور خنشلة
قسم علم الاجتماع
السنة الثانية دكتوراه علم الاجتماع التنظيم والعمل

مقابلة موجهة لصاحبة مؤسسة
Patisserie La Rosa
تبسة

إعداد الطالبة مساني يمينة
تحت إشراف بوبكر بن عمران

دليل المقابلة

البيانات الديمغرافية	الجنس	السن	المستوى التعليمي	عدد أفراد الأسرة
بيانات عن المؤسسة	التعريف بالمؤسسة وموقعها	نوع نشاط المؤسسة	التعريف بالهيكل التنظيمي للمؤسسة	
تاريخ تأسيس المؤسسة	عدد العمال بالمؤسسة	التعرف على صاحب فكرة إنشاء المشروع		
ماهي الأسباب التي دفعتك للتوجه نحو المقاولاتية ؟	تمويل المؤسسة هل هو ذاتي أو من طرف الدولة ؟	ماهي المعوقات التي واجهتها في نشأة المؤسسة ؟	ماهي أهم العوامل المساعدة على نجاح المؤسسة ؟	
ماهي الوكالة الوطنية التي تعاملت معها	من أين إكتسبت الخبرة في هذا المجال ؟	هل وجدتكم المواصفات المطلوبة في عملية إستقطاب العمال ؟	هل تم توسيع مجال نشاطكم عن المرحلة الأولى التي تم فيها إفتتاح المشروع ؟	هل هناك معوقات تجعلك لا تستطيع توسيع مشروعك و في ما تتمثل هذه المعوقات ؟
هل عملية التوظيف هل تطلب الخبرة للعمال ؟ ولماذا ؟	هل تم توسيع مجال نشاطكم عن المرحلة الأولى التي تم فيها إفتتاح المشروع ؟	هل تستقطب سنويا عدد من العمال ؟	هل إنجاز المهام هل تعتمد أكثر على المورد البشري أو على التكنولوجيا أكثر ؟	هل لديك عمال بعد توظيفهم تركو العمل. فماهي أسباب ذلك ؟
حسب رأيك هل مشروعك ساهم في التقليل من معدلات البطالة ؟	هل تعتمد مؤسستك إتاحة الفرصة للإبداع لأداء الأعمال ؟			

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