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MUPYME

Emprendimiento femenino

MUPYME PROJECT

*Employment and Women on the 21st
century in Europe: From Household
economy to SME economy
(Small and Medium enterprises)*

Business women

ITALY



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General information

Sector of work <ul style="list-style-type: none">✓ Catering✓ Clothing✓ Education✓ Culture✓ Tourism	Level of education <ul style="list-style-type: none">4 graduated1 diploma
Geographical origin <ul style="list-style-type: none">✓ 3 are Tuscan✓ 1 center of Italy✓ 1 from the North	Age <ul style="list-style-type: none">between 43 and 65 years



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General information

Interviews

- ✓ between two and four hours
- ✓ in a positive and friendly environment
- ✓ entrepreneurs telling their own stories with pleasure

All agreed that they are very happy to be able to devote some time to talk about their own story if it can be useful to others.

These interviews describe the stories of five Italian entrepreneurs who have continued to keep their Companies while others closed theirs.



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The beginning of the business

All women taking part in this study have underlined **bureaucratic difficulties of opening and managing**, in addition to the high taxation of their business activities.

The five entrepreneurs have managed to start to develop and consolidate their activities thanks to relational, family, associations, friends or experts networks.

They were therefore **relying upon neighborhood networks**, of friends or members, *rather than municipal or regional desks of female entrepreneurship*, **to solve problems or to have explanations.**



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The beginning of the business

The *beginning of entrepreneurial activity* have coincided with :

- A) realization of passions and interests
- B) personal change, separation or inheritance
- C) business change



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The consolidation of the business

In the years of **economic crisis**, the female micro companies to have resisted, demonstrating how the "**resilience**" of women is one of the **competence that fosters entrepreneurship**.

It was precisely between **2008 and 2012** that the interviewed had to:

- ✓ *reinvent new marketing strategies*
- ✓ *find new customers*
- ✓ *update their self*
- ✓ *reorganize the company and invest more*
- ✓ *pursuit of the customization of the activities*
- ✓ *create a niches competing in various sectors*



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The future of the business

Vision of the future:

- the **youngest** are **not able to predict it** and therefore it is for them less manageable and less possible to plan it
- the **context**, the **market** will prevail over personal choices and entrepreneur skills.

All entrepreneurs believe that the *external environment is crucial* to the success of their business, such as:

- a “Country system” that invests in infrastructure;
- entrepreneurship support desks and not only informative desks;
- less taxes and less bureaucracy;
- targeted policies in key sectors (tourism, culture, local business)



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Competences of a successful business woman

organizational	innovation
relational skills	flexibility
administrative	acumen
managerial	vision
educational	risk taking small steps
mediation	adaptability
social and decision-making	resilience
tenacity	commitment and determination
pragmatism	independence
creativity	ability to predict events

*Aspects to be strengthened:
new technologies, timing, administrative and bureaucratic issues,
networking among colleague*



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Skills, competences, knowledge, abilities learned at household which contribute to run the business:

organizational	care-attention to others
interpersonal	volunteering
administrative	multitasking
management	problem solving
education	flexibility
mediation	microeconomics
social	pragmatism

All of the interviewed women say that their work was formed from domestic activities and the organization of the house is right, in miniature, a small business.



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Suggestions

All entrepreneurs stress *the importance of networks* and relationships to create an innovative business culture.

In this sense, we can define, rather than a female leadership models, a *female membership models*, that is based on:

- ✓ business organizations on relationships rather than on hierarchy,
- ✓ enhancement of team work rather than on individual work,
- ✓ continuous training in different sectors rather than in only one



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Suggestions

At the end of the interviews, we were able to detect five kinds of female membership models, characterized by the competences and the personality of our entrepreneurs :

Gilda, Born Businesswoman: passion, attention to the clients' needs;

Tiziana, Businesswoman of opportunities: seizing the opportunities, forming;

Bianca, Acrobat Businesswoman: flexibility, previewer within the "creative chaos";

Barbara, Businesswoman with soft skills : collaborating, enhancing colleagues;

Donatella, Steel Businesswoman: believing in projects, planning day by day.