



University of KwaZulu-Natal

**Challenges Facing Women Entrepreneurs in the
Mini-bus Industry: The Case of eThekwini
Municipality**

By

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Glossary of Acronyms

AGM	Annual General Meeting
CAQDA	Computer Assisted Qualitative Data Analysis
CIPRO	Companies and Intellectual Property Registration Office
GEM	Global Entrepreneurial Monitor
IDC	Industrial Development Corporation
LRTB	Local Road Transportation Board
MANCO	Management Committee
MEC	Member of Executive Council
NEC	National Executive Committee
SANTACO	South African Taxi Council Operators
SANWIT	South African Network for Women in Transport
SATS	South African Transport Service
SBA	Small Business Administration
SBP	Business Environment Specialist
TEA	Total Entrepreneurial Activity
TETA	Transport Education Training Authority
WEF	Woman Entrepreneurial Fund

Abstract

Women globally are seen to be advancing and succeeding in male dominate industries, as independent leaders in top compansies and entreprineural leaders in many business sectors. In the past women are known to be in the career fields of teaching; nursing and home economics. This is because women possess abilities and characteristics that are comunly believed to be associated with loving and caring. Today women are leaders and business persons, in male dominate industry. This study focuses on the challenges facing women entrepreneurs in the taxi industry, in KwaZulu-Natal, eThekwini Municipality. This is a qualitative-action study that will be directed by four factors that influences the challenges faced by women entrepreneurs in the taxi industry. The factors that influences women entrepreneurs in the taxi industry are government suport, training and skills development, gender equilty and solutions for the challenges facing women in the taxi indurty. The study interveiwed women entrepreneurs in the taxi industry. Majority of the women are widows who have inherited the business from their deceased husbands due to the violence in the industry. The data anylysis implemented the thematic methodology.

Key Words: *Female; Business-women; and Mini-bus Industry*

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Chapter One

Introduction to the study

1.1 Introduction

The most important performers in the economy are entrepreneurs. This is because entrepreneurs are the revolutionizers of society, inventors of innovative products and services, and creators of wealth and employment Cohoon (2010). Little is known about existing entrepreneurs despite their significant presence in the economy. How did they emerge? What motivates them? Why do they succeed? There is minimal focus on who becomes an entrepreneur, and why (Akhalwaya & Havenga, 2012). The economic world of entrepreneurs has involved men since history and this is the result of the historical, cultural and traditional upbringing of all races in the world (Bardasi, 2007). According to Woodd (2013), women are known for their motherhood role in their families. This has resulted in women becoming predominantly understudied as a group of entrepreneurs in an economy. Cohoon (2010) maintains that women entrepreneurs are encouraged by “five psychological and financial factors: the desire for wealth, capitalization of previous business ideas, the request of a start-up culture, owning their own company and the need for independence and becoming leaders” (Cohoon, 2010). According to Punnett and Clarke (2017), women make up about fifty percent of the global population and in the universal workforce reflects as forty percent. Punnett and Clarke (2017) state that the world’s wealth is held by only about one percent of the world’s population.

Punnett and Clarke (2017) argue that the *Global Entrepreneurship Monitor (GEM)* statistics show that in 2015, only six percent of adult women in South Africa were involved in entrepreneurship. Punnett and Clarke (2017) maintain that entrepreneurship is male-dominated and women are increasingly becoming involved. This is reflected in the mini-bus industry. *Business Environment Specialists (SBP)* is a self-governing private organisation that aims to research and develop companies that specialise in improving the business environment. According to SBP (2013), a quarter to a third of women entrepreneurs are now involved in all industries in the formal economy worldwide. This redefines the role of women in the world economy.

According to Banister and Button (2016), road transport has two divisions, which are passenger transport and goods transport. Banister and Button (2016) state that throughout history, individuals have been using many means of transport in order to move from one place and to another such as animals (horses; camels; and elephants); motorbikes and buses to mention a few (Banister & Button, 2016).

According to Millard-Ball and Schipper (2011), the business of passenger transport has been in existence for many years because, individuals would transport their passengers with animals in large and small vehicles in order to sustain their households. According to Mbohwa (2014), the mini-bus business is a form of public transport that has also been in operation for many years and, in a global sense, it is an economical means of transport for individuals from disadvantaged backgrounds (Mbohwa,2014). This study focuses on the male-dominated mini-bus industry, but, where women are now growing in numbers.

According to SANTACO (2015), the *Land Act of 1913* forced the majority of the black population to be evicted from their land and to be relocated to areas where they could become a source of cheap labour. This unfortunate situation provided an opportunity for certain black entrepreneurs to develop the black taxi industry and to provide a transport service for the people who now lived far away from their places of work and away from the best work opportunities, who did not have ready access to other affordable forms of public transport. The mini-bus industry grew out of the need to cater for the transport needs of black South Africans who were obliged to relocate from their traditional homesteads to search for work in the cities (SANTACO, 2015).

According to Barrett (2003), the national Department of Transport, towards the end of the 1990s, encouraged mini-bus owners to formulate a united provincial mini-bus owner's associations. The provincial associations merged into the South African National Taxi Council Operators known as SANTACO in September 2001. SANTACO is administered by an elected leadership at the provincial and national level. The local provincial associations connect to elect their representatives as well as to set their own membership fees. SANTACO (2015),

states that their aim is to ensure that workers are able to bargain with each other and unite as a body for negotiation purposes. They also provide guidelines for local mini-bus associations and for employer associations. This assists mini-bus owners with negotiations and bargaining at the local level (SANTACO, 2015). Barrett (2003) states that, compared to other groups, there was a desperate need for public transport for the African population, as most of them were underprivileged and did not have ownership of private vehicles. The min-bus taxi industry has grown rapidly and it is thriving as an enterprise and women are now growing in numbers within this industry. Most women have inherited ownership of the mini-buses from their deceased husbands and few women mini-bus entrepreneurs have started their business from the ground up. This study aims to discover the challenges encountered by women entrepreneurs in the mini-bus industry.

1.2 Background of the Study

According to Clark and Worger (2016), the Zulu phrase 'wathint' abafazi, wathint' imbokodo' (You Strike a Woman, You Strike a Rock) encourages and strengthens all women. On the 9th of August in 1956, at the Union Buildings in Pretoria, women of all races joined in a march. The aim of the march was to protest against the carrying of passes and to appeal to the Prime Minister to intervene. Since 1956, to the present age the march that took place has paved the way for women to be independent, to have a voice, to become strong leaders. This event has encouraged women to enter into career fields known to be male-dominant as well as to take ownership and position themselves in leadership roles in South Africa (Clark & Worger, 2016). According to Hughes (2012), women are starting to take ownership of running businesses in numbers that would have been difficult to reach a few decades ago. Nkete (2012), state that there is an increasing number of women entrepreneurs in the mini-bus industry, and this has significantly contributed to the social and economic developments of South Africa.

According to Barrett (2003), the mini-bus industry was established in the late 1970s as a response to the demand for transportation. Today, metered mini-buses are a common form of public transport in many cities in South Africa including Durban and all the other cities (Barrett, 2003). According to SANTACO (2015), for one to become an entrepreneur in the mini-bus industry, there is a procedure that one is obliged to follow. The mini-bus owners must register with the appropriate South African agencies including the Companies and Intellectual Property Registration Office (CIPRO), the Department of Labour and the

Department of Transport. Thereafter, the licensed mini-bus driver is free to operate and can be hired for business.

1.3 Motivation for the study

According to Fatoki (2010b), there are different reasons why women entrepreneurs venture into male dominant sectors of the economy in South Africa. The researcher was motivated by the desire for women to challenge themselves in these industries, as well as the desire to display their potential amongst males, in developing an autocratic leadership role amongst men. Unfortunately for women entrepreneurs in the mini-bus industry, they have placed themselves in an industry known to be a male-dominated not by choice for most of them, but by force. According to SANTACO (2015), the majority of women entrepreneurs in the mini-bus industry have entered the business through their deceased husbands. The literature reflects the various challenges faced by women in the mini-bus industry, as mentioned above. This study aims not only to discover challenges faced by the women entrepreneurs in the mini-bus industry, but also to offer possible solutions.

1.4 Problem Statement

According to Posel (2010), pre-1956, women were not given the freedom to be independent in South Africa, but, after the protest of 1956, women who are strong, bold and courageous started to make their mark in male-dominated industries. According to Barrett (2003), through the emancipation, women entrepreneurs have gained the courage to engage themselves in the mini-bus industry. Jiyane and Majanja (2012), maintain that women in the mini-bus industry have been struggling with the issues of equality, the lack of support from government, the lack of training and skills development to gain knowledge and understanding of the industry, as well as the ability and availability of finding solutions that will address the challenges faced by women in the industry. This study will observe in first hand whether women receive government assistance, any form of training and skills development, to observe the issue of gender equality treatment within the industry, and lastly, to observe if there are any implemented practical solutions to the challenges women face in the industry (Jiyane & Majanja, 2012).

1.5 Research Objectives and Questions

The research objectives and questions aim to direct, as well as to find answers to the question of the study. The researcher aims to discover the challenges faced by women entrepreneurs in the mini-bus industry, government involvement in supporting women in the industry, discovering if there are any training and skills development to equip women in the industry, if there is gender equality (equal opportunities for both men and women in the industry, and lastly to discover if there are any practical solutions for the challenges faced by women in the mini-bus industry.

1.5.1 Research Objectives

- To ascertain the level of support women entrepreneurs receive from the government in the mini-bus industry;
- To determine the level of training and skills development women entrepreneurs receive in the mini-bus industry;
- To ascertain if gender inequality is a barrier for women entrepreneurs in the mini-bus industry; and
- To provide practical solutions to the challenges women face in the mini-bus industry

1.5.2 Research Questions

The research answers the following questions:

- Is there a support system provided for women entrepreneurs in the mini-bus industry from the government?
- Is there training and skills development provided for women entrepreneurs in the mini-bus industry?
- Is there fair treatment and gender equality for women entrepreneurs in the mini-bus? and
- What are the appropriate approaches to mitigate the challenges of women entrepreneurs in the mini-bus industry?

1.6 Rationale of the Study

According to Jiyane and Majanja (2012), women entrepreneurs contribute positively to the mini-bus industry in the eThekweni Municipality area. Their involvement is restricted by the lack of entrepreneurial skills and the operation of the business regulations of the Municipality.

Jiyane and Majanja (2012) state, that a proper understanding of the informal segment of the business persons in the mini-bus industry, and the reconsideration of regulations to accommodate issues that involve these persons, provides the opportunity to reinforce the mini-bus industry and the base of the economy of eThekweni Municipality. The author Khosa (1997) conducted a study entitled “Sisters on slippery wheels: Women taxi drivers in South Africa”. This research focused on the ill-treatment of women taxi drivers in South Africa such as, sexual harassment, employment opportunity, and unequal power relation. Therefore the researcher discovered that there is a research gap for conducting a study about women entrepreneurs/owners in the taxi industry. The researcher aimed to focus on the challenges that women entrepreneurs face in the industry, based on the four factors discussed in Figure 2.1 found in chapter 2.

1.7 Preliminary Literature

According to Sauti (2008), women entrepreneurs exhibit confidence, leadership and managerial skills in their access to new markets. Women who enter into businesses face the many challenges of learning the operation and the activities of such business sectors, while attempting to meet all other expectations that are part of entrepreneurship. According to Martin and Barnard (2013) these women in a male-dominated profession are faced with different challenges to those individuals who work in environments with equal gender recognition or in women-dominated occupations. According to Martin and Barnard (2013), the challenges faced by women entrepreneurs who work in male-dominated working environments affect their profession and determination to succeed in their occupation. This study explores these challenges and how the women survive and persist despite these challenges.

1.7.1 Government Support Services

According to South African News (2016), the transport Minister Dipuo Peters encouraged women entrepreneurs to take ownership of the opportunities existing in the transport industry. At the 2015 Summit for the “*South African Women in Transport*”, the Minister addressed key focus areas the government needed to give attention to. These key areas are to encourage the role of women within the transport sector; for women to be given recognition of their achievements in the transport sector for all modes of transport; and, lastly, for government to gain insight into and to come up with resolutions to encourage women empowerment and transformation within the transport sector. Magubane and Manicom (2003) maintain that

women in the transport industry face obstacles of entry especially within the mini-bus industry, apart from the challenge of inheriting the business from their deceased husbands (Magubane & Manicom, 2003). The study will further observe the challenges met by women in the transport industry as well as, to examine if the government has implemented any solutions to these challenges.

1.7.2 Training and Skills Development

According to Seirlis and Swartz (2006), women face challenges of not knowing how to operate in a way that could facilitate growth within their businesses in a male-dominated industry. Women entrepreneurs in the mini-bus business are faced with the situation of not having acquired the skills and training to operate their business there (Barrett, 2003). The reason for such difficulties is that women are known to be resilient and knowledgeable in the domestic field and the challenge to cross the line into what is known to be a male-dominated field is a difficult one. This is because women have to know not only the business side of the industry (finance; and administration), but they would have to know the operational side of the business including repairs and maintenance of the vehicle (Walters, 2013). This study will examine if there are training and skills-development programmes offered for women in the mini-bus industry as well as to observe the kind of training and skills development programmes that are offered for women entrepreneurs by the government.

1.7.3 Gender Equality

According to Garcia and Welter (2013), women entrepreneurs in male-dominated industries experience distinctive challenges and use diverse surviving tactics that affect their enthusiasm to enter these industries. According to Magubane and Manicom (2003), the South African government called for equalisation of the exemplification of women in leadership decision-making roles and the contribution of women to the economy. This led to the passing of the *Women's Empowerment and Gender Equality Bill*, in both the public and private sectors. Positively, women should be encouraged and motivated to enter male-dominated industries without facing the challenges of being mistreated because of their gender (Magubane & Manicom, 2003). This study will examine if there is gender-equality amongst entrepreneurs in the mini-bus industry, as well as observe if there are strategies and implementation plans to ensure that women are fairly treated and given necessary attention.

1.7.4 Practical solutions to the challenges women face in the mini-bus industry

According to SA-TAXI (2017), there are many challenges faced by the operators in the mini-bus industry that need government attention. According to Magubane and Manicom (2003), women entrepreneurs in the mini-bus industry are faced with many challenges that vary according to their individual struggles that many face. According to Sauti (2008), government does not intervene as much as they should in resolving the many challenges faced by the mini-bus operators. Challenges such as illegal operation of some mini-bus operators without permits and the level of violence that has led to many women to be widows and inherent the business to mention a few.

1.8 Research Methodology

1.8.1 Research Design

1.8.1.1 Research Philosophy

The philosophy chosen for this study is interpretivism. According to Sekaran and Bougie (2016), this means that researchers have to interpret elements of the study, whilst integrating human interest into it. This approach views reality as rather subjective and centred on understanding and meaning (Sekaran & Bougie, 2016). This is a qualitative study. According to Sekaran and Bougie (2011), qualitative research represents the view of social reality as a growing factor of an individual's creation (Sekaran & Bougie, 2011). The qualitative study will enable the researcher to gather the research from observation other than written information. An exploratory method allows the researcher to obtain new comprehension into the study in order to articulate a specific problem and to develop an hypothesis. According to Sekaran and Bougie (2016), exploratory research is the ability to connect ideas to recognise cause and effect and for researchers to elaborate on what takes place in the study (Sekaran & Bougie, 2016).

1.8.1.2 Research Approach

The chosen approach is the inductive approach. The reason for this is because an inductive approach allows the researcher to generate emerging theory from the data. Sekaran and Bougie (2016) argue that an inductive approach starts with the finishing steps of the scientific research, that is a typical observation, that works backwards to form a hypothesis.

1.8.1.3 Research Strategies

The study has chosen to implement the action research strategy. This is because action research allows the researcher to solve a problem discovered in an industry or an organisation. Sekaran and Bougie (2016), state that an action research is where a researcher collaborates with an organisation to solve an identified problem.

1.8.1.4 Research Choice

The chosen method of research for the study is the mono-method because the researcher will be using only the qualitative research approach. This is because the study is concerned with rich data such as opinions, personal accounts, and description of participants. Sekaran and Bougie (2016) maintain that the mono-method study takes place when quantitative or qualitative data is gathered rather than grouping different types of the study. This is due to the demands of the philosophical choices and strategies that can be employed to research (Sekaran & Bougie, 2016).

1.8.1.5 Research Time-horizon

The research time-horizon that will be implemented in the study will require a cross-sectional design. This is because the study will take place for a short-term period of time only. According to Sekaran and Bougie (2016), the cross-sectional design determines an characteristic or behaviour of groups or persons at one point in time (Sekaran & Bougie, 2016).

1.8.2 Sample Design

1.8.2.1 Target Population

The population targeted for the study consisted of women entrepreneurs in the mini-bus industry, where some are members of the committee of SANTACO KZN, based in the eThekweni Municipality. According to SANTACO (2015), the eThekweni Municipality is divided into five regions, and each region is different and comprises different kinds of women entrepreneurs involved in the industry. The first region is the Durban Central Region, the second is the Durban West Region, the third is the Greater North Region, the fourth is the Ningizimu One Region and the last is the Ningizimu Two Region. SANTACO (2015) states that there is a vast number of women entrepreneurs within the mini-bus industry and the numbers keep increasing as most continue the mini-bus family business after the passing of

their spouses. Therefore, there is no database that records the exact number of women entrepreneurs in the mini-bus industry. Thus it is difficult to assess the actual number of women mini-bus entrepreneurs.

1.8.2.2 Sampling Method

The non-probability sampling method will be employed for the study. This is because non-probability sampling is cost-effective and convenient when conducting a research. Silverman (2016) explains that non-probability sampling is a method when the samples are collected in a process that does not allow an equal chance of all the individuals to be chosen (Silverman, 2016). The purposive sampling method will be implemented for this study, as it will allow the researcher to use self-judgement to select respondents who have adequate information to partake in this study. According to Neuman (2016), purposive-sampling enables the researcher to be subjective and to choose those respondents who will fit the purpose of the research best (Neuman, 2016). According to Blumberg, Cooper, and Schindler (2014), snowballing falls under purposive sampling. Here the researcher will select few participants and then asks respondents to introduce others who meet the criteria of the research and who might be interested in participating. O'Reilly and Parker (2013) maintain that thematic data-saturation is data that should be gathered until no more patterns or themes emerge from them. The study sampled 14 respondents, saturation was reached earlier. However the interview continued to test and re-test the data.

1.8.2.3 Study Site

The study will be conducted in the province of KwaZulu-Natal, in the eThekweni Municipality. This is because there are numerous women entrepreneurs who have inherited their businesses from their deceased husbands and who take over the family business based in the eThekweni Municipality. According to Mchunu (2012), KwaZulu-Natal is one of the active provinces in the mini-bus industry under the operation of SANTACO who ensure that there is no violence amongst mini-bus owners and who have implemented strategic solutions that will transform the industry. The researcher chose to conduct the research at this chosen site because, the researcher is born and raised in the province of KwaZulu-Natal based in the eThekweni Municipality, Durban and has background information on the mini-bus industry operation in the eThekweni Municipality.

1.8.2.4 Pilot Study

According to Gumbo (2014) a pilot study is conducted before the main study by the researcher, for the purposes of testing the validity of the study. A pilot study was conducted for this research, consisting of women from the mini-bus as participants which were chosen to test the instruments of the study. The test showed that the interviewd questions were fitted for the study to get the correct response, and noting was changed in the main study. The pilot study was a structured interviewing process athat consisted of 5 participants, of which they were given open-end questions to answers. The researcher aimed at allowing the participants to give their true feelings and emotions on the study.

1.8.3 Data Collection

Data for the study will be collected through interview process. This is because the interviewing process allows the researcher to interact with participants and gain opinoins and perceptions through observation. Guest, MacQueen, and Namey (2011) maintain that an interview is the verbal discussion between two people with the objective of collecting appropriate information for the purpose of research. Structured interviewing has been chosen for data collection the aim of which is to explore and review numerous factors in the condition that might be vital to the general problem area. The researcher will be conducting an open-end questions for the interviewing process.

1.8.4 Data Analysis

The type of analysis tool that will be employed for the study is the Computer-Assisted Qualitative Data Analysis (CAQDAS) through the NVivo tool. This is because the CAQDAS analysis is only used for qualitative research and allows the researcher to ensure that data is accurate, reliable and transparent (Miles, Huberman, & Saldana, 2013). According to Miles et al. (2013) the NVivo data analysis tool from CAQDAS enables the researcher to code writings though occupied on the computer and to recover the coded text. This means that the computer arranges all the manual tasks associated with the coding process (Miles et al., 2013). The data analysis is tubulated presented data analysis and found in appendix 2.

1.8.4.1 Data Quality Control

The data-gathering instrument will be assessed for trustworthiness and credibility. According to Sutton and Austin (2015), trustworthiness and credibility ensure that data gathered was suitably tested and found to be reliable.

1.8.4.2 Measurements

The scale measurement that will be employed for the study is the semantic differential measurement. According to Takahashi, Ban, and Asada (2016), the semantic differential is the reliable way to obtain data on individuals' expressive attitude towards a topic of interest.

1.9 Significance of the study

The significance of this study is to discover the challenges that women in the mini-bus industry face. Khosa (1997), conducted a study entitled "*Sisters on slippery wheels: women taxi drivers in South Africa*". The study focussed on the struggles that women taxi drivers face within the industry, the key elements were to discover the unequal power relation in the industry; the discrimination of the employment practises in the industry; and the sexual harassment of women taxi drivers and commuters in the industry based in Durban. Dr Verwey (2007), conducted a research entitled "*Women entrepreneurs in construction and their experiences of the business process and managing growth*". This study aimed at ascertaining how the way women entrepreneurs in construction endure the entrepreneurial procedure and achieve growth in their businesses, as well as poverty and entrepreneurial barriers in USA and SA, in the male-dominant industry.

The researcher discovered a research gap for conducting a study about the challenges facing women entrepreneurs in the mini-bus industry, at the eThekweni Municipality. The above studies share the commonalities of the research conducted on women entrepreneurs in the male dominant industries, in the taxi industry, as well as in the construction industry. The researcher aimed to discover women in the mini-bus industry, the challenges that they face. The research is guided by four factors that influences the challenges faced by women entrepreneurs in the mini-bus industry. The research about women in construction and other industry have been conducted, and Khosa researched about women drivers in the taxi industry. Therefore the researcher discovered a research gap to study about the challenges faced by women entrepreneurs in the mini-bus industry.

1.10 Study limitations

The study consist of minor limitations that will affect the process of the study. The study limitations are:

- The limitation for this study was the chosen site. The geographical sphere to reach women entrepreneurs located in five different eThikwini Municipality districts was a challenge.
- The chosen data collection methodology was a limitation. To interview women was a challenge because some women had difficulties of availability and to be present for the interviews.
- Confidentiality was one of the limitations. The ability to gain trust from the women in the industry was a challenge, because of the many violence in the industry. Some women felt uneasy and fearful to participate in the study.

1.11 Ethical consideration

The ethical clearance structure will be accessed to certify that the work meets all ethical requirements stipulated by the University of KwaZulu-Natal. The collected data will be confidentially reserved at the administrators' office for a period of three years and thereafter destroyed. The data attained from this study will be considered as highly confidential for the purpose of protecting the dignity and rights of the participants. All women mini-bus entrepreneurs as well as the SANTCO KZN and the government ethical issues will be of high prominence when the study is conducted. Information will not be dispersed to non-participating parties without the consensus of the contributors of this study. The confidentiality of all individual's information will be treated as highly important.

1.12 Scope of the study

According to Neuman (2016), the exploratory studies are aimed at exploring research questions, and they do not however, propose to be responsible for conclusive findings. The study population is unknown because the number of women entrepreneurs in the mini-bus industry is constantly growing and changing, therefore there is no database. However, the sample size of participants of the study is 14. The choice of the study site made it easier for the researcher to conduct the study. Furthermore, Sutton and Austin (2015) argue that for the reliability and validity of studies to be improved, the quality control should be directed by

trustworthiness and credibility which will allow the researcher to incorporate measures that deal with these issues.

1.13 Structure of dissertation

The structure of the dissertation displays the layout of the different chapters of the study.

There will be a summary at the end of each chapter explaining its contents.

Chapter One: Introduction

This chapter provides a summary and an outline of the study. It will discuss the objectives and questions, the background, as well as the problem statement of the challenges faced by women entrepreneurs in the mini-bus industry. The chapter will also provide a summary of the research methodology used.

Chapter Two: Literature Review and Framework

This chapter provides the literature and framework of the study. The theoretical framework is influenced and sculptured around the theory of Magubane and Manicom (2003). The theoretical framework provides the factors that influence the challenges faced by women entrepreneurs in the mini-bus industry. The literature is sub-divided into the four factors discussed by Magubane and Manicom. The chapter will also discuss the different theories and perspectives referred to in the study.

Chapter Three: Research Methodology

Chapter Three is the description of the instruments, tools and techniques that will be implemented. The research methodology chapter is sub-divided according to the Research-Union methodology guide by Saunders (2009).

Chapter Four: Data Analysis and Presentation of Results

This chapter will display the data collected from the study as well as the analysis and will provide a graphical presentation of the participant's demographics, and interpret the respondent's views and perceptions from the interviews that will be conducted.

Chapter Five: Discussion of Results

Chapter Five will discuss the results from the previous chapter. This chapter will reveal and deliberate on the perspectives of the challenges faced by women entrepreneurs in the mini-bus industry, as well as compare the theories discussed in Chapter Two. This will reflect the understanding and perspectives of the participants and thereby achieve the aim and objectives of the study.

Chapter Six: Conclusion of the Study

This chapter provides the conclusion of the entire study, from chapters one to chapter five. The chapter will consist of the recommendations of the study.

1.14 Chapter summary

According to Cohoon (2010), women are taking the lead in the entrepreneurial world, succeeding and growing in their entrepreneurial spheres. The role of government support will contribute significantly as they strive to grow and globalise their businesses. (Cohoon, 2010). This study examines the challenges that women in the taxi business face as entrepreneurs in the mini-bus industry and observes the strategies that government will implement in ensuring that there is gender-equality in the industry, the training and skills-development programmes provided to assist women and equipping them for their businesses, to ensure that support is provided to women, and to observe if government has implemented any practical solutions for women in the industry.

Chapter Two

Literature Review

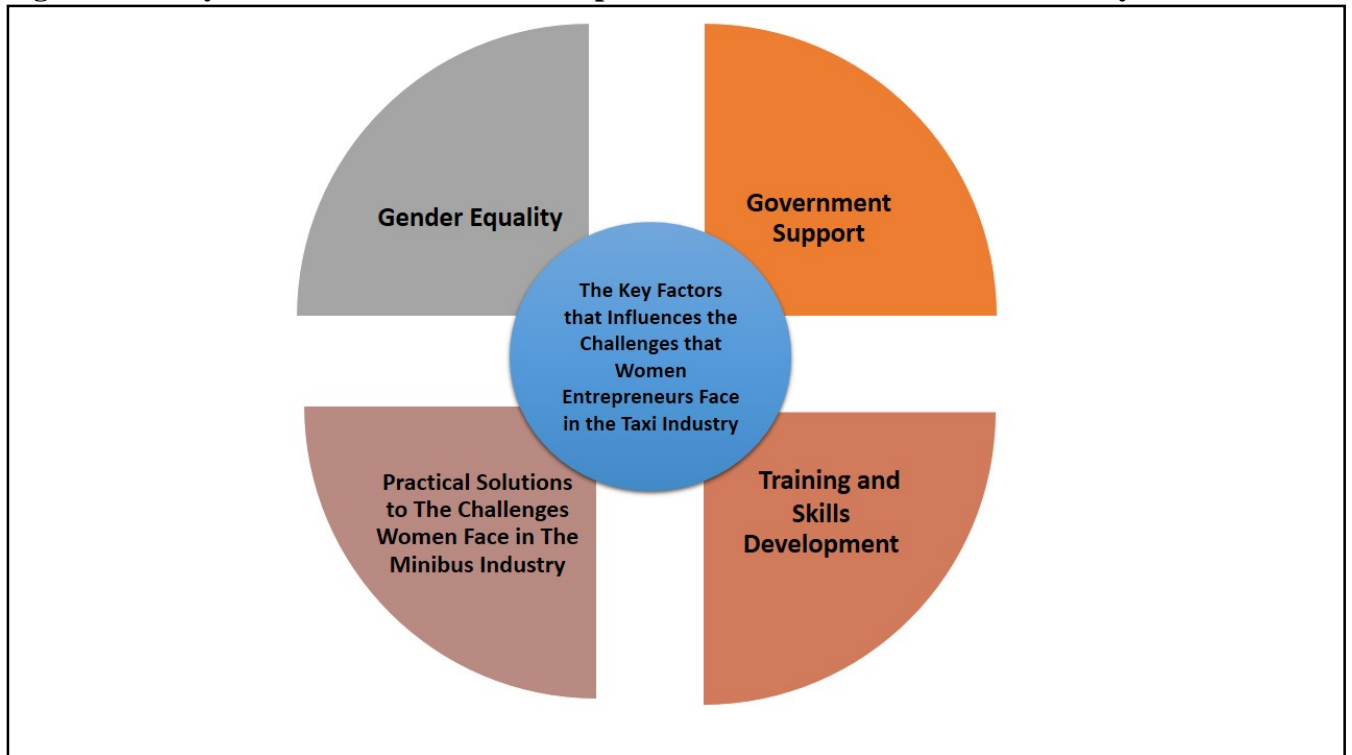
2.1 Introduction

This chapter entails of a theoretical framework that displays the key factors that highlight the challenges that women entrepreneurs face within the mini-bus industry, Magubane and Manicom's (2003). The key factors that influence these challenges and socially, influences women that have inculcated the past, affecting the way modern women make their way in the business world, will be discussed. According to Vossenber (2013), women are seen as an asset to the economy of developing countries, but it has been discovered that there is a gender gap which reflects the imbalance in the economy and the need for women entrepreneurs. Hausmann and Tyson (2012), maintain, that at the World Economic Forum annual meeting, "women entrepreneurship is the way forward, and investment needed amongst women entrepreneurs". This research is a based on an action-research approach. According to Ramalho, Adams, Huggard, and Hoare (2015) the action research approach that will enable the researcher to find solutions of the industry. This research will consist of a literature review for the purposes of reflecting the academic literature's values and limitations.

2.2 Theoretical Framework

Figure 2.1 is a schematic theoretical framework based on Magubane and Manicom's key factors that contribute towards the challenges that women entrepreneurs face within the mini-bus industry. These factors are the government role and support for women entrepreneurs in the industry, training and skills development, the issue of gender equality and practical solutions to the challenges that women face (Magubane & Manicom, 2003). According to Mbohwa (2014), the mini-bus industry is faced with the challenges encountered in the integration and development of the metered taxis in public transportation system. According to Mbohwa (2014) little is known nor researched about the women entrepreneurs in the mini-bus industry, the organisational structures and methods of operation. The four factors that is mentioned by Magubane and Manicom, directed the development of a new framework for this research paper.

Figure 2-1: Key Factors that Women Entrepreneurs Face in the Mini-bus Industry



Source: Authors own graphic based upon Magubane and Manicom (2003)

According to Sarkis (2009), these factors give a perspective of various challenges and gender issues that women entrepreneurs face in the male-dominant industry. According to Martha (2012), women are slowly entering the mini-bus market for various reasons. Martha (2012), maintains that males have access to their own vehicles whereas women do not, and this is a direct result of the apartheid legacy. This led to more women becoming oppressed, and only a few showed interest in the mini-bus taxi industry (Martha, 2012). The theoretical framework discusses the challenges that women face in male-dominated industries. According to Kargwell (2012), women entrepreneurs fear to enter into male-dominate industries due to the lack of support and gender issues that they face.

According to Shologu (2016), the government has an important role to play in the transport sector, as the government is accountable for leading the sector research, conveying regulation and policies, to establish the tactical path of subsectors, conveying duties to public organisations and other stages of government, regulating through set customs and principles, and monitoring the implementation. According to Rogerson (2013), the government tactical objectives are implemented to ensure an efficient and cohesive infrastructure network that functions as a foundation for social and economic development; safety and security for all

users; improved rural access, infrastructure and mobility; improved public transport systems and increase the involvement of the transport sector for employment opportunities. Magubane and Manicom (2003), state that government is the umbrella of the factors that influence women entrepreneurs in the mini-bus industry as well as in the male-dominated sectors of industry. This is because government is responsible for assisting women with the challenges and barriers that they face in male-dominated sectors and, more importantly, catering for training and skills development, ensuring that there is equality for all genders in all sectors in the economy of South Africa, and implementing practical solutions to address the challenges faced by women in the industry.

According to Kelley, Singer, and Herrington (2016), the *Global Entrepreneurship Monitor (GEM) 2015/2016 report* states that the economy contributes to the main factor with the highest average female Total Entrepreneurial Activity (TEA) rates. Among all entrepreneurs, women are one-third more likely to establish businesses out of importance than men. This is due to the barriers that women entrepreneur's face when starting businesses. The literature discusses these challenges that women entrepreneurs face in the mini-bus industry, and how government intervenes to ensure that women entrepreneurship is prioritised in South Africa. According to Levie (2015), the GEM is the abbreviation for Global Entrepreneurship Monitor and that it serves the purpose of providing high quality facts and comprehensive statistical reports to enrich the knowledge of the entrepreneurial phenomenon. According to Levie (2015), the Total Early Stage Entrepreneurial Activity (TEA) is an indicator that serves to calculate the percentage of businesses that have been operating for one or two years.

2.3 Literature Review

According to Gottert, Barrington, and McNaughton-Reyes (2017), women are influenced by the social and cultural norms of society. These shape a woman's morality and mind set of what she should be. According to Comaroff (2013) a traditional African woman is made second-in-command in the hierarchy of a household, and this is the basis of all African cultures. Women have been known to be nurturing and caring in society and to cater for the needs of their households (Modleski, 2014). These characteristics shape the attitude of women, and encourage them to take career paths such as nursing and teaching. According to Booysen and Nkomo (2010), women fear engaging with or challenging the male-dominated leadership positions in their careers because most have conformed and have been influenced by the

cultural norms of their society. This has deterred them from entering traditionally male-dominated fields.

According to Clark and Worger (2016), the 1956 women's march in Pretoria took place because women were tired of government's treatment of them having to carry passports when travelling, as well as the unfair treatment of women not being able to retain their own income from their salaries. These are a few of the issues that highlight many of the challenges that women faced at that time.

According to Marschall (2010), many women of different races are employed today in factories and in professions such as nursing and teaching. Unmarried women, widows or divorcees face the challenge of having to provide for themselves with no assistance, especially from the male relatives. Many have the responsibility to provide for their families and there are a great number of women currently who are sole breadwinners and head of their families. According to Erickson and Faria (2011), the 1956 women's march aimed at addressing the following issues:

- The right to vote and acquire the opportunities for election to all state bodies, without limitation or judgement;
- The right to equal employment and pay, and with equal opportunities for promotion in all fields of labour;
- To obtain equal and balanced dispensations equitable with men relative to property ownership, marriage and children, and for the repeal of all laws and customs that many negate women equal rights;
- For each woman to have the right to access security for mother and child through maternity homes, welfare clinics, crèches and nursery schools, in the rural area and towns; through suitable homes for all, and the provision of water, light, transport, sanitation, and other amenities of present society;
- To eradicate all regulations that limit free movement and to introduce instead the right of free association and movement in democratic associations, as well as the right to partake in the work of these institutes;
- To construct well-funded women's sections in the National Liberation Movement, and other organisations of women in trade unions, and peoples' varied organisations;

- To allow integration with all other institutions that acquire parallel objectives in South Africa as well as across the world; and
- To acquire stable peace across the world.

According to Booysen and Nkomo (2010), the march that took place in 1956 was an opportunity for women to address the issues and challenges that they faced. Therefore it is unfortunate that, although the march was able to offer solutions to these issues, it has been a slow progress. This is because, currently, women are unfortunately still facing these challenges and this calls for government and private organisations to meet these needs. Booysen and Nkomo (2010), maintain that women are the pillar and strength of every household and to the country, because most social issues such as teenage pregnancy; poverty; orphans to mention a few are resolved and addressed by women internationally.

2.3.1 Women Entrepreneurship: Global and Local Perspective

According to Mauchi (2014), government has realised that women make an essential contribution to the economy of a country. This is because the influence of women is growing within the business sector. The women participation in the business sector is regarded as essential because they safeguard the persistence of families through cross-border trade. Mauchi (2014), maintain that the improvement of women-owned businesses has remained slow for at least three decades in many economies (Mauchi, 2014). According to Kelley et al., (2016) the GEM report of 2015/2016 indicated that there has been an increase and interest in women entrepreneurs internationally. Globally, women tend to be slower than men to take part in entrepreneurship and this is the same around the world. The table below indicates the male and female population, ratio and the necessities from the three stages of the economic development, from factor, proficiency and innovation driven.

Table 2-1: Development Phase Averages for Male and Female Total Entrepreneurial Activity (TEA) and Necessity Proportion of TEA in 60 Economies, GEM 2015 from a global perspective.

Stage of Economic Development	Male TEA (% of Adult Male Population)	Female TEA (% of Adult Female Population)	Ratio of Female/ Male TEA	Male TEA Necessity (% of Tea Males)	Female TEA Necessity (% of Tea Females)	Ratio Of Female/ Male TEA Necessity
Factor-driven	23	20	0.86	24	32	1.32
Efficiency-driven	17	13	0.73	26	33	1.26
Innovation-driven	11	6	0.59	17	19	1.13

Source: (Mike Herrington, 2015/2016)

According to Kelley et al., (2016), Senegal claims that the highest female participation in entrepreneurship rate, is 37 percent globally and men constitute over 40 percent. This demonstrates the 3 percent gap between women and men participating in entrepreneurship. Kelley et al. (2016), explain that 45 economies participated in the GEM surveys from 2013 to 2015, and that some revealed a yearly increase in fractions of both female to male entrepreneurship contribution rates and female to male prospect incentives. This carries markets closer to gender equality in both events. Among these are two European countries. Kelley et al. (2016), state that the National Framework Conditions demonstrates that there are three phases of economic development, the factor-driven, efficiency-driven and innovation-driven.

Table 2-2: TEA rates by gender in South Africa, 2001 to 2015 (Percentage of adult population for each gender involved in TEA)

	2001	2005	2009	2013	2014	2015	Africa (average)	Efficiency-driven economies (average)
Male TEA rate	7.3*	5.9	7.2	12.3	7.7	11.6	22.7	17.0
Female TEA rate	5.8	4.5	4.7	9.0	6.3	7.0	17.0	13.0
Ratio female to male	0.79	0.76	0.65	0.73	0.8	0.6	0.75	0.76

Source: (Mike Herrington, 2015/2016)

The above table shows the TEA gender rates in South Africa from 2015. This table indicates that between the years 2001-2015, male entrepreneurs have higher TEA rates than women

entrepreneurs, where in Africa the average women TEA rate is reflected as 17.0 percent and men reflecting as 22.7 percent. The difference shows that investment and support from government and other organisations is still needed and this study will observe whether women entrepreneurs in the mini-bus industry currently receive this or not.

2.3.2 Women Entrepreneurship: Local Perspective and the South African Mini-bus Industry.

According to Venter (2013), the mini-bus taxi industry is a multi-billion Rand industry that carries over 60 percent of commuters in South Africa, and that these commuters range from the lower to the mid-economic class. According to Venter (2013), the Local Road Transportation Board (LRTB) implemented a law that prohibited the road transportation of passengers and goods for income without a permit. This is known as the *Motor Carrier Transportation Act of 1930*. The road transport industry was fundamentally a state monopoly under the supervision of the South African Transport Service (SATS). Taxi operators functioning outside the authority of the LRTB, were operating unlawfully and the taxi owners organised themselves into local informal associations.

The mini-bus industry is controlled by the South African National Taxi Council (SANTACO), which aims to be the representative of the many key operators in the industry. According to Schalekamp and Behrens (2010), the National Taxi Task Team endorsement of 1996 is founded on the three pillars of empowerment, ratification and guidelines under the umbrella of one taxi frame, the taxi body. According to Walters (2013), the mini-bus conveys 65 percent of the 2,5 billion annual commuters in the urban areas and provide a service as the base-load public transport carrier. According to Walters (2013), the mini-bus taxi industry has been contending with the funded bus industry for more than five decades and has not received any support from the government in the system of endowments or subsidies. Presently, the mini-bus industry is the most accessible mode of transport for major transport customers across the spectrum of incomes (Walters, 2013).

According to SANTACO (2015), the organisational structure is divided into two subdivisions which are the representatives of the organisation and the corporate side of the organisation. The Representatives of SANTACO consist of, firstly, the delegates which are the National Conference, MANCO and the Founding Parties, then, secondly, there are the elects which are divided into provincial and regional districts of the taxi councils, and lastly there are is the

associations and the members, which are the taxi operators. The representatives are controlled and directed by the government sector.

Then the Corporate sector consists of shareholders who contribute to the operational aspect of the organisation's business structure. Firstly there are the Funders, Employees, Manco/NEC Trust, SANTACO Holdings, and the Members Trust. Secondly it is the SANTACO Investors who are the nominated directors of SANTACO. Thirdly, are the Provincial Business Directors and the Business Committee, Fourthly are the Branch Outlets, and, lastly, it is the dedicated supported structure which consists of members and employees of SANTACO.

The corporate structure consists of participants who are in a joint venture with entrepreneurs and the private sectors, and these participants are:

- Transport Solution;
- The Logistical aspect;
- Energy, which is SANTACO Petroleum;
- Commuters, which are the passengers;
- Industries of various organisations and sectors of the economy;
- SANTACO Property;
- Communications; and
- The Finance sector.

According to SANTACO (2015), the provincial structure is divided according to Municipal and Regional divisions. This study will focus on the eThekweni Municipality in the province of KwaZulu-Natal. The eThekweni Municipality, as mentioned earlier, is divided into five regions, and each consists of different numbers of men and women mini-bus operators involved in the industry. The first region is the Durban Central Region; secondly the Durban West Region; thirdly is the Greater North Region; fourthly is the Ningizimu One Region; and, lastly, is the Ningizimu Two Region.

According to SANTACO (2015), all the above-mentioned regions consist of associations who represent the mini-bus taxi operators in the industry. The aim is to attend to the affairs of the operators, drivers, passengers as well as the communities who are affected by any activities initiated by the associations such as mini-bus taxi ranks constructed for the community to access an efficient and formalised transport service. According to Schalekamp and Behrens (2010), the construction of the infrastructural elements implemented by the associations is a

matter that affects the involves communities. This is because any activities that take place at the constructed rank, for example, the taxi violence, will affect the community.

The SANTACO organisation consists of the women's league known as the *iMboniYoMama*, which is translated to 'The Women's Industry/Group'. The women's desk is aimed at catering to the needs of women mini-bus operators and the challenges that they face in the industry. Women face various challenges as entrepreneurs in different business sectors as well as the transport mini-bus sector. According to Mauchi (2014), some of the constraints that women entrepreneurs face are:

2.3.2.1 Cultural constraints

According to Tsoka (2013), the socio-cultural role of women defines a woman as a loving person and one who handles domestic responsibilities, which diminishes the belief in women's intent to establish business structures. According to El-Hamidi (2011), women are viewed as possessing the characters of nurturing and domestic labourers, and males characterised as possessing the roles of expected leaders and decision-makers. These stereotyped roles have been socialised and are the foundation of most households. According to El-Hamidi (2011), because of cultural norms women have been restricted in their self-perceptions, which disempowers their social and economic potential and there are limitations to their possibilities of acquiring leadership and top entrepreneurial positions.

2.3.2.2 Lack of capital

According to Irwin and Scott (2010), one of the challenges faced by women entrepreneurs is the inability to raise capital to start their business. Women should be given the opportunity to access capital support from different sources of investors, for this will encourage them to possess the courage and the boldness to establish their businesses (Irwin & Scott, 2010).

According to Sadi and Al-Ghazali (2010), the global viewpoint of women entrepreneurs is, ironically, that they are not a positive factor in the economy despite the fact that female entrepreneurial activity is contributing positively to communities and economies in first and second world countries. According to Akehurst, Simarro, and Mas-Tur (2012), there is a need for government and all private and public organisations to prioritise women entrepreneurship in their countries in order to minimise social problems such as poverty and unemployment, to mention a few.

2.3.2.3 Lack of access to information

Women face the challenge of accessing information that will assist them in their businesses (Mauchi, 2014). According to Vossenbergh (2013), there are some women, especially in the disadvantage communities, who lack access to information. This stems from the challenge to be informed about resources and the many opportunities made available to them. According to Meyer and Mostert (2016), most women lack the information concerning the type of industry in which their businesses are categorised in order for them to prosper in their ventures.

According to Pardo-del-Val (2010), most women, especially the disadvantaged, face the challenge of not possessing the necessary information because it is inaccessible to them. Resources such as phones, the internet, and newspapers, to mention a few sources, are not available to the disadvantaged women so that they may obtain information at their convenience, and government needs to equalise opportunities for all people. Every woman, and any individual, has the right to information, which is one of the basic rights of all South Africans (Pardo-del-Val, 2010).

2.3.2.4 Coping with a fear of failure

According to Yadav and Yadav (2014), women are known to be emotional beings and this is one of the reasons for women to fear the desire to become entrepreneurs. According to Cacciotti and Hayton (2014), an entrepreneur is an individual who possesses the characteristics of a risk-taker and a leader, to mention a few. An individual needs to acquire the characteristic of a risk-taker and have the courage to seize the opportunities that comes by in order to succeed as a potential entrepreneur and a leader. According to Belwal, Belwal, and Al Saidi (2014), most women and individuals fear failure because of past experiences in life and the consequences faced as a result of failure and this leads most individuals never to venture into business. The number one reason for the fear of failure for most individuals is the fear that their business would reach a point of liquidation or insolvency, and the anxiety of repaying their investors who have put their trust and finances into their ventures and who expect a return on their investments (Belwal et al., 2014).

According to Nieman (2013), there are various indicators, resources and tools to mention a few, that assist individuals and potential entrepreneurs in preparing and preventing failure in their businesses. According to Nieman (2013), when failure is encountered when establishing a business, one should not consider it as an end to the entrepreneurial journey, but to observe

it as an opportunity to learn from mistakes and to try again the right way. According to Mills and McCarthy (2016), the 2016 statistics published by the *Small Business Administration (SBA)*, showed that 78 percent of small, micro and medium enterprises last only for the first year. According to Petty (2012), there are many reasons why most businesses lead to failure, and they are:

- Reason for establishing the business was not valid for example, the reason for starting business is to make and spend money;
- Failure to compile an elaborative and professional, guiding business plan;
- The failure to situate business at the right location for potential customers to reach product and service;
- Failure to prioritise and value customers;
- Poor organisational structure planning;
- Lack of quality equipment and resources to start businesses; and
- The failure to acquire knowledge and background information of the business and the industry.

2.3.2.5 Balancing business and family life

According to Bhardwaj and Mittal (2017), women entrepreneurs face the challenges of balancing business and family life. A woman is a mother first and often the problem comes when they do not balance and plan their roles and responsibilities. According to Munkejord (2016), some women are encouraged to start entrepreneurial businesses through aspects which are parallel to those of males (including an aspiration for independence, leadership and financial achievement).

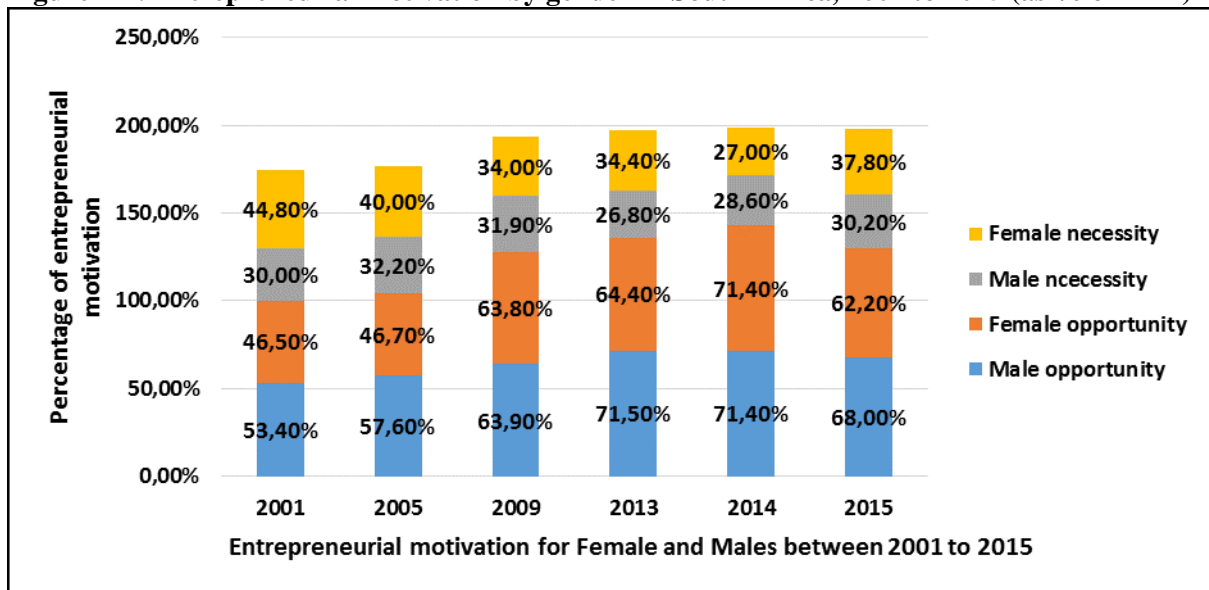
McGowan, Redeker, Cooper, and Greenan (2012) argue that, regardless of the increasing records of women mentioning flexibility and childcare responsibilities as motivational reference for the establishment of business, there has been too little consideration of their aspirations, prospects and actual skills of entrepreneurship, and the level to which entrepreneurship offers an even better work and family balance.

2.3.3 Government Intervention

According to Mauchi (2014), women entrepreneurs have been neglected by government in providing necessary finance and resources that could assist them in starting and growing their business ventures. According to Meyer and Mostert (2016), the state specialists interviewed in 2015 recognised several weaknesses in South Africa’s entrepreneurship ecology. The frailest business situations in South Africa result from the elements of government programmes and policies, school-level entrepreneurship-education and training, research and improvement transfer, and cultural and social norms.

The Figure below is the bar graph that demonstrates the entrepreneurial motivation by gender in South Africa between the periods of 2001 to 2015, as percentages of Total Early Stage Activity. According to Mike Herrington (2015/2016), the Figure reflects the broadening of the gender-breach in terms of entrepreneurial participation that is attended by the sharp decrease in the women opportunity-motivated TEA.

Figure 2-2: Entrepreneurial motivation by gender in South Africa, 2001 to 2015 (as % of TEA)



Source: (Mike Herrington, 2015/2016)

The above bar graph demonstrates that, for women entrepreneurs who were motivated by the necessity in the lowest percentage, reflects as 27 percent in the year 2014, and for men motivated by necessity in the lowest percentage was, in the year 2013, showing as 26.8 percent. The lowest point between men and women entrepreneurs reflects a difference of 0.2 percent. The highest percentage of women, motivated by necessity, was in the year 2001 and showed

as 44.8 percent and for men it was in the year 2009 and reflected as 31.9 percent. This shows that the highest difference between men and women as far as necessity is concerned, is 12.9 percent. According to Mike Herrington (2015/2016), the above Figure demonstrates that in the year 2001, 44.8 percent of women entrepreneurs were motivated by the necessity of venturing into businesses and that this resulted in many social impacts that influenced many women to become entrepreneurs. According to Phogole (2010), most women venture into businesses because of the high level of unemployment and poverty in many households. These women are faced with some of the social challenges of raising their children individually without assistance of their spouse or partners and that these circumstances forced them to start their businesses not knowing if they will harvest growth in the process.

According to Laure Humbert and Drew (2010), motivational reasons for some women to venture into businesses is because they see entrepreneurship as an opportunity for independence which will enable them to schedule their family responsibilities and not have to work a nine to five job that will prevent them from attending to their family needs. The above Figure demonstrates that the highest percentage that women who were motivated to start businesses was in the year 2014 at 71.4 percent and for men it was 71.5 percent in the year 2013, showing a difference of 0.1 percent. According to Mike Herrington (2015/2016), the reason for men to venture into entrepreneurship because of opportunities, men have more resources and financial support than women. Although the difference is only 0.1 percent, this shows that there is an inequality issue that is still in place and the government needs to intervene in this matter. The Figure above, 0.1 percent may reflect as an insignificant amount in numbers, but in the economy of South Africa it will appear large, reflecting that women who are affected by the issue of inequality.

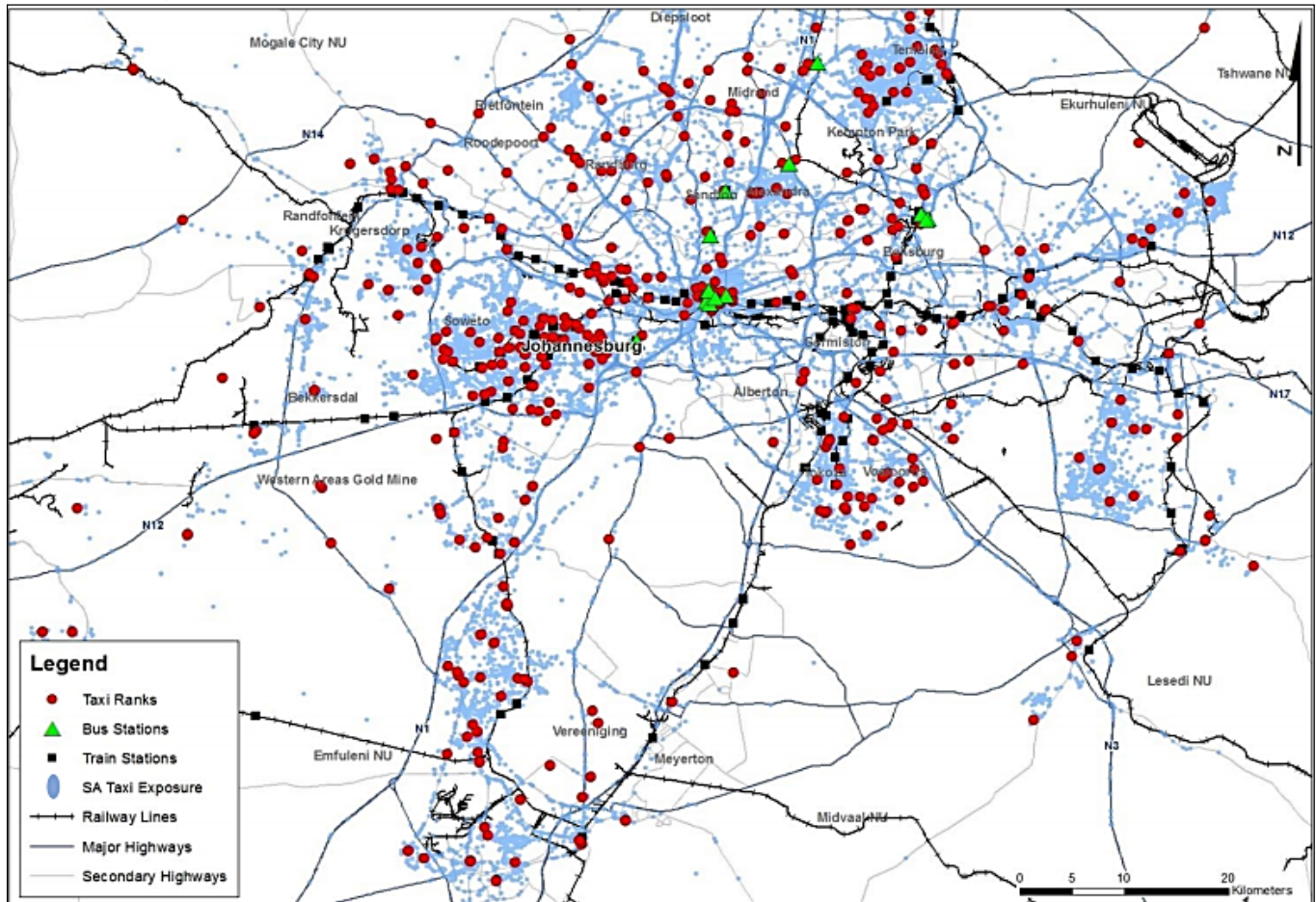
According to Luce (2016), women owners in the mini-bus industry are a minority and a derivative of widowhood consequently, the ill-treatment and solicitation of women has become a normality in locations such as the mini-bus ranks, and this reflects the need for government involvement in ensuring safety and equality for all owners in the industry. According to SAHRC (2012), government has issued a constitution ensuring that women with businesses and who are working in male-dominated industries, are treated fairly and without discrimination. According to Mbohwa (2014), the mini-bus industry is an economy of its own that is worth billions and it contributes greatly to the economy of South Africa. Therefore it is unfortunate that no research has been conducted about the industry and, moreover, about the

women who contribute to this industry, especially when males are killed and women are left to play the role of continuing the family business in the industry.

According to Barrett (2003), from post-apartheid to the year 2003 almost 95 percent of workforces in the mini-bus industry are African and only 2 percent are women owners. Many of these individuals were responsible for administrative work for the mini-bus taxi associations. According to Shologu (2016), the MEC for Roads and Transport, Ismal Vadi, addressed the women in the Mini-bus Taxi Networking Session that was held in Johannesburg in 2016 and encouraged women to be more involved in leadership roles as well as operational and decision-making positions in the industry and the associations across the country. According to Shologu (2016), the Minister of Transport mentioned that the Department will support more representation by women in top management roles in this industry.

According to SA-TAXI (2017), the *National Land Transport Strategic Framework 2015* passenger statistics from *Arrive Alive & Stats-SA* mentioned that over 15 million passengers commute by mini-bus on a daily basis. This indicates that the mini-bus industry contributes tremendously to public road transport alone. The Figure below is a map that demonstrates integration of the public transport network in the city of Johannesburg, where the *South African Taxi* extracted data from 11 October 2016 to detect the movement and the key contributors to road transport for bus and trains that depend on the mini-bus taxis infrastructure.

Figure 2-3: Map of Bus and Train Relying on Mini-bus Taxi Infrastructure in the Province of Johannesburg



Source: SA Taxi telematics data as at 11 October 2016 | National Land Transport Strategic Framework 2015, (SA-TAXI, 2017)

According to *SA-TAXI (2017)*, the Figure above is the map that demonstrates the network in Johannesburg of the mini-bus taxi ranks, bus stations, train stations, railway lines, major highways and the secondary highways. The map demonstrates that the key contributor in the province to road transport is the mini-bus taxi industry. One may observe that the map is filled with the participation of mini-bus taxi ranks and the South African mini-bus taxi exposures in Johannesburg. This is evidence of the contribution of the mini-bus taxi industry to the economy of South Africa. According to *SANTACO (2015)*, as an organisation which is responsible for capturing the attention and needs of commuters and mini-bus operators, they have contributed in assisting women in the industry in forming a sub-division of its own, as reported earlier, known as *iMboniYoMama*. This is translated as “Women in the Industry/Group”, this association is formed to meet the needs of women in the mini-bus taxi industry. Working with the government, *SANTACO* has assured women that they will meet their needs in the industry

through providing the necessary skills and training for their development, as well as ensuring gender-equality for all operators in the industry.

2.3.4 Training and Skills Development

According to Mike Herrington (2015/2016), education has become inseparably associated with the entrepreneurial intents and growth for it gives inspiration and confidence, and encourages the development of entrepreneurs' skills and knowledge so that many may start their businesses. There is a connection amongst the educational stages and the accomplishments in business projects. South Africa's low skills level contributes to the country's below-average entrepreneurial capacity. According to Urban and Naidoo (2012), most women entrepreneurs in South Africa are faced with the challenge of limited access to formal education and training programmes that will assist them in becoming better entrepreneurs in the industries in which they operate.

According to Chigunta (2017), entrepreneurial practice and education will assist the youth to develop innovative skills that will be useful in addressing the challenges of life. Opportunity-realisation, innovation, critical intelligence, flexibility, decision-making, collaboration, and leadership are all profitable to the youth, whether or not they desire to become or continue as business owners. According to Herrington, Kew, Kew, and Monitor (2010), there is a sign that applied entrepreneurial training will improve and prepare school graduates for the change from school to employment. This gives them the ability to recognise business opportunities and to increase their chances of succeeding in business and self-employment ventures.

According to Woodward, Rolfe, Ligthelm, and Guimaraes (2011), entrepreneurial education can improve a person's level of self-efficiency, as well as increase students' attraction to entrepreneurship as a possible career choice. According to Yue and Ng'anjo (2016), in 2015 the *GEM Youth Report* presented a progressive relation between training in starting a business and entrepreneurial behaviour. According to Mike Herrington (2015/2016), business owners across all age groups had 1.5 times more access to some form of business training and skills development than non-entrepreneurs. Young individuals who have the access to business training at school levels were 1.2 times more likely to become business owners. According to Mike Herrington (2015/2016), women and men's training obtained after school was more associated with the entrepreneurial behaviour, but this applied more to women than men. Youth who acquired higher levels of business training, females were 1.8 times more likely to acquire the training than males and were far more likely to become entrepreneurs.

The table below shows the population of males and females who are literate from the year 2010 to the year 2014. The table shows that the highest number of literate women between 20 and 39 in 2014 is 95.1 percent and the lowest is 47.9 percent in 2010 at 60 plus. The highest number of literate males in 2010 between 20 and 39 was 92.4 percent and the lowest was 58.1 percent.

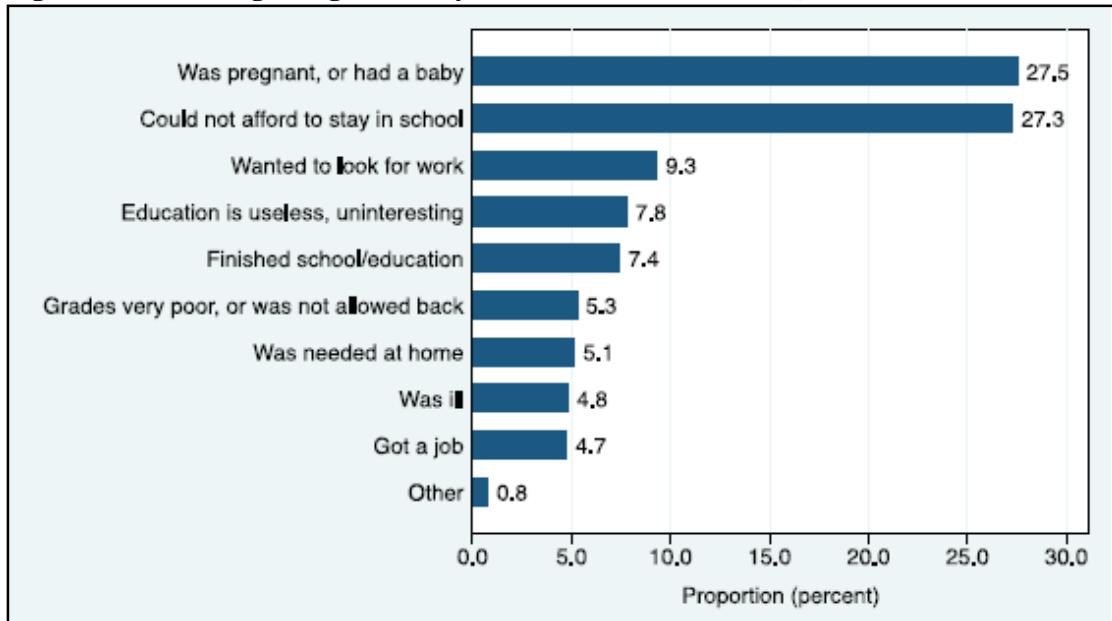
Table 2-3 Percentage of population that are functionally literate, by sex, 2010-2014

	Age group	2010	2011	2012	2013	2014
Male	20-39	91.0	91.5	92.0	92.3	92.4
	40-59	75.2	77.3	79.5	79.2	79.9
	60+	58.1	58.5	59.9	59.4	58.5
Female	20-39	93.0	93.5	94.1	94.7	95.1
	40-59	70.7	73.5	76.3	76.7	78.1
	60+	47.9	50.1	51.4	51.3	51.2
Total	20-39	92.0	92.5	93.1	93.5	93.8
	40-59	72.4	75.2	77.8	77.9	78.9
	60+	51.8	53.3	54.7	54.4	54.0
South Africa (20+ years)	Male	83.0	83.8	84.9	85.0	85.1
	Female	79.6	80.9	82.2	82.5	83.0
	Total	80.7	82.3	83.5	83.7	84.0

Source: Statistics South Africa (2013), General Household Survey (2013; 2014), (DWSA, 2015)

According to DWSA (2015), the above table indicates that women are more literate than men between 20 and 39 with a difference of 2.7 percent. This reflects that more women have recognised the importance of education in their lives than men. This result could also be influenced by the culture of men having to take care of their family households the moment they reach an age where they are allowed to work as providers of their households. The Figure below is a bar graph showing reasons why young girls between 15 and 19 do not enrol in school in the year 2012 and is reflected in percentages.

Figure 2-4: Reason girls aged 15-19 years do not enrol in school, 2012



Source: National Income Dynamics Survey (NIDS) (2012), (DWSA, 2015) [Page 37]

According to DWSA (2015), the highest percentage of girls who did not enrol at school in 2012 was because they fell pregnant with the percentage showing as 27.5. Others did not enrol at school because they did not have the finances to be able to attend school with the percentage showing as 27.3. This is a situation that needs attention from the government and the private organisations. This will ensure that all girls and boys have an equal opportunity to acquire education and that education should be one covering the basic rights of a child. According to Fatoki (2010a), there are still many women entrepreneurs who need the necessary basic skills and education for the growth and knowledge for their businesses, and many have been unprivileged and have not been able to access education because of their social situations.

According to Kehler (2013), many girls are faced with the social impacts of poverty and teenage pregnancy which deprives them from receiving education. In the later life this affects their adulthood where they can never seize the opportunities that life offers them, such as entrepreneurship. According to Gottert et al. (2017), young boys have more opportunities than do girls. The social problem faced by South Africans does not encourage young girls to continue their lives and to reach their goals after pregnancy. Meanwhile, boys do not have to attend to the raising of children and their lives can continue. This is where government, as well as private organisations, need to address the social impact of teenage pregnancy that leads to girls not having the accesses to education and the economy becoming affected by high rates of poverty; unemployment; and crime. According to Matlala (2012), the absence of managerial

skills and lower levels of organisational training are issues facing women entrepreneurship in South Africa. According to Matlala (2012), there is a gap between the development in women of entrepreneurship and in skills training and tertiary education.

According to SANTACO (2015), the organisation has formed a Training Academy that will assist mini-bus taxi operators as well as drivers in the organisation to acquire necessary skills and development in the industry. The organisation has worked together with the government in order to implement this academy which has been funded by the *Transport Education Training Authority (TETA)* as well as the *Department of Transport*. The aim is to eradicate unprofessionalism, unacceptable behaviour, road rage, and unethical and negative attitudes. According to Mwangi (2014), there is concealed and understated gender-discrimination, transformation-resistance and stereotypes concerning the position of women in a male-dominated economy and the request for socio-economic rights and policy has been advocated.

According to Matlala (2012), the non-existence of training and skills development that limits women to acquire access to job opportunities in the professional work places and entrepreneurial positions is the reason why women are concentrated in the lower-rewarded occupations and this situation prevents them from seeking opportunities to venture into businesses and applying for on-the-job-management positions. According to Matlala (2012), most women lose out on the opportunity and experience that would empower them to become successful directors and managers of their own businesses. In addition, family duties arise in their households and the absence of child-care amenities places them with the burden of motherhood when they might have been able to establish their own businesses.

According to Hartigh (2015), entrepreneurs and business owners with busy schedules in the operation of their business, and because of their busy entrepreneurial lives, neglect the importance of their personal and professional self-development. The short courses, coaching and mentorship must be viewed as an investment and an opportunity to acquire business principles to build a sustainable and profitable company. According to Hartigh (2015), there are significant short courses that are made available in South Africa to assist entrepreneurs to become successful business owners in the industries in which they operate. The five key aspects that entrepreneurs should be aware of is the:

1. Ability to sustain customers and an excellent image of the businesses;

2. Acquiring the necessary skills to manage and operate businesses;
3. Start-ups and early phase entrepreneurs;
4. Professionalism and Ethics in businesses; and
5. Growth and profit sustainability in businesses.

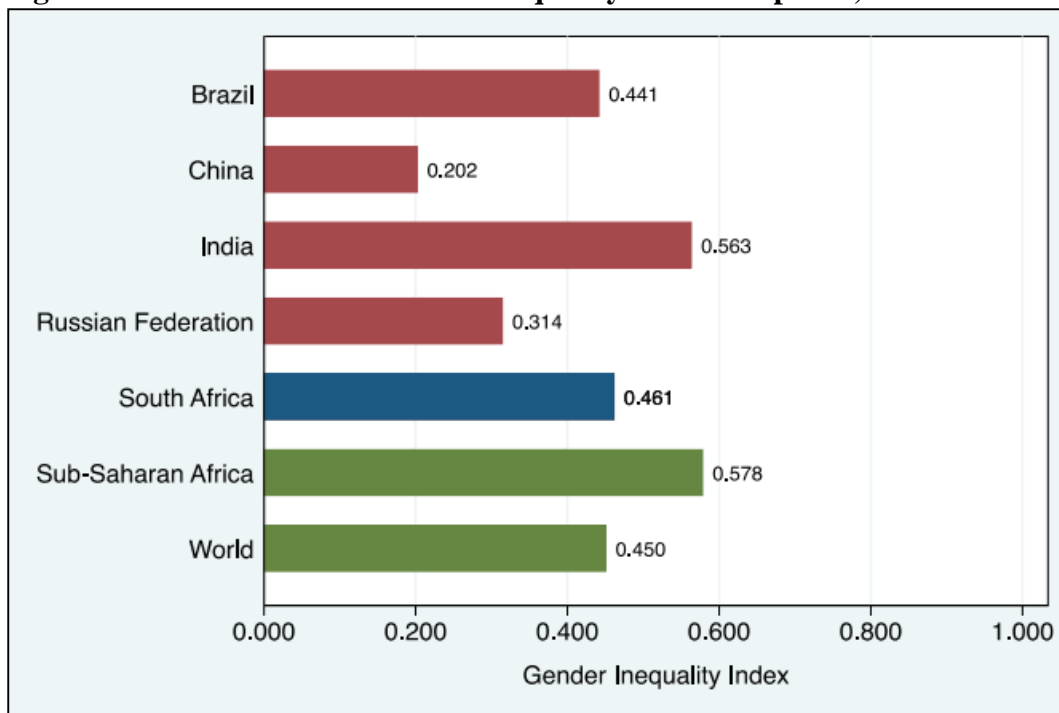
2.3.5 Gender Equality

According to Grant (2013), gender-equality has been one of the struggles faced in South Africa. In most working environments as well as for entrepreneurs, women are still facing the challenges of ill-treatment and unequal opportunities compared to those made available to males. According to Scott, et al., (2012), government departments generally, together with the *Department of Justice and Equality* are responsible for Gender Equality in enterprises and employment, to ensure that there is no unfair discrimination against women. They seek to encourage more women to become entrepreneurs. According to Klapper and Parker (2011), government must take action to ensure that the gender-gap is reduced and to ensure that both men and women are active as early-stage entrepreneurs by addressing the challenges that female entrepreneurs face.

According to Mwangi (2014), women have the fear to engage in entrepreneurship within the transport industry due to their lesser physical capability to protect themselves. According to Booysen and Nkomo (2010), the post-apartheid principle of gender-equality, having the access to land, housing, water, employment and health care, to mention a few, is supposed to have had an impact on South African society.

The Figure 2.4 is a bar graph that demonstrates of the gender inequality that was still active in South Africa in the year 2013 when compared to international countries. The graph illustrates that China has the lowest index of 0.202 in gender inequality and the highest is an index of 0.578 in Sub-Saharan Africa, and South Africa is sitting at an index of 0.461 which is between China and Sub-Saharan Africa. This may indicate that the African continent alone is placed at index of 1.039 when compared to other continents. The graph reflects that the African continent still views women as inferior compared to men, and it is evident that women are still deprived of their rights and prevented from taking opportunities and enrolling in leadership positions on the continent of Africa. This could mean that Africans are still influenced and ruled by customs and traditions as far as supporting women-empowerment is concerned.

Figure 2-5: South Africa's Gender Inequality Index compared, 2013



Source: UNDP 2014, [Page 37] (DWSA, 2015)

According to Horwitz and Jain (2011), the *Commission for Gender Equality* has become one of the numerous financial support programmes founded by the public and the private sectors for the purpose of encouraging and promoting the economic empowerment of women within South Africa. According to Hausmann and Tyson (2012), the *Women Entrepreneurial Fund (WEF)*, established by the *Industrial Development Corporation (IDC)*, is a private organisation that sets out to increase the opportunities for women entrepreneurs and other marginalised groups in South Africa to have financial access. This initiative of the private sector was initiated by considerations of race and sex which remain major variables in the capacity of entrepreneurs to acquire financial subsidy.

According to Mordi, Simpson, Singh, and Okafor (2010), most African women are constantly discriminated against on the basis of race and gender. Many of these women survived and still live in extremely underprivileged environments and most are without education. According to Booyesen and Nkomo (2010), the customary law is ignorant of the macro-objective and of the penalties of regarding women as inferior. According to Mauchi (2014), the traditional prejudice practices and the non-existence of information also contributes towards the situation where these women find it difficult to access finance. Consequently, the absence of investment

is still a key stumbling block that is excluding African women entrepreneurs from realising their full economic potential.

Tshoedi (2012), state that the *Commission on Gender Equality* aims to combine gender into all government policy through scheduling and implementing activities that will educate and empower women with knowledge of their rights. According to Flavin and Artz (2013), the women's programme is a procedure that is flexible and it defines conditions of alleged gender inequality. The responsiveness and denial of patriarchal control are essential to the politics of the women's movements.

According to Flavin and Artz (2013), women face many challenges because of gender-inequality in South Africa. Some of these challenges is that:

- Women still fight to obtain land and property;
- Accessibility to investment for establishing small medium and micro enterprises and micro credit still delays the opportunity for women's full economic involvement;
- Access to information that will give the opportunity for women to make the right choices;
- Sharing or distribution of wealth;
- Unequal gender relations still remain;
- The relegation of women;
- The challenge of involving young women in the associations;
- Racism;
- Poverty;
- Violence and hostility against women;
- Desecration of human rights;
- Protection of the environment; and
- Some of the hostage terrorism, wars and conflicts seen today are both racist and patriarchal in nature.

According to Nkete (2012), the women's worth and social role were biological and this is because gender relations were understood to be something natural and genetic. Flavin and Artz (2013), maintain that cultural and traditional customs have influenced men and society to view

women as inferior. Society has classified women culturally because of their physical abilities and women need to disseminate gender stereotypes.

2.3.6 Practical solutions to the challenges women face in the minibus industry

According to Mwangi (2014), the motor transport industry may face certain challenges because of their tough gender prejudice. These challenges include congestion in the vehicles, risky riding circumstances, unregulated fares, provocation and superior boarding being given to male passengers. According to Mwangi (2014), there are interventions from the public sector that need to be implemented in public transportation for the purposes of making it more convivial for women. Mwangi (2014), also states that the transport public sector has made resolutions to the challenges faced in public transport which are:

- Employ more women staff;
- Introduce women-only sections in public service buses;
- Increase space and legroom; and
- Involvement of national and county governments in ownership and management of public service vehicles.

According to Nkete (2012), the *South African Network for Women in Transport (SANWIT)* (2007) was established for the purpose of breaching the existing barriers presented to women entering the mini-bus taxi and the entire transport industry. The responsibility is to ensure an engagement of businesses and the government on the matters that impact on women's development in the transport sector as well in the entrepreneurial sector. According to Nkete (2012), SANWIT (2007) held a meeting in August, 2005, for the purposes of discovering the challenges and resolution of women in the mini-bus industry. SANWIT (2007) lists these challenges faced by women and they are:

- The operation is dominated by males;
- Oppression and discrimination of women;
- Funding for training of women is lacking;
- The lack of facilities that would empower women in the industry; and
- Women lack the ability and confidence to enter into a male-dominated industry;
- The lack of skills amongst women;
- The lack of funds or access to assets;

- The balancing of responsibilities (home and work);
- The insecurities of men; and
- Cultural, social and traditional barriers

2.4 Chapter Summary

Magubane and Manicom have highlighted the challenges that women face in male-dominant industries, one being the mini-bus industry. The theoretical framework elaborates the four focused points where women are questioned about the challenges and the influences that impact on their struggle in male-dominant industries. The areas focused on are the questioning of government involvement in supporting and contributing to women in the male-dominant industries, the training and skills development that will educate them to operate better in male-dominant industries, observing the issue of gender-equality faced by many women there, and finding practical solutions that will address the challenges faced by women in the mini-bus industry. According to Clark and Worger (2016), the 1956 march that took place in the Pretoria was aimed at addressing the many challenges that women faced in that time, and are still facing in this present age.

The literature review observed the challenges and struggles that women entrepreneurs face in the global perspective as well as in the local perspective. These focused on ways that the private and the government sector can contribute in resolving these challenges faced by women entrepreneurs in the male-dominated industry. SANTACO (2015), is an organisation that contributes to addressing the needs of women entrepreneurs in the mini-bus industry as well as demonstrating the operational aspects of the industry, their organisational structures as well as the functionality of the mini-bus industry.

Mauchi (2014), discuss the many constraints that women experience in the mini-bus industry such as cultural attitudes, lack of capital, lack of access to information, harmonising business and family life and managing with a fear of failure. The literature also discussed the many issues that contribute to women considering that it is becoming less desirable to become entrepreneurs and encouraging government involvement in ensuring that many women are motivated to enter the business world. Government should take into consideration on the training and skills development that is a requirement for women entrepreneurs to succeed in the business world and the issue of the high rate of uneducated young girls that contributes to the lack of knowledge of how to run businesses. The Government should be aware of the

gender-equality issue and how they experience anxiety when entering the male-dominated industries as well as the discrimination against women who seek to obtain managerial and leadership roles. This study will observe how women entrepreneurs in the mini-bus industry cope with the challenges they face as well as observing the resolutions contributed by the private and public organisations. This information will be acquired through the interviewing process of the study. Chapter three will discuss the methodology of the study.

Chapter Three

Research Methodology

3.1 Introduction

This chapter focuses on the methodology of the study, as well as the elaboration for the reason of the chosen methodologies for the purpose of acquiring data from the women entrepreneurs in the mini-bus industry. The study site, sampling methods, research techniques and the procedures that the study will implement will also be discussed.

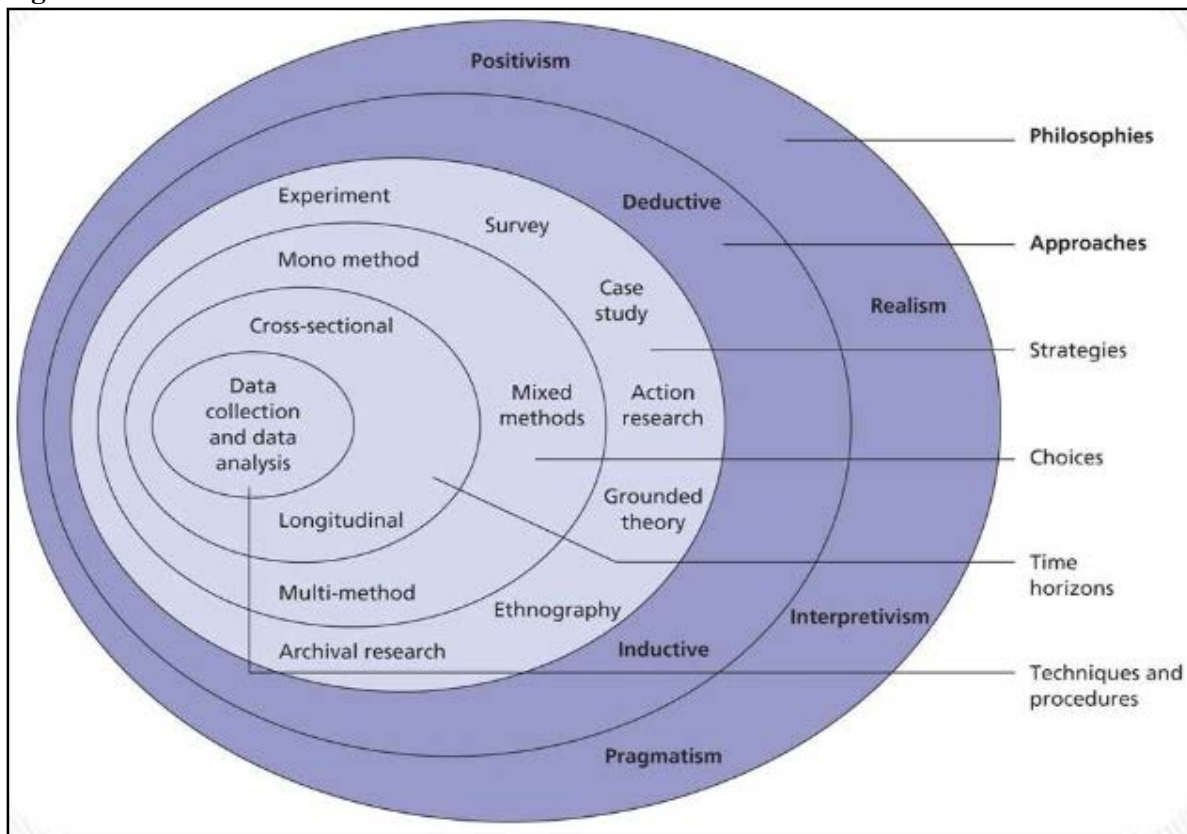
This research is a qualitative study that is based on an action research approach. The action approach will allow the researcher to identify issues and challenges faced in an industry, in order to find and develop solutions that will address the problems of an organisation or an industry.

3.2 Research Design

The research design for this study will enable the researcher to choose an inclusive strategy that will allow for integration of the different components in a comprehensible and logical way. Thereby, the components will ensure that the research problem is effectively addressed and will constitute the outline for the measurement, collection and analysis of data (Sekaran & Bougie, 2016).

Figure 3.1 is a research onion created by Saunders (2009) and it is designed to give a guideline as well as a reflection on the components found in the onion. The research onion demonstrates the research methodology starting from the outer layer, which is the research philosophies, ending with the inside of the onion, which is the research techniques and procedures. The methodology of the study has implemented the research onion tool to guide the chosen methodologies of the study.

Figure 3-1: Research Onion



Source: (Saunders, 2009)

3.3 Research Philosophical Stance

According to Saunders and Lewis (2012), research philosophy is an establishment of knowledge and the nature of knowledge in a particular field of study. Saunders and Lewis (2012), state that there are different philosophies found in research, which are: positivism, realism, interpretivism, constructivism, objectivism and pragmatism.

3.3.1 Positivism

According to Quinlan, Babin, Carr, Griffin, and Zikmund (2011), the positivist researcher is focused on obtaining knowledge in an atmosphere that is objective using methods that are scientific. Positivist researchers detach themselves from participation in the research. This is vital because the researcher remains emotionally neutral in the decision-making process. The reason for not implementing the positivism approach is because of the following elements:

- It involves quantitative data, and this study is a qualitative study;
- The facets of the social world and phenomena are calculated;
- It involves casual connections between different aspects of the social world that are required; and it

- Requires large data sets and statistical analysis.

3.3.2 Realism

A realist researcher is one who relies on the idea of individuality of truth from the human mind (Sekaran & Bougie, 2011). The realist philosophy relies on the theory of a scientific approach to the study's development of knowledge. The reason for the researcher not implementing this philosophical approach for this study is because realism involves an ontological position which combines the social world with the reality that separates it from the social participants involved.

3.3.3 Pragmatism

According to Miller and Tsang (2011), the pragmatic approach consist of using the technique which seems best appropriate to the research problem and not get confined in philosophical debate, as well as finding solutions to problems. Miller and Tsang (2011), state that pragmatism allows a researcher to have a clear view of the focus of the study from either or both points-of-view concerning the part of social point. This is to create a realistic approach to research.

3.3.4 Constructivism

According to Bryman and Bell (2015), a researcher who uses a constructivist approach in their study is the sort of individual who perceive realism as a construct of the human thoughts. Therefore, reality is observed to be subjective. Bryman and Bell (2015), state that a constructivist philosophy is centred on cognitive psychology and its background narrates to the Socratic Method.

3.3.5 Objectivism

Creswell and Poth (2017), maintain that an objectivist approach stems from an ontological perspective. An objectivist researcher has a perception that an objective realism occurs and is known through the accumulation of complete information. According to Creswell and Poth (2017), an objectivist ontology is a concept that is based around the theories that are realistic and have definite properties and causes.

3.3.6 Interpretivism

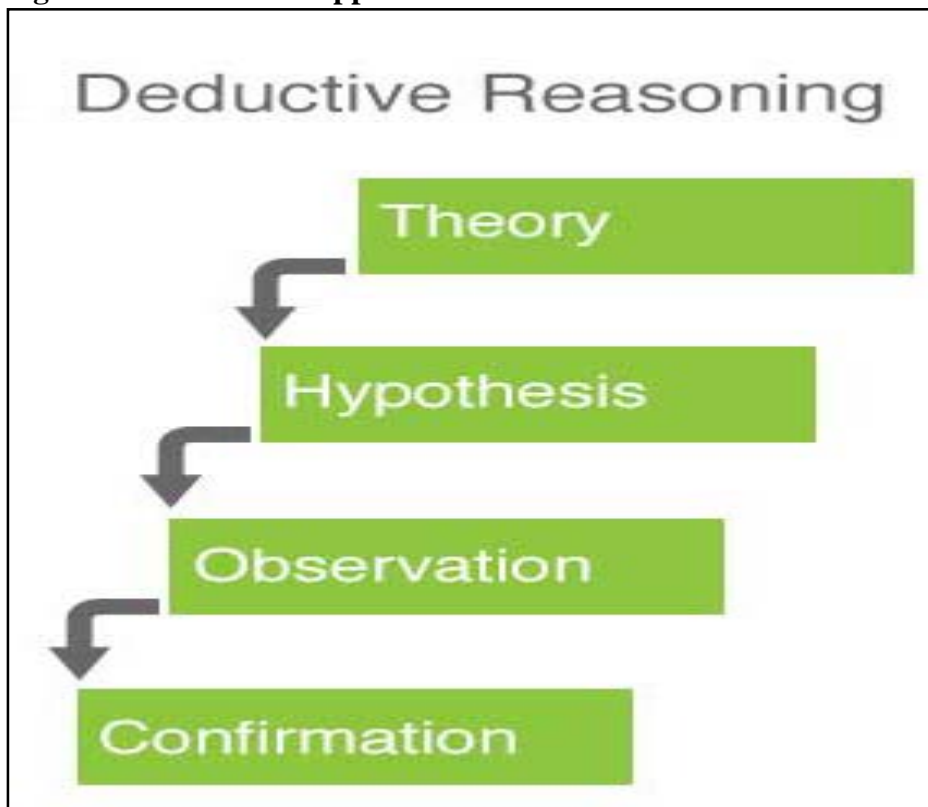
The foundation for the approach of the study is based on the interpretivism philosophical stance. This is because the research is a qualitative study that will be detailed and descriptive. The study will reveal and work with subjective meaning, and be animated by empathetic understanding. According to Klenke (2016), an interpretivism philosophy is an

epistemological role that highlights an individual's subjective interpretation and understanding of the social marvels in their own actions.

3.4 Research Approach

According to Sekaran and Bougie (2016), the research approach is a process of discovering different theories to explain aspects of the social world. This is prepared through two different approaches known as the deductive and inductive approaches. Figure 3.2 and 3.3 provide demonstrations of inductive and deductive approaches.

Figure 3-2: Deductive Approach



3.4.1 Deductive Approach

According to Sekaran and Bougie (2016), a deductive approach is the procedure through which the researcher reaches a reasoned decision through logical generalization of a known fact. This is where the approach is set out to test a hypothesis that is based on a present theory. The above Figure 3.2, demonstrates the deduction process through which the researcher arrives at a reasoned conclusion by logical generalization of a known fact. According to Sekaran and

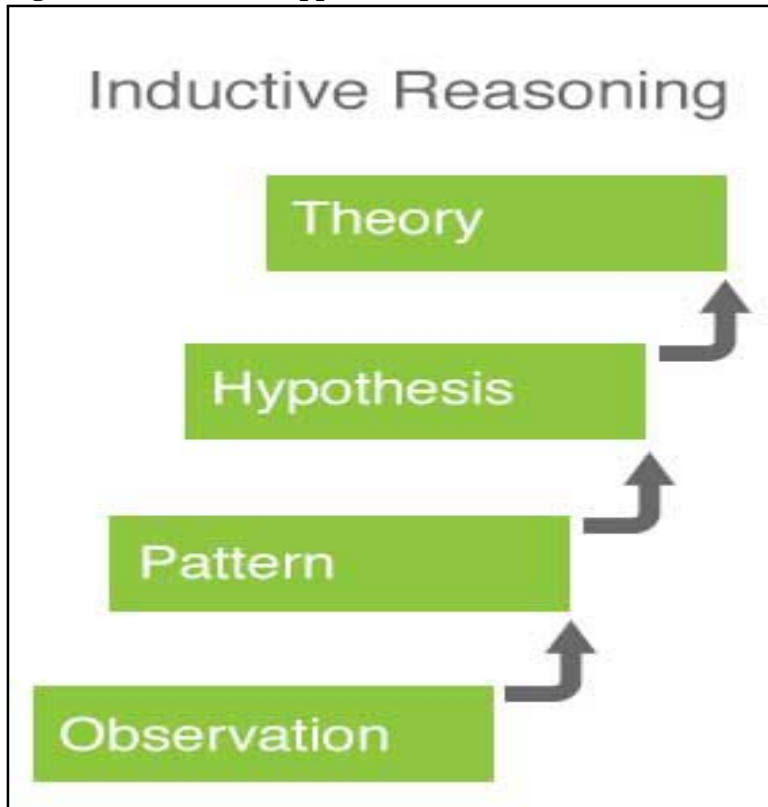
Bougie (2016), the deductive approach consists of the following seven-step process in order to develop an hypothesis for the study. They are:

- *Observation* - is when one rationalise that certain changes are occur or that some new behavioural, attitudes and emotions are surfacing in one's surroundings;
- *Preliminary Information gathering* - This is organized by talking informally to several people in the work-setting or to clients or to other relevant sources, thereby gathering information on what is happening and why. (Unstructured interviews);
- *Theory Formulation* - an effort to combine all the information in a logical manner, so that the aspects liable for the problem can be conceptualized and verified;
- *Hypothesizing* - this is where theorized network of relations among the variables, certain testable hypotheses or educated conjectures can be generated;
- *Further scientific data collection* - this is where data with respect to each variable in the hypothesis is needed to be obtained;
- *Data analysis* - This is a stage where the data collected are statistically analysed to see if the hypotheses that were generated have been supported; and
- *Deduction* - this is the procedure that is received at decisions by interpreting the meaning of outcomes of the data analysis

The deductive approach is not chosen for this study because the following stages mentioned by Patten (2017), were listed as constituting the deductive approach:

- *Stage 1* Deducing hypothesis from theory;
- *Stage 2* Formulating hypotheses in operative terms and suggested relationships between two specific variables;
- *Stage 3* Testing hypotheses with the request of appropriate method(s);
- *Stage 4* Examining the result of the test and thus authorising or rejecting the theory; and
- *Stage 5* Modifying theory in occurrences when an hypothesis is not complete

Figure 3-3: Inductive Approach



3.4.2 Inductive Approach

The inductive approach will be implemented in this study. This is because the study is based on an interpretivism philosophical stance. According to Bryman (2015), an inductive approach allows the researcher to gather data and to derive explanations through tentative theories from the data itself. There is limited published research on the study of women entrepreneurs in the mini-bus industry and the struggles and challenges they face there. Therefore an inductive approach is the best way to proceed because of the limited information to be found in published research (Bryman, 2015).

The above Figure 3.3, demonstrates the induction process where the researcher distinguishes certain phenomena and, based on this, reaches at decisions. This is the reason for implementing the inductive approach here. This study has chosen to implement this approach because Bryman and Bell (2015) maintain that it consists of the following components, understanding, dynamics, robustness, emergence, resilience, focus on individual behaviour, constructing alternative futures. According to Chandramoulesh (2015), the inductive approach is comprised of the following steps and advantages. These steps and advantages, serve as a motive for the chosen approach for this study:

Step 1: Identifying the problem

The Inductive approach will require the researcher to identify any problem for the purpose of developing a research objective. This is where situations are conveyed in the form of familiar, and suitable examples;

Step 2: Analysing the situation

The situation provided in the form of examples is to be analysed in terms of identification and recording of facts, concepts, terms. According to Chandramoulesh (2015), after the problem is identified, the situation needs to be analysed for the purpose of ensuring that it is identified and is substantial for developing an objective;

Step 3: Organizing the Information

The analysed information is to be organized in a methodical and consistent order. This is where the researcher needs to organise the analysed problem in order to observe its relevance;

Step 4: Framing the Solution

The organized information is restructured and rephrased for the purpose of developing a solution to the identified problem. Therefore, the solutions are formulated in statement form, which serves as a concluding solution to the problem;

Step 5: Arriving at a rule

If the formulated solution in the earlier rule is to be altered or comprehended or regulated, the rule may be compiled into the form of a statement, definition, decree, formula, or a theory.

Advantages of an inductive approach:

- It is a coherent methodology which develops observation and thinking;
- It is a psychological method and offers more possibility for students' participation;
- It reduces rote reminiscence;
- It helps in the improvement of scientific attitude; and
- It helps the researcher to recognise the aims and objectives of the study.

3.5 Research Strategies

According to Glaser (2017), the research design is a research style that researchers use to gather and analyse data, which is frequently related with diverse philosophies and philosophical standpoints. The different designs found in research are: the experiment; survey; case studies; action research; grounded-theory; ethnography; and archival research.

3.5.1 Experiment

According to Merriam and Tisdell (2015), the experiment is an assembly of research designs which use influence and structured testing to recognise casual processes. According to them there are four types of design found for the experiment-research design which are experimental, quasi-experimental, correlation and single subject, that serve as the reason for not implementing this research strategy for the study.

3.5.1.1 According to Bryman (2015) the *experimental study* is when a researcher assigns participants to different design treatments and control in a research study.

3.5.1.2 According to Sekaran and Bougie (2016), a *quasi-experimental study* is when a researcher tests different conditions of the study, but does not assign them to different conditions.

3.5.1.3 *Correlational study* is when a researcher observes two relationship variables of the study and reports the correlation (Creswell & Poth, 2017).

3.5.1.4 According to Creswell and Poth (2017), the *single subject* research is regularly used in practical fields of psychology, education and human behaviour in which the subject serves as the researchers' own control instead of using an individual group.

3.5.2 Survey

According to Mai (2016), survey is a method of gathering data as reported by participants. Surveys are presented in a form of questionnaires that are directed to research participants who respond questions presented to them. According to Mai (2016), there are four types of instruments used in the survey research design, which are questionnaires, interviews, cross-sectional surveys and longitudinal surveys. He argues that the survey for research contains the following disadvantages that serve as a purpose not to implement this strategy for this study. The disadvantages of Surveys are that they:

- Inflexible Design

The researcher cannot make any changes to the survey during the data collection, which results from the inflexibility of the survey;

- Not Ideal for Controversial Issues

Questions that allow debates may not be accurately responded to by the participants because of the challenge of evoking the information related to them. There is no certainty behind these controversies as may be the case through different data gathering methods such as focus groups and-face-to-face interviews;

- Possible Inappropriateness of Questions

Questions in surveys are always consistent before directing them to the participants. The researcher is, therefore, required to generate questions that are adequate overall in order to accommodate the entire population. However, these broad questions may not be as suitable for all the partakers of the study as they should be.

3.5.3 Case Studies

According to Algozzine and Hancock (2016), a case study research method is an experiential review that examines a contemporary phenomenon within its realistic context. This is where restrictions between phenomenon and context are not visibly evident and in which various sources of evidence are used. According to Algozzine and Hancock (2016), the purpose of a case study is to report descriptive information on data of research of an experiment, project, an event or analysis. According to Creswell and Poth (2017), the case study consists of the following components that will not be appropriate for implementation for this study:

- Study questions;
- The proposals, if any;
- Elements of analysis;
- The logical linking of data to the intentions; and
- The criteria for interpreting the findings.

3.5.4 Ethnography

According to Roller and Lavrakas (2015) an ethnographic approach uses a qualitative research methodology which involves examining characteristics of a community. They argue that an ethnographic study focuses on how the culture and beliefs of a public affect the behaviour and

thoughts of persons in that community. According to Roller and Lavrakas (2015), ethnography consists of the following disadvantages, that will not be implemented for research:

- Time requirement
- Presentation of results is time consuming
- Lack of reliability
- Interviewer effect
- Inhibitions by researcher
- Safety from researcher
- Invasion of privacy

3.5.5 Archival Research

According to Bloomfield, Nelson, and Soltes (2016) the archival research design consist of a primary source held in an archive, a Special Collections library, or other sources. Archival sources can be manuscripts, documents, records (including electronic records), objects, sound and audio-visual materials, or other material. According to Bloomfield et al. (2016), archival research cannot control variables, data may be omitted and restricted, often it is correlational and causality is impossible to determine. Therefore, this research strategy cannot be implemented for this study.

3.5.6 Grounded-Theory

According to Glaser (2017), grounded-theory refers to a set of methodical inductive methods for compiling a qualitative research intended to theory-development. The term grounded-theory signifies dual referents: (a) a method involving a flexible methodological approaches and (b) the products of this form of analysis (Glaser, 2017).

According to Ralph, Birks, and Chapman (2015), there are different techniques and processes used in the grounded-theory research design, which are the constant comparison, coding, memos, data saturation and clear structure.

3.5.7 Action Research

The researcher has chosen action research for this study. According to Neuman (2016), an action research refers to a diversity of evaluative, investigative, and analytical research methods designed to analyse problems or weaknesses. These problems may stem from academic, organisational or institutional sectors where the aim is to of assist researchers to

develop practical solutions to implement the solution efficiently and quickly (Neuman, 2016). The reason for the chosen research strategy is because Neuman (2016) argues that one of the main characteristics of this method of research relates to the correlation between researcher and participants of the organisation in order to resolve organizational problems. According to Bryman and Bell (2015), action research has the following advantages:

- Action research has a high level of practical significance of the business research;
- Action research can be used with qualitative or quantitative data;
- Action research has the opportunity to obtain an in-depth information and awareness about the problem.

3.6 Research Choice

According to Merriam and Tisdell (2015), research choice is the fourth layer that is found in the research onion that allows the researcher to define how they wish to use quantitative and qualitative methods in their research. This is the phase is where the researcher decides whether to use one or both methods equally, or one being more dominant than the other. The types of choices found in research are the mixed-methods, multi-methods, or mono-methods.

3.6.1 Mixed Methods

According to Brannen (2017), mixed-methods in research are approaches that combine qualitative and quantitative methods in ways that best suit the study of a researcher. They maintain that, by mixing both quantitative and qualitative research and data, the researcher increases the scope and profundity of thoughts and validation, while counterweighing the inherited weaknesses when using each method by itself.

According to Brannen (2017), the mixed-method has the following limitations that cannot be implemented for this study:

- Mixed- method requires a large amount of time and commitment;
- Researcher will need to determine discrepancies between diverse types of data;
- The research designs can sometimes generate inadequate evidence;
- The mixed-method can be problematic in deciding when to continue in sequential designs; and
- Mixed- method can be found to have little guidance on transformative methods.

3.6.2 Multi-Methods

According to Creswell and Poth (2017), multi-methods is when both the quantitative and qualitative data is implemented for the purpose of the study, but the researcher's focus is imbedded in only one method of the research choice. This is when both types of data are analysed from only one point-of-view. According to Esteves and Pastor (2004), multi-method consists of two characteristics, both the simultaneous and the sequential design, which depend on the choice and density of the research program. The multi-method principle underlines the importance of maintaining the integrity of each research method. According to them, the multi-method design cannot be the research choice for this study because of the complexity and restricted principles that have to be followed when applying this research choice.

3.6.3 Mono Method

Mono method is the research design chosen for this study. The reason is that mono method will only implement one type of research choice. According to Eriksson and Kovalainen (2015), the mono-method in research only uses one type of method, quantitative or qualitative. This study will be a qualitative study based on grounded-theory research. According Bougie (2016), quantitative methods are concerned with collecting and working with data that is organized and presented numerically. A qualitative method of study is a method that is primarily apprehensive with stories and accounts that contain subjective understanding, emotions, thoughts and beliefs (Bougie, 2016).

According to Holloway and Galvin (2016), a qualitative study allows the researcher to obtain an understanding of fundamental reasons, opinions, and motivations, by providing intuitions into the problematic of developing ideas and hypotheses. A qualitative study's advantages are:

- Subject materials can be evaluated in greater detail. This is when data have been enhanced in a level of detail that provides more opportunities to glean insights from them during examination;
- Qualitative research data is constructed on human familiarities and observations. According to Holloway and Galvin (2016), through qualitative research, the researcher is allowed to embrace the gut-feel and instincts of participants during the study that will contribute positively to it;

- Creativity becomes a required quality within qualitative research. According to Silverman (2016), by the approval of qualitative research method, it becomes possible to motivate respondent-creativity thereby allowing individuals to express themselves with authenticity; and
- A Qualitative study is cost-effective through using a small sample size. Holloway and Galvin (2016), state that through a cost-effective qualitative study this allows for quicker outcomes to be obtained so that projects can move forward with the assurance that only good data is able to provide.

3.7 Research Time-horizon

According to Yin (2015), time-horizon in research is a time period set by the researcher that will indicate the time frame of their research. There are two time-horizons found in research which are known as the cross-sectional and the longitudinal time-horizons.

3.7.1 Longitudinal Time horizon

According to Klenke (2016), a longitudinal study is a research design that permits the researcher to observe the same individuals or conditions at key points in time and to consider how the changes over time have affected different groups of individuals. The longitudinal study in research is carried out over a longer period of time. Klenke (2016), argue that the longitudinal time horizon consists of the following disadvantages that cannot be implemented in this study. They are:

1. They require large amounts of time
2. They risk collecting data that is not one hundred percent reliable
3. They would risk experiencing panel-attrition
4. They require a large sample size
5. They can be more expensive compared with cross-sectional studies

3.7.2 Cross-Sectional

According to Klenke (2016), research design includes more than one case, collects data at one particular time, and includes within its research participant groups of individuals or cases that can be compared. The cross-sectional research design is usually a short-term study found both in qualitative and quantitative studies. According to Yin (2015), cross-sectional research design has the following advantages when used by researchers, which are:

- Used to prove and/or disprove assumptions;
- Cost effective to accomplish and does not require a lot of time;
- Captures a precise point in time;
- Comprises various variables at the time of the data snapshot;
- The data can be used for several types of research; and
- Many discoveries and outcomes can be evaluated to create new theories/studies or in-depth research.

3.8 Study Site

According to Sekaran and Bougie (2016), the study site in research is a specific area that has been identified by the researcher where the study will take place. This study will be conducted in the eThekweni Municipality in the province of KwaZulu-Natal. The reason for the chosen location is because the researcher was born and raised in the eThekweni Municipality, which is beneficial to the study because of familiarity and background information of the chosen location. According to SANTACO (2015), the province of KwaZulu-Natal is known to have an active taxi industry within all Municipalities.

3.9 Techniques and Procedures

This section is focused on elaborating on and discussing tools, techniques and procedures chosen by the researcher that will be employed for the purpose of achieving the goal of the research study. The techniques and procedures that will be discussed are the target population, sampling method, data collection, data quality control, measurements and data analysis.

3.9.1 Target Population

According to Algozzine and Hancock (2016), the target population is the size population the researcher intends to target for the study. This research targets women entrepreneurs in the mini-bus industry in the five regions earlier mentioned and as listed by SANTACO (2015). SANTACO (2015) maintain that the eThekweni Municipality has an enormous number of women entrepreneurs within the mini-bus industry and there are no records in the data base as it is impossible to keep track of their number. Therefore, the target population for this study is unknown.

3.9.2 Sampling Method

Patten (2017) states that the sampling method is a research tool that enables the researcher to select a sample from the target population of the participants that will be active in the research. This depends on the sample tool that the researcher chooses to implement in their study, whether it is probability sampling or non-probability sampling. The researcher sampled 14 respondents, saturation was reached at 5 respondents. However, the interviews were continued to ensure retesting and the reliability of the study.

3.9.2.1 Probability Sampling

According to Palinkas et al. (2015), probability sampling is a sampling method that can be presented to be highly representative of the whole population, or all potential cases in terms of relevant criteria. Probability sampling utilizes some form of random selection, where the researcher sets up some process or procedure that ensures that the different units in their population have an equal probability to be chosen. There are various types of probability sampling methods found in research and they are the simple-random sampling, systematic sampling, stratified sampling and cluster sampling.

- Simple Random Sampling

According to Emerson (2015), random sampling technique is a subgroup of a statistical population in which each participant of the subgroup has an equal probability of being chosen.

- Systematic Sampling

Emerson (2015) states that systematic sampling is a technique in which a sample of participants from a greater population are selected according to a random starting point and at fixed intervals.

- Stratified Sampling

Cramér (2016) argues that stratified sampling is when the researcher splits the whole population into different subgroups or strata, then casually selects the final topics consistently from the different divisions.

- Cluster Sampling

Cramér (2016) explains that cluster sampling is a technique where the researcher divides the population into discrete groups, then a simple random sample of clusters is selected from the population.

3.9.2.2 *Non-Probability Sampling*

Palinkas et al. (2015), maintains that non-probability sampling is a sampling technique where the samples are collected in a procedure that does not offer all the individuals in the population equal opportunity of being selected. There are various types of non-probability sampling methods found in reseach, such as convenience sampling, quota sampling, purposive/judgemental sampling, and snowball sampling.

- **Convinence Sampling**

Etikan, Musa, and Alkassim (2016) maintain that convience sampling is a non-probability sampling method where the focusses are selected because of their convenient availability and closeness to the researcher.

- **Quota Sampling**

Etikan et al. (2016) states that quota sampling is a non-probability sampling technique when the collected samples have identical sizes of individuals as the complete population with respect to identified characteristics, personalities or focused phenomenon.

- **Purposive and Snowballing Sampling**

The study will be employing the purposive and the snowballing sampling method. Emerson (2015), maintains that purposive sampling is a technique where selection is based on characteristics of a population and the objective of the study. The snowballing method is a non-probability sampling technique where existing study subjects recruit future subjects from among their acquaintances. According to Blumberg et al. (2014), snowballing is placed under the purposive sampling and allows the researcher to select a few participants. This study aimed at interviewing 15 respondents, and saturation was reached at 5, the interview was continued to test the reliability of the study. The study reached a response rate of 14 respondents who participated in the study.

3.9.3 **Data Collection**

According to Klenke (2016), data collection is a research design that desplays the different tools the researcher may choose from for the purpose of collecting their data for the study.

There are various tools for collecting data found in research, and they are interviewing, questionnaires, observation and focus groups.

3.9.3.1 Focus Group

Neuman (2016) maintains that a focus group is a technique where the researcher collects data that draws on group dynamics to acquire deep and experiential qualitative data used for a variety of social research designs.

3.9.3.2 Questionnaires

According to Yin (2015), a questionnaire is a set of questions which can be answered by the research partakers in set of ways, for the purposes of collecting useful information for the research.

3.9.3.3 Observation

Taylor, Bogdan, and DeVault (2015), state that observation is a systematic-data collection technique where researchers use all of their senses to scrutinise people in natural settings or naturally occurring situations.

3.9.3.4 Interviewing

The study will employ the interview for data collection, this is because the interviewing process of data collection allows the researcher to yield answers that will address the aims and objectives of the research. According to Neuman (2016), interviewing is a technique in data collection that allows the researcher to converse with the participants and acquire information based on the participants' opinion and interaction with the researcher. The researcher aims to conduct a structured open-end questions. Neuman (2016), maintains that there are advantages for a researcher who implements a structured-interviewing data collection process, and they are:

- Allows the researcher to gain information based on participants' personal emotions and experience;
- Allows the researcher to ensure that there is no cross-infection between participants; and
- Allows researcher and the participants to be flexible during the interviewing process.

The research conducted a pilot study that consisted of 5 participants to test the reliability of the study. This prepared the researcher for any challenges and limitations that might be faced during the structuring of the questionnaires, as well as the interviewing process. There were no changes made to the interviewing process as well as the structure of the interview questions asked to the participants. The interviewing of the participants took a minimum of 15 minutes and a maximum of 20 minutes, which was the timing scheduled from the pilot study. The questions were an open-ended questions that allowed the participants to freely give emotions and feelings for the study. The researcher met with the participants at their convenient places (restaurants at most) at the time scheduled for their meeting. The interview questions that were given to the respondents are divided into section A-demographics of the respondents, and section B-the main questions that divided into four sub-sections to reach the goal of the study. The interview questions are provided in English and IsiZulu, because the majority of the participants are Zulu speaking, and the interview questions are found in appendix 1 of the study.

According to Denscombe (2014), an open-ended interview is a way of collecting data from individuals, where an interviewer asks questions from a participant, who then answers those questions, this allows the participant to be encouraged to give a complete, evocative answer by the use of the subject's own knowledge and/or feelings. The ethical consideration stated in chapter 1, assured the participants confidentiality and safety of their identity and the researcher disclosed the ethical consideration to the participants before conducting the interview. The interview questions found in appendix 1, provides the details of the researcher; supervisor and the University school, to assure the respondents of validity of the research. The researcher provided the respondents with the consent letter for confirming their participation and contribution to the study. The personal details of respondents will not be disclosed in the appendix 1 of the study.

3.9.4 Data-Quality Control

This section will discuss the quality of the data that will be gathered by the researcher based on the chosen quality-control tool implemented. The quality control that will be employed for the study is the trustworthiness and credibility for qualitative research. According to Schilling and Neubauer (2017), the term quality control discusses the exertions and measures that survey researchers implement to certify the quality and accuracy of data being composed using the methodologies selected for a certain study.

3.9.5 Measurements

According to Campbell and Stanley (2015), measurement is the process of discerning and recording the observations that are collected as part of a research effort. The measurements that will be implemented for this study are semantic-differential measurement. This is because the semantic-differential technique will allow the researcher to measure the attitudes and meaning of objects, events, and concepts of the study.

3.10 Data Analysis

This is a section that will discuss how the data will be analysed for the purpose of reaching the goal of the study. The analysis of the data will be determined based on the researcher's chosen data-analysis tool. According to Lewis (2015), data analysis is a systematic process applying statistical techniques to define, illustrate, condense, recap and evaluate data. The chosen instrument that will be implemented for the study is the Computer-Assisted Qualitative Data Analysis (CAQDAS) through the NVivo tool. Thematic analysis in the programme will be applied for the analysis of the study. According to Vaismoradi, Jones, Turunen, and Snelgrove (2016), thematic analysis is a simple tool that allows flexibility in the researchers choice of theoretical framework and can be applied to any theory the researcher chooses. The thematic analysis allows for detailed and intricate description of data. The analysis of the data is tabulated and presented in appendix 2 of the study.

3.11 Chapter Summary

The study has chosen to implement a qualitative action research methodology for the purposes identifying the issues and problems of an industry and an organisation, and to find practical solutions for the identified problems. The tools chosen for the study will ensure answers to the questions about the challenges the women entrepreneurs face in the mini-bus industry. The methodology implemented will assist in reaching the objective of the study. This chapter has highlighted the various research designs, instruments, tools and philosophies that will be implemented for the purposes of answering the research questions to reach the research objective of the study. Chapter four will be discussing the analysis and presentation of the data.

Chapter Four

Data Analysis and Presentation of Results

4.1 Introduction

This chapter will discuss the analysis and presentation of results from the data that has been collected by the researcher who aimed to discover the challenges that women entrepreneurs face in the mini-bus industry, as well as finding out if there is any assistance that women entrepreneurs receive from the government, SANTACO, and the private sector. The literature review has supported and directed this research, leading to the data-collection process as illustrated in Chapter Three.

This chapter is divided into two sections. Section A, outlines the demographics of the respondents and section B, is divided into four subdivisions, government intervention, training and skills development, gender equality and, lastly, the practical solutions to the challenges women face in the mini-bus industry. Chapter Five will discuss the data analysis and presentation of the results of Chapter Four, relating the outcomes to the objectives of the study.

4.2 Analysis Procedure

Data analysis was done thematically with the aid of the Nvivo software. After the data was collected and transcribed, the transcript was imported into Nvivo for coding. The first set of coding themes was derived from the research objectives. The levels include: to ascertain the level of support women entrepreneurs receive from the government in the mini-bus industry, to determine the level of training and skills development for women entrepreneurs in the mini-bus industry, to ascertain if gender inequality is a barrier for women entrepreneurs in the mini-bus industry, and to provide practical solutions to the challenges women face in the mini-bus industry. After this was done, the questions were also coded as sub-themes with their corresponding responses. The themes and patterns will be generated from the responses. The themes and responses will be visualised through Nvivo-generated models. The researcher intended to administer 15 interview questions in all, but only 14 respondents participated in the study. Respondent 12 did not participate in the study, this is mentioned for the purposes of making the reader aware of the respondents participation. The saturation was reached at 5

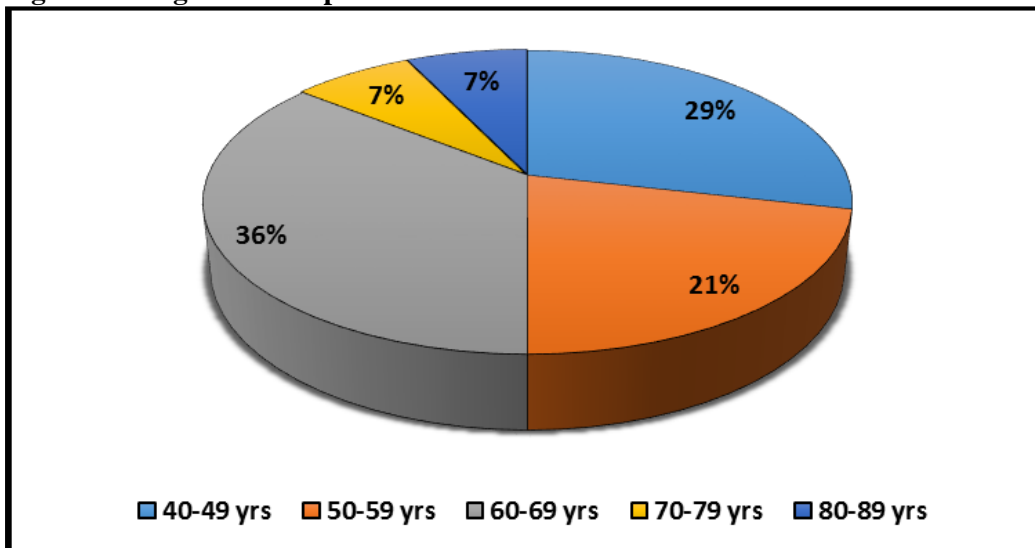
repondents. However the researcher continued with the interviewing process to test and retest the study.

Section A

4.3 Description of the Demographics of Respondents

Section A, records the demographics of the respondents. The participants were all black, female, self-employed entrepreneurs in the mini-bus industry. This section will discuss the participants' ages, educational levels, marital status, employment status and how long they have been in the mini-bus business.

Figure 4-1: Age of the respondents



The above Figure 4.1 is a pie chart that demonstrates the age group of the respondents in percentages. The average age of all respondents was 58 years of age. The youngest was 40 years (yrs) of age, while the oldest was 73 years of age. The Figure demonstrates that the lowest age groups of respondents are indicated as 7 percent at the ages between 70-79 and 80-89. The oldest age group of the respondents, between 60 and 69, was 36 percent. This information indicates that younger women do not seek careers in the mini-bus industry.

Figure 4-2: Educational Level of Respondents

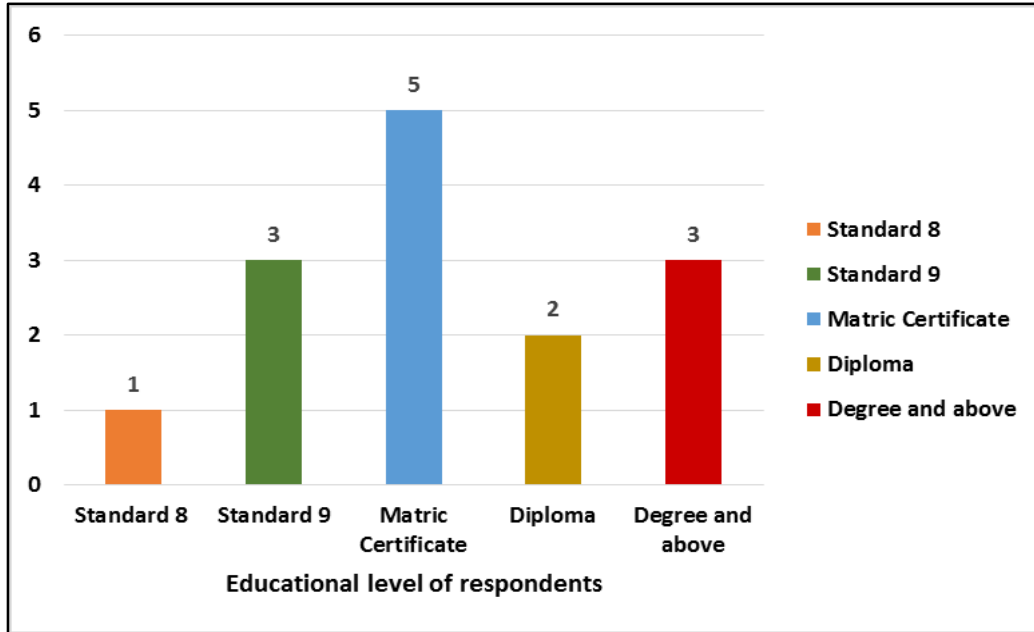


Figure 4.2 is a bar graph that represents the respondents' educational level as a frequency. The graph demonstrates the majority of the respondents poses a matric certificate, and only one respondent has a standard 8 level of education. This indicates that the women entrepreneurs in the mini-bus industry, although majority do not all have a tertiary level of education, have the basic/standard level of education that allows them to understand the basics of business, English (reading, writing and speaking) and mathematics to mention a few.

Figure 4-3: The Marital Status of the Respondents

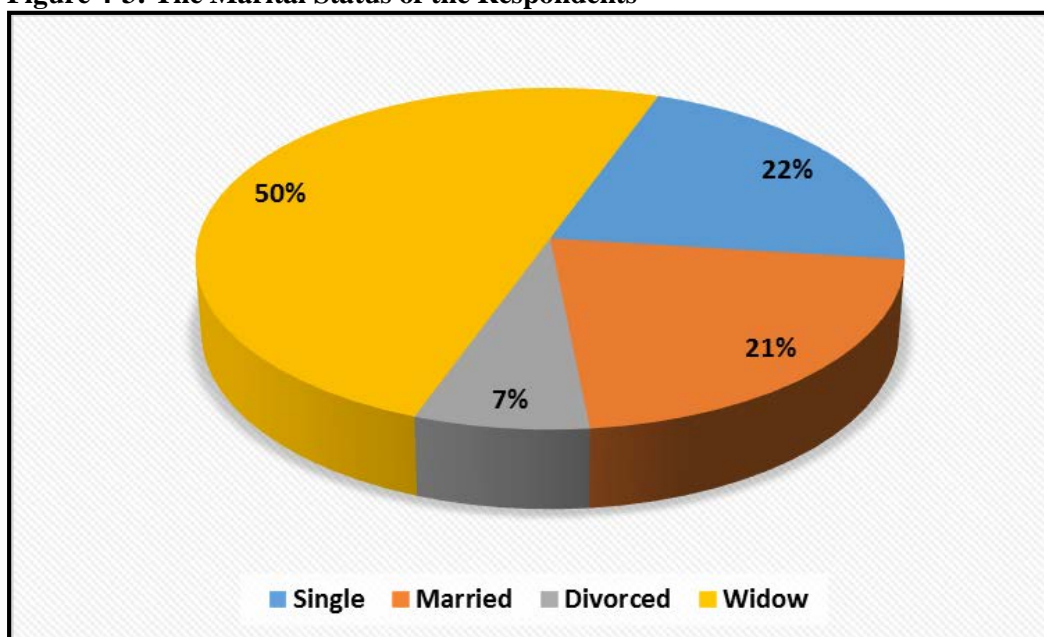


Figure 4.3 is a pie chart that demonstrates the marital status of the respondents in percentages. The pie chart demonstrate that majority of the marital status of women are widows, reflected as 50 percent and only lowest reflect only 7 percent of women who are divorced. This reflects that the marital status of women has an effect in the progression of their business. The majority reflected as 50 percent of widows demonstrate as evidence that most women entered the industry through the inheritance from their deceased husbands.

Figure 4-4: The number of taxis owned by the Respondents

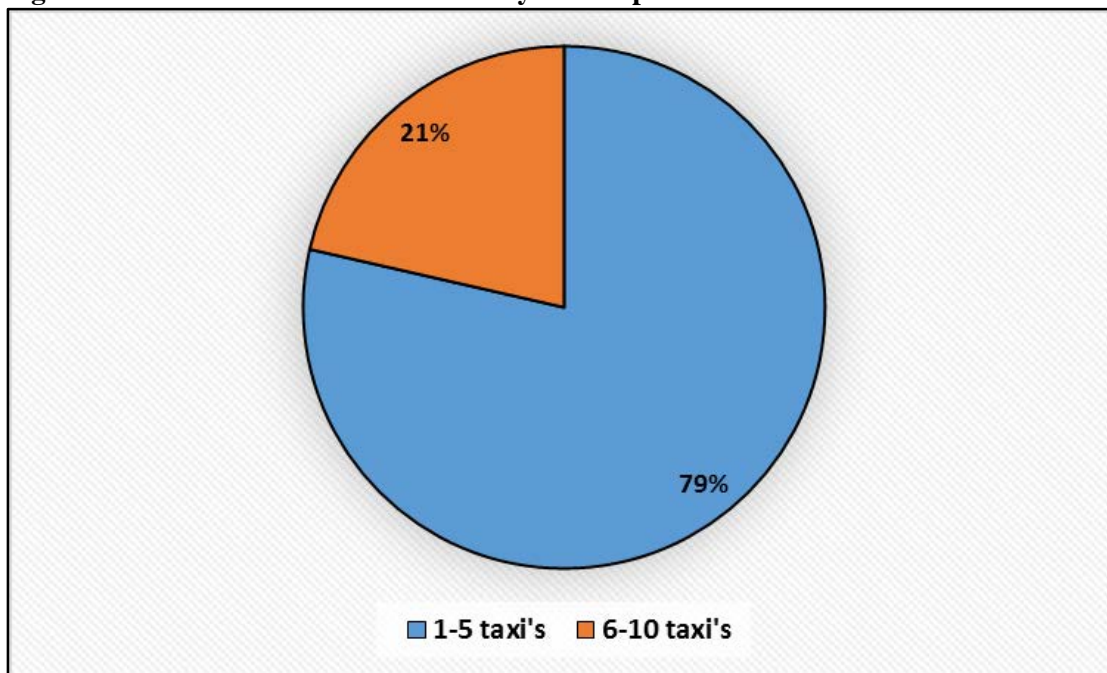


Figure 4.4 is a pie chart that demonstrates the number of taxis that women entrepreneurs in the mini-bus industry poses. The pie chart reflect that majority of women have between 1 to 5 taxis functioning in their businesses and is demonstrated as 79 percent, and only 21 percent of women poses between 6 to 10 taxis. This indicates that women are faced with the challenge to grow and succeed in the industry.

Figure 4-5: The number of employees that are employed by the respondents

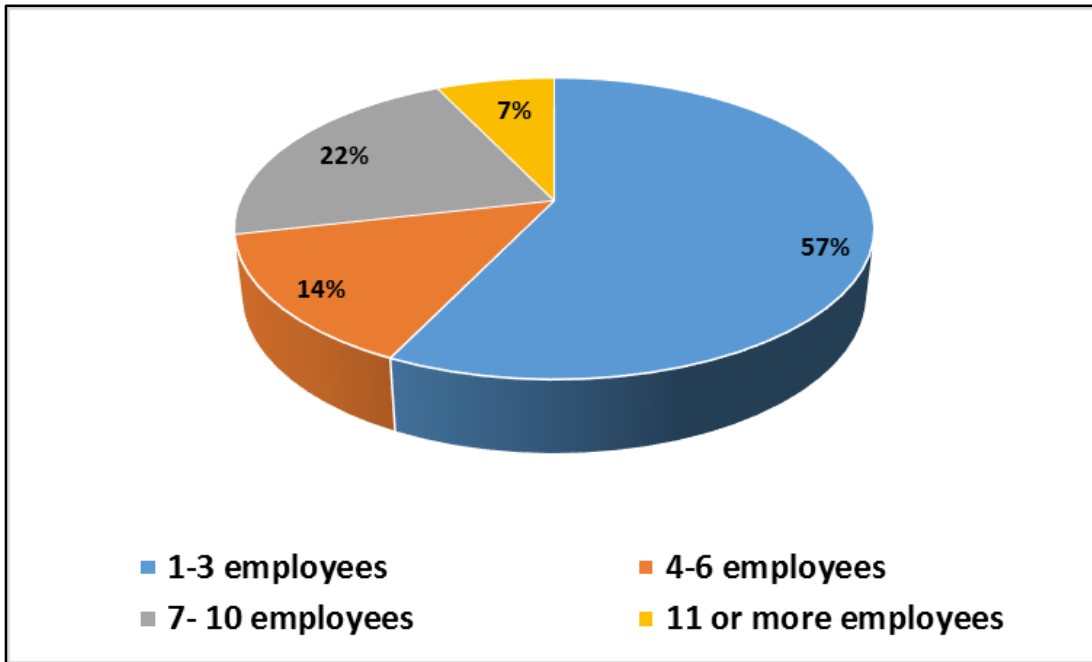
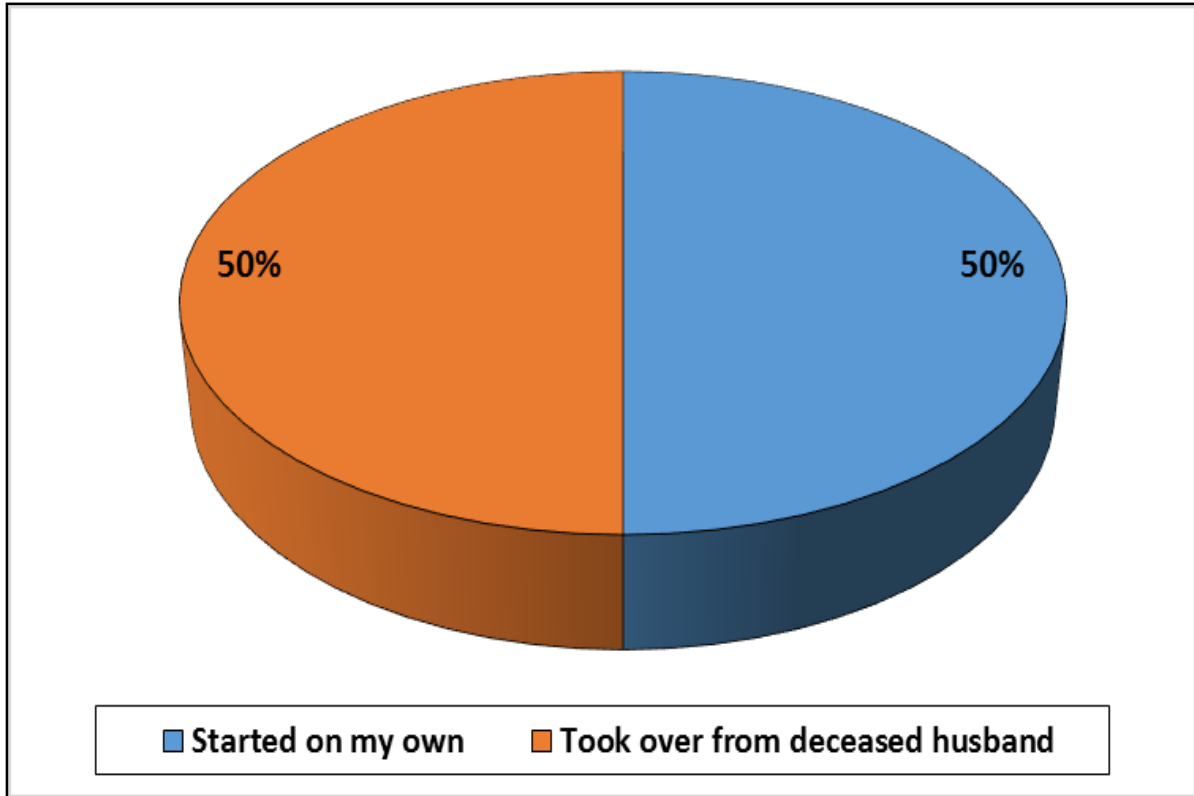


Figure 4.5 is a pie chart that demonstrates the number of employees that the respondents employed in their business. The pie chart indicates that 57 percent of the respondents have 1-3 employees in their businesses and this is the highest proportion. Only 7 percent of respondents have 11 or more employees in their businesses and this is the lowest proportion. The above result is reflected by the number of mini-buses the respondent's poses. The pie chart reveals that the reason for the increase of the percentage reflected in the number of employee's verses the number of mini-buses the respondents have, this is because not all employees are drivers and some employees are administrators and maintenance inspectors in the business. The findings also showed that many of the women entrepreneurs in the mini-bus business have drivers that drive the taxis and some have mechanics and administration officers as well.

Figure 4-6: How did the Respondents established their Businesses



The above pie chart demonstrates in percentages how the respondents established their businesses. The Pie chart reflects that 50 percent of respondents started their business by themselves, the other 50 percent reflect that respondents inherited their businesses from their deceased husbands. When asked how their businesses was established, most of the respondents reported that they had been in the industry for a long time and the shortest time recorded was five years, while the longest is 33 years.

Figure 4-7: The duration of the existence of the respondents businesses

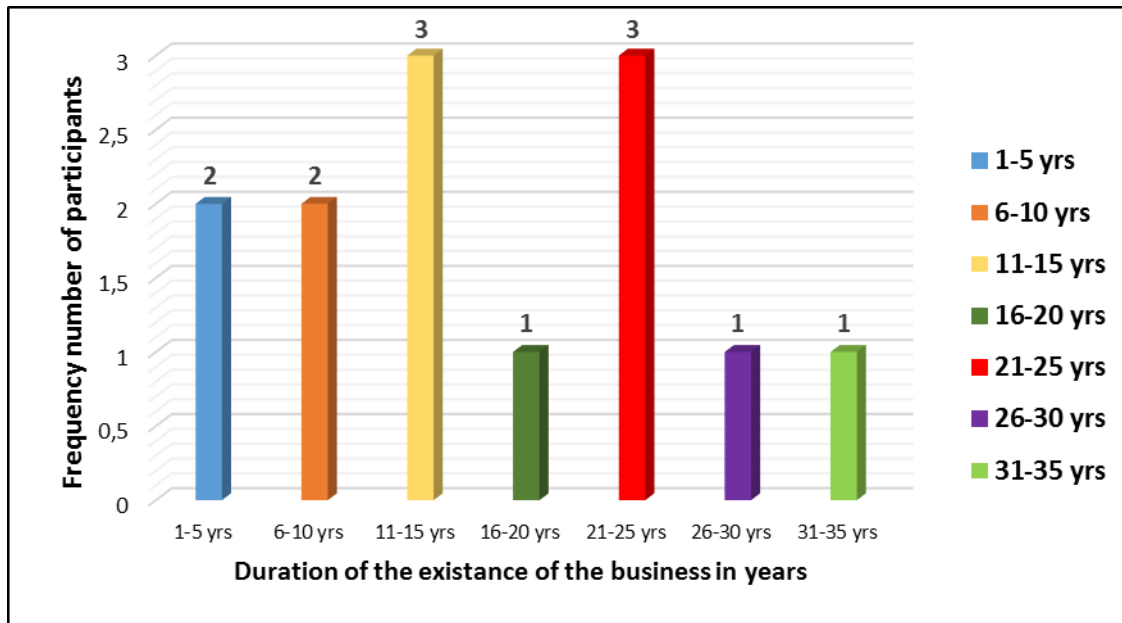


Figure 4.7 is a bar graph that represents the duration of the respondents existence of their business in years. The bar graph demonstrates that three respondents have been operating their businesses for 11 to 15 years. The other three respondent have been in their business for 21-25 years. The lowest number of respondents have been in the business between 16 to 20 years, 26 to 30 years and 31 to 35 years.

Section B

This section of the data analysis reflects the participants' views on whether or not the government contributes towards assisting women entrepreneurs in the industry; whether or not training and skills development is provided for women entrepreneurs; whether or not there is equal treatment for women and men in the industry as well as discovering if there have been any practical solutions implemented to address the challenges faced by the women in the industry. This section is divided into four subdivisions based on the four objectives of the study. The data analysis is tabulated and is not reflected in this chapter, however they are found in appendix 2 of the study. The interview questions of the study is demonstrated in appendix 1.

4.4 Government involvement in supporting women entrepreneurs in the mini-bus industry

4.4.1 The role government plays in the mini-bus industry

The researcher aimed at discovering whether or not government contributes to the industry and whether this may be reflected as a positive or negative, for government involvement. Table 4.1 demonstrates that 50 percent of the respondent disagree that government contributes to the industry and the other 50 percent state that government does play a role in the industry, but government contribution is minimal.

No government contribution: *“No, there is no role played by the government. I am not aware of any role played: [Respondent 4]*

Government contribution: *“Yes, Government has played a role in training and holding workshops for mini-bus taxi operators” [Respondent 14]*

4.4.2 Government role in assisting women entrepreneurs in the industry

The researcher aimed at discovering if government assists in meeting the needs of women entrepreneurs in the industry. Table 4.2 demonstrates that the majority of the respondents state that government plays no role in assisting women in the industry. The respondents state that even though there is no evidence of government’s contribution towards assisting women in the industry, government has made an attempt to address the challenges that women face in the industry. However, at present there is still no change in the situation for women in the industry.

“During our workshops and AGM meeting the government has come to address men with the issues faced by women, although nothing has been changed even when government has spoken to men in this industry” [Respondent 6]

The one respondent also mentions that government has not only made an attempt in addressing the issues women face in the industry, but government has also contributed 6.5 million Rand toward women in the mini-bus industry. Unfortunately, there has been no evidence of where this money has gone.

“The government has not done much for the women entrepreneurs in this industry beside contributing 6.5 million towards women of which there is no evidence of where this money has been used for” [Respondent 9]

4.4.3 How the Mini-bus industry treats woman entrepreneurs.

The researcher aimed at finding out how the women felt about how the industry was treating them, while knowing that the mini-bus industry is a male-dominant environment. Table 4.3 demonstrates that the majority of women state that the mini-bus industry has been hostile and unfavourable towards women operating in the mini-bus business. Many women state that there are different reasons of why the industry has been hostile towards them, by mentioning the issue of gender equality, issues of not obtaining their permits, the issue of growth and many other reasons mentioned by the participants. This reflects the emotional, physical and mental challenges that the respondents have to face on a daily basis in order for women to survive in the industry as operators.

“From 1992, I was doing exceedingly well as a women entrepreneur in this industry, because at the time there were many taxi operators as there are currently. And due to this I cannot grow my business because SANTACO has issued a law of no person to grow their business in the eThekweni municipality because there are so many taxis. But the men in this industry still continue to grow their business illegally”

[Respondent 9]

4.4.4 Challenges faced by women entrepreneurs in the mini-bus taxi industry

The aim of the researcher was to discover the challenges that women entrepreneurs face in the mini-bus industry demonstrated in Table 4.4. The researcher has found that most of the respondents face common challenges in the industry, while the others have unique and individual challenges that they must meet as an operator. The common challenges that women face is the issue of not being able to obtain permits that will be transferred to their names, as rightful owners after inheriting the business from their deceased husbands. The issue of being mistreated and patronised by men in the industry and the issue of women not being able to have a voice to state their opinions in the industry.

- *The issue of mechanics undermining women*
- *Drivers having no respect for women in the business*
- *The issue of the transferal of certificates”* [Respondent 2]

4.5 Training and Skills Development that would assist women entrepreneurs in the mini-bus industry

4.5.1 Training and skills development provided for women entrepreneurs in the mini-bus industry

The researcher's objective in this section was to observe if women in the mini-bus industry did receive any form of training and skills development that would assist their growth as entrepreneurs in the industry. Table 4.5 demonstrates that all respondents state that they receive training and skills development to empower and equip them for the business environment in the mini-bus industry.

“Yes, training and skills development is received” [Respondent 11]

4.5.2 The contribution of training and skills development for women entrepreneurs in the mini-bus industry and how women feel about this.

The researcher aimed to discover who is responsible for ensuring that training and skills development is provided to all mini-bus operators, as well as to find out, if the respondents were satisfied with the training received. Table 4.6 reflects that all respondents are aware of who is in charge of providing training and skills development for all mini-bus operators. The majority of the respondents state that SANTACO as well as the government are responsible for the provision of training for all operators. All respondents reflect that they are pleased about the training received, but express the need for their employees to be trained as well.

“The training received comes from government. I am happy with the training given, although it is important for the government to provide training for our drivers as well” [Respondent 11]

4.5.3 Type of training and skills development provided for women entrepreneurs in the mini-bus industry

The researcher's objective in this section is to discover what sort of training and skills development women entrepreneurs in the mini-bus industry receive to assist them in their businesses. Table 4.7 demonstrates that the respondents are all aware of what training is provided for them. The majority of respondents mention that the training that is received is to assist mini-bus operators to learn about the operational aspect of the business, the financial aspect and budgeting.

“• The operational part of the business

- *Budgeting*
- *Finance, such as SARS*” [Respondent 1]

4.5.4 Chosen training and skills development by women entrepreneurs in the mini-bus industry

The researcher’s objective in this section was to discover the kind of training and skills development the respondents would choose if they had an option to choose the training they felt is needed for the mini-bus operators. Table 4.8 reflect that the majority of the women are satisfied with the training that they have received and see no reason to change or add any of the training. The other respondents have stressed the need for their employees to be trained for the business.

“I am happy with the training that we receive as women, we would like the government to train our drivers as well, in respecting the business for the benefit of everyone who is dependent on this business to feed their families” [Respondent 1]

4.6 Gender Equality in the mini-bus industry

4.6.1 Equal treatment between men and women in the mini-bus industry and the reason for it

The researcher aimed to discover if women in the mini-bus industry receive fair treatment and, if they do not, what is the reason for the unfair treatment. Table 4.9 reflects that all respondents in the mini-bus industry do not receive fair treatment by men in the industry. The majority of respondents state that men do not acknowledge and respect women as entrepreneurs in the mini-bus industry.

“No, there is no equal treatment as a woman entrepreneur, this is because men have no respect for women” [Respondent 3]

4.6.2 Are the challenges that women face the result of unequal treatment of women in the mini-bus industry?

The researcher aimed to discover whether or not the challenges that women entrepreneurs face is the result of the unequal treatment faced by women in the industry. Table 4.10 reflects that all respondent state that the challenges that they face result from unequal treatment. The respondents state that this results from men not respecting women in the industry because it is a male-dominant industry.

“Yes it is the result of unfair treatment, because there is a lot of violence in this industry because of the issue of pride and greed amongst business operators”

[Respondent 14]

4.6.3 Solutions to resolve the issue of unfair and unequal treatment of women entrepreneurs in the mini-bus industry

The researcher aimed to discover what women entrepreneurs in the mini-bus industry resolve to do about the many challenges faced by women in the industry. Table 4.11 demonstrates various solutions that may resolve the issue of unfair and unequal treatment of women. The majority of respondents feel that government involvement is necessary to resolve many issues faced by women in the industry.

“Government needs to come up with a strategic plan to ensure that men recognise women in this industry” [Respondent 7]

In table 4.11 some respondents state that the government and SANTCO are responsible for compiling solutions to the inequality that women face in the industry.

“• Government intervention is needed to ensure that women are respected by all men in the industry

• SANTACO needs to sort out the issue of having males as rulers in the mini-bus taxi associations

• There needs to be gender equality at the AGM committees, with regard to representatives being men and women” [Respondent 1]

4.6.4 Women’s contribution to resolving unfair and unequal treatment in the mini-bus industry

The researcher aimed to discover if women entrepreneurs in the mini-bus industry have made any attempt themselves to resolve the issue of unfair and unequal treatment. The study reflects that women in the industry are faced with many challenges that prevent them from growing in the industry. The issue of unequal and unfair treatment does not only affect their growth in the industry, but affects their ability to discover other businesses. The (Table 4.8), Respondent 13, when asked what sort of training they would like, stated the training should assist women with self-development programmes and with the ability to grow as an entrepreneur.

“Training of how to grow as an entrepreneur” [Respondent 13]

Table 4.12 reflects that women have not made any attempt to resolve the issue of unfair and unequal treatment. Respondents state that the reason for women withdrawing from any attempt to resolve these issues, is because they are fearful of the threat that may be received from the violent men in the industry.

“Women are not doing anything to deal with the issue of fair treatment in the industry because they are afraid of men, and to be killed and threatened by them” [Respondent 9]

4.7 Providing practical solutions to the challenges women face in the mini-bus industry

4.7.1 Government and Private Sector’s involvement in attempting to solve the challenges faced by women entrepreneurs in the mini-bus industry

The researcher aimed to discover if there has been any contribution or role played by the government or the private sector in resolving the challenges that women face in the mini-bus industry.

Table 4.13 demonstrates that the majority of respondents state that there has been no assistance from or role played by the government or the private sector in resolving the challenges faced by women entrepreneurs in the mini-bus industry.

“No there has been no assistance from the government and the private sector in assisting women in the industry” [Respondent 15]

While many respondents state that there has been no role played by the government and private sector in resolving the challenges faced by women in the mini-bus industry, some respondents do, however, state that while government has not been active in resolving these challenges, the private sector (SANTACO) has made an attempt to resolve most challenges faced by operator in the industry. SANTACO is a non-profit organisation that aims to govern and administrate the mini-bus industry in South Africa.

“There has been no evidence of government intervention in assisting women with the issues faced; The only private organisation that is controlling the operational aspect of this industry is SANTACO itself, but they too have not been able to handle the issues of lost lives, violence and the ill-treatment of women in the industry” [Respondent 14]

While many respondents state that only the private sector has made an attempt to resolve these challenges, some argue that government has also made an attempt by addressing the issues during the AGM meeting that is held annually by the SANTACO organisation.

“Government has held meetings to address the issues faced by women in the industry but, there are still challenges that have not been resolved in this industry”

[Respondent 6]

4.7.2 Resolutions to the challenges.

The researcher aimed to discover whether women in the mini-bus industry have made any attempt to resolve the issue of unfair and unequal treatment. The researcher aimed to discover if women have made the attempt to resolve their own challenges that they face in the industry.

Table 4.13 demonstrates that the majority of the respondents state that women have not made any attempt to resolve the challenges that they face in the industry. The respondents state that the reason for this is because women are not given the platform to have an opinion or a voice in addressing the issues that they face, and some are fearful of the threat they might receive from the violent men in the industry.

“Women have not been able to resolve challenges faced by women in the industry as a whole, because they are afraid of losing their loved ones through the threatening of violent men” [Respondent 11]

There are some respondents, however, who state that women have made the attempt to resolve the issue of unequal and unfair treatment that they receive in the industry. Respondents state that women have formed a committee known as *ImboniYomama* translated as the ‘Women’s Industry/Group’ this women’s committee is aimed at resolving most of the issues faced by women in the industry and the unequal and unfair treatment of women is the main focus. Unfortunately, there is as yet no evidence of these challenges being resolved because of the fears that has been mentioned by many women participants in the study.

“There is a women’s desk that is [created] purposely to handle any issues that women face, but unfortunately the representatives do not do anything because they are afraid of the being threatened and killed by men in this industry” [Respondent 9]

4.8 Chapter Summary

This chapter reflected the respondent's views and opinions from the interviews that took place. Chapter Four has collected the respondent's views through the use of the technical tool Nvivo to analyse the data that has been collected, however the presentation of results is presented in as a tabulated formation. The tabulated raw data that reflect the response of the participants if found in appendix 2.

The section that covered the respondent's demographic details including their educational background and their marital status as well as other information. This chapter reflects on the many challenges upon which the respondents reflected during the interview, such as the issue of permits, the undermining and ill treatment received by most men in the industry, as well as the issue of the growth of women in the industry. The researcher has also discovered that there is no evident in the resolution of the challenges that women face in the industry coming from the government; the private sector; as well as from the women themselves operating in the industry. This chapter reflects on the emotional; physical and mental difficulties that the respondents reflect in the mini-bus industry, encountered on a daily bases during the operation of their businesses. Chapter Five the researcher will discuss the outcomes from Chapter Four.

Chapter Five

Discussion of Results

5.1 Introduction

The previous chapter reflected the results and presented of data collected from participants. The results were presented based on the demographics and the four objectives of the study. This chapter aims to discuss the analysed and interpreted data of the study. This section of the study is divided into five sections, consisting of the demographic results and the four objectives of the study. Through the research objectives and answering the four main questions of the study, whether government contributes to the needs of women entrepreneurs in the mini-bus industry; determining if training and skills development is made available for the development and empowerment of women in the industry; discovering if there is gender equality in the industry and lastly, determining if there is any will to resolve the challenges faced by women in the mini-bus industry.

Section A

5.2 Demographic Results

This section will discuss the presentation of the demographics of the participants and will cover their marital status, their age group, their educational level, their employment status, the number of the participants (mini-buses and employees), the duration of their business, and the establishment processes of their business.

The the age of the participants of the study starts at 40. (as shown is in Figure 4.1). The results demonstrate that the age of the majority (36 percent) of the participant, is between 60 and 69 and the lowest group (7 percent) is between 70 and 89. The study indicates that the majority of the women entrepreneurs found in the mini-bus industry are mature individuals. Participants were classified according to the number of years they have been in the mini-bus industry, as well as the educational level of most respondents. According to Erickson and Faria (2011), the women of 1956 were faced with issues of equity in South Africa, where men and women were not given equal opportunities such as salaries, education and career choices, to mention a few. Five respondents obtained a matric level education and only three obtain the tertiary level education and three have a standard 9 level of education. (shown in Figure 4.2). This indicates that the majority of respondents and women in the mini-bus industry have only acquired basic

education. This is also reflected by the ages of the respondents and that many of them never had the opportunity to further their studies and to reach tertiary level. Those respondents that obtained a tertiary level education are found in the age groups of 40 to 50. Women face the challenge of accessing information that will assist them in their businesses (Mauchi, 2014). According to Vossenber (2013), there are some women who come from the disadvantaged communities who lack access to information. This stems from the challenges concerning the resources and opportunities made available to them. According to Meyer and Mostert (2016), most women lack the necessary information concerning the type of industry their businesses are in so that many of them fail to prosper in their ventures.

Figure 4.3 demonstrates the marital status of the respondents, that reflects 50 percent of the respondents are widows, 22 percent are single, 21 percent are married and only 7 percent are divorced. This indicates that the majority of the respondents are widows and that their husbands have left them to continue the family business in the industry. This also indicates that the cause of a high percentage of widows found in the study, is caused by the violence that is found in the taxi industry, forcing women to take over the family business-most entering blindly because of not being exposed and involved in the day-to-day running of the business. Magubane and Manicom (2003) maintain, that the taxi violence led to many deaths in the mini-bus industry, caused by the many problems that occurred in the mini-bus industry were the result of the unintentional growth of the taxi industry.

According to SA-TAXI (2017), the mini-bus operators who entered the industry found themselves in an unregulated industry and hostile for scarce resources. An unregulated transport industry resulted in a dangerous public transport industry. Luce (2016) state that the many violence that take place in the industry, is defined as an industry that is motivated by profit from fares in which speed, reckless driving and overloading override alarms for the safety and comfort of passenger. This could be one of the causes of the lack of growth in their businesses. Belwal, and Al Saidi (2014), maintain that most women and individuals fear failure because of their past experiences of life, and the consequences faced that leads most individuals never to venture into businesses. According to Kim, Longest, and Aldrich (2013), entrepreneurs need support systems to empower and motivate them to start or to growing their businesses.

Most entrepreneurs are faced with the challenge of the continuation of their businesses because of the lack of a support system from families, friends and everyone who surrounds them. This is an evident for most of the respondents in the mini-bus industry. Most widows in the industry tend to encounter difficulties and show no signs of progression because of the lack of a support system. Most women develop an uncertainty as to whether they should continue or exit the mini-bus industry. The 21 percent of the respondents who are married show progress compared to the single, widowed and divorced. This is because they have a support system from their partners, whether this is financial or motivational.

The respondents who have established their businesses, 50 percent have started their mini-bus business alone and the other 50 percent have inherited the business from their deceased husbands. (Figure 4.6). This has enabled some women to be successful in the industry because they have established their business alone and they have developed the leadership and independent characteristics of an entrepreneur. 50 percent of the respondent have inherited the business from their deceased husbands, and this is reflected by 79 percent of the respondents owning 1 to 5 mini-buses in the industry. This is the result of not having a support system to grow in the industry, as well as not enabling these women to acquire the knowledge of the operational factor of the business that has led them to not growing and failing in the industry.

The Figure 4.4 is a pie chart that represents the number of mini-buses the respondents possess. The pie chart indicates that the majority of the respondents 79 percent have only 1 to 5 mini-buses. This is a reflection of the poor progress and growth for women entrepreneurs in the mini-bus industry. The majority of the respondents have been in the business for 20 plus years. This may be the result of women not acquiring the support system they need from, not only family, but, most importantly, from government. Mauchi (2014) maintains that women's participation in the business sector is only a fragment, because they safeguard the survival of families through cross-border trade (Mauchi, 2014). However, the growth of women-owned businesses has remained slow for at least three decades in many economies. This emphasises the need for government intervention for women entrepreneurs in the country. According to Luce (2016), the taxi violence post-apartheid ended and was a sign of a weakening economic conditions (as unemployment increased the number of mini-bus operators) and the rising competition between operators and taxi associations, each fighting for a slice of the commuter market. This has led most women to enter the industry through the inheritance from their deceased husbands.

Section B

5.3 Research Objective One

Government involvement in supporting women entrepreneurs in the mini-bus industry

This section aims to discover whether women entrepreneurs in the mini-bus industry receive any form of assistance from the government.

5.3.1 Role of the government in the mini-bus industry

According to Mauchi (2014), women entrepreneurs have been neglected by government in providing necessary finance and resources that will assist them in starting and growing their business ventures. The majority of the respondents state that there is no evidence of the role that government plays in the mini-bus industry.

“No, there is no role played by the government. I am not aware of any role played”

[Respondent 4]

The outcome reflects that respondents have a negative response to the contribution made by the government. Although government has contributed slightly to the industry, there is evident that it is still not enough. Figure 4.4, reflects the number of mini-buses that the respondents have in the industry. In this context Walters (2013) states that the mini-bus taxis convey 65 percent of the 2,5 million annual commuters in the urban area and provides the service as the base-load public transport carrier. Walters (2013) argues that the mini-bus taxi industry has been operating and contending with the funded mini-bus business for more than five decades deprived of any support from the government in the system of endowments or subsidies. Presently, the mini-bus industry is the most accessible mode of transport to major transport customers across a variation of incomes and need divisions. Therefore, the role of government is needed in the mini-bus industry, as it contributes extensively to the economy of the country.

5.3.2 Government contribution to assisting women in the mini-bus industry

In this section the researcher aimed to discover whether government not only contributes to the mini-bus industry as a whole, but also contributes to assisting women entrepreneurs in the mini-bus industry. The result demonstrates that the majority of the respondents state there is no evidences of government contribution to assisting women entrepreneurs in the mini-bus industry.

“Unfortunately there is no evident[ce] of government assistance for women in the industry” [Respondent 15]

The majority of the respondents may have stated that the government has not assisted women entrepreneurs in the mini-bus industry but other respondents state that government has made an attempt to assist women in the industry. The respondents maintain that at the AGM meetings that are held annually by SANTACO, government has expressed the need for fair treatment amongst men and women in the industry. However, there is no tangible evidence of resolution of the issue of violence in the taxi industry by government and there are still many men and women who are threatened and killed by some individuals in the industry.

“During our workshops and AGM meeting the government has come to address men with the issues faced by women, although nothing has been changed even when government has spoken to men in this industry” [Respondent 6]

The one respondent stated that government has made a financial contribution toward women in the mini-bus industry. The government made a contribution of 6.5 million rands toward women entrepreneurs, and this should have ensured that all the necessary issues of development, and other challenges would be met. Unfortunately there is no record of where the money goes to. Government, urgently needs to strategically plan and delegate where government funding for these women, who need proper fiscal planning and control.

“The government has not done much for the women entrepreneurs in this industry beside contributing 6.5 million towards women of which there is no evident[ce] of where this money has been used [for]” [Respondent 9]

5.3.3 The treatment of women entrepreneurs in the mini-bus industry

According to Booysen and Nkomo (2010), the march that took place in 1956 was an opportunity for women to address the issues and challenges that they faced but currently, women are unfortunately still facing these challenges and it calls for government and private organisations to intervene. All respondents share the same view, that they are not treated fairly and justly in the mini-bus industry. They state that the reason for the unfair treatment they receive in the mini-bus industry, is because of the issue of gender (women are in the industry), and that men are depriving women of the opportunities to grow in the industry.

“From 1992, I was doing exceedingly well as a women entrepreneur in this industry, because at the time there were[not as] many taxi operators as there are currently. And

due to this I cannot grow my business because SANTACO has issued a law of no person to grow their business in the eThekweni municipality because there are so many taxis. But the men in this industry still continue to grow their business illegally” [Respondent 9]

There is evident that there is an urgent and strategic need for government intervention in assisting women entrepreneurs in the mini-bus industry. Many state that they have been in the business for more than 30 years (as reflected in Figure 4.7), yet issues and violence in the industry has been increasing over the years. The researcher’s perspective during the interviewing of the respondents, many women have come to the point of painfully accepting that the challenges and violence that they face will not be resolved because no one is taking the initiative and the responsibility to resolving the current situation..

5.3.4 Challenges encountered by women entrepreneurs in the mini-bus industry

There are various challenges listed by women in the mini-bus industry such as:

- The issue of permits still not transferred to the current owners of the mini-bus taxi business. Figure 4.7 demonstrates that 50 percent of the respondents started their businesses as an inheritance from their deceased husbands. There is evident that government needs to ensure that women have their permits, as they are the rightful owners of the business. Unfortunately, some state that there has been an issue of fraud in the industry as certain individuals have been using other operators’ permits in order to enter into the industry. According to Venter (2013), the *Local Road Transportation Board (LRTB)* implemented a law that prohibited the road transportation of passengers and goods for income without a permit. This is known as the *Motor Carrier Transportation Act of 1930*.

“The issue of the transferal of permits as rightful owners of the business has been my challenge that I am currently facing” [Respondent 4]

- The issue of violence has been a problem that not only women, but men as well, face in the mini-bus industry throughout South Africa. This has been a problem that has existed for some time. Many of the women who have established their businesses are widows today because their husbands have been killed because of the mini-bus taxi violence in the industry.

“The issue of Many mini-bus operators killing each other because of pride and greed in this industry” [Respondent 14]

Magubane and Manicom (2003) maintain that the mini-bus taxi violence can be traced back to the apartheid system. However, in the mid-1980s, the number of mini-bus taxis increased in spite of the government’s efforts to impede the industry’s growth. According to Mbohwa (2014), the mini-bus taxi violence has been responsible for many deaths in the industry and generally in the community. This is due to the growth of the mini-bus taxi industry and the competition for trade.

Mbohwa (2014) states that an unlegislated transport industry bares the consequences of an insecure public transport industry. There is evident that the industry is obsessed by profit from fares, which leads to speed, uncontrolled driving and lack of concern for the security and comfort of passengers. Venter (2013) maintains that the road transport industry was essentially a state monopoly nominally administered by the *South African Transport Service (SATS)*. The mini-bus taxi operators who operate outside of the authority of the LRTB are operating illegally and the mini-bus taxi owners introduced a collective and formed local informal associations for such situations.

- The respondents have stated that growth is an issue within the industry. This has been an issue because the competition in the industry is high. Sauti (2008), argues that other studies disclosed that the continuance of the mini-bus taxi violence after apartheid was a sign of deteriorating economic circumstances as unemployment increased the number of operators and the competition between operators and mini-bus taxi associations as each fought for a slice of the market mentioned above. This is a result of government’s as well as SANTCO’s inability to regulate effectively the entry of individuals into the mini-bus industry.

5.4 Research Objective Two

Training and skills development that women entrepreneurs receive in the minibus industry

The researcher aimed to discover if women entrepreneurs in the mini-bus industry receive training and skills development that will empower them in the operational aspect of their business as well as to motivate them to venture out and grow as entrepreneurs in other sectors of business external to the mini-bus industry.

5.4.1 Training and skills development women entrepreneurs receive, and the contributors responsible for this

The researcher intended to determine if women in the mini-bus industry receive training and skills development, and, if they did, who was responsible for ensuring that they have access to the opportunity of development and training. The respondents stated that they do receive training and skills development and the contributors ensured that there is development for women in the industry by the government. This indicates that, although the government plays a role in the industry, it is not enough as training and skills development is one of the initiatives that government is responsible for.

“The training that we receive comes from the government in association with SANTACO. The training that we receive are helpful toward our business”
[Respondent 9]

According to Urban and Naidoo (2012), most women entrepreneurs in South Africa are faced with the challenge of restricted access to formal education and training programmes that will assist them in becoming developed entrepreneurs in different sectors of industry.

5.4.2 The type of training and skills development offered to women and their preference for the kind of training and skills development that best suits them

The researcher intended to find out what sort of training and skills development the women in the mini-bus industry received, as well as to discover if the women had an option to decide for themselves what training and skills development is needed for them. If so, what sort of training would they implement. The respondents stated that they were satisfied with the training that they received because they were able to acquire educational knowledge of the operational aspect of the business, as well as enabling them to monitor the financial aspect of the business. Respondents state that the sort of training and skills development they received varied from budgeting to maintenance, to mention a few.

“• I am trained about knowing how to budget as a business owner

- Training on how to treat our employees, with regards to payment and loyalty*
- Training on how to work on our financial books and when and where we should submit our taxes to SARS*
- Customer care training, on how to value our customers as our commuters”*

[Respondent 14]

According to Woodward, et al. (2011) entrepreneurial education can expand and improve an individual's level of self-efficacy, as well as increase the attractiveness in entrepreneurship as a possible career choice for any individual. Yue and Ng'anjo (2016) argue that the *2015 GEM Youth Report* presented a progressive link between training in starting a business and entrepreneurial behaviour. Matlala (2012) states that there is a gap between the development in women's entrepreneurship and the level of skills training and tertiary education needed.

5.5 Research Objective Three

Gender inequality is a barrier for women entrepreneurs in the minibus industry

The researcher's objective, as stated at the outset, was to discover if women in the mini-bus industry receive fair and equal treatment in the industry. The issue of gender-equality has been a problem for women placed in sectors that are known to be male-dominated, as well as finding out if government plays a role in ensuring that there is equality for all individuals in the industry.

5.5.1 Gender equality for women in the mini-bus industry

According to Grant (2013), gender equality has been one of the struggles faced in South Africa. In most formal working environments as well as for entrepreneurs, women are still facing the challenges of ill-treatment and unequal opportunities compared to males. A respondent maintains that the women are unfairly treated because men feel intimidated by the growing number of women entering the industry.

“Yes it is the result of unfair treatment, because there is a lot of violence in this industry because of the issue of pride and greed amongst business operators”

[Respondent 14]

The industry is dominated by African men and most of them have a traditional upbringing that has led them to believe that women have to be domesticated not to become leaders and

entrepreneurial as they are. According to Mauchi (2014), the traditional cultural attitudes and the lack of information also promotes black women's failure to acquire personal possessions, which negatively impacts on their capability to raise loans and other required capital. Therefore, the absence of investment is still a key stumbling block that excludes African women entrepreneurs from achieving their full economic potential in South Africa.

Tsoka (2013) states that the socio-cultural role of women reflects the primary character of women as a loving person and one who handles domestic responsibilities and this undermines the belief that women can be successful in business. El-Hamidi (2011) maintains that, because of cultural norms, women have had their self-belief and their social and economic potential undermined.

5.5.2 Women's Contribution in resolving the issue of gender equality

The researcher intended to discover the extent of the issue of gender equality amongst women and men in the mini-bus industry, how women are resolving these issues and what their suggestions are to resolving it. The respondents stated that there is a women's committee that serves to assist women in the industry. The committee is known as *iMboniYoMama*, which should serve the needs of women mini-bus operators and the challenges that they face in the industry.

"There is a women's committee that represent women to be their voices in this industry" [Respondent7]

Unfortunately there is no tangible evidence of any issues that have been resolved by women in the mini-bus industry as women fear that, by attempting to resolve these issues in the industry, this will provoke threats and lead to violence.

"Women are not doing anything to deal with the issue of [un]fair treatment in the industry because they are afraid of men, and to be killed and threatened by them" [Respondent 9]

The researcher questioned the respondents for suggestions as to what they think will resolve the issue of gender equality in the industry. The respondents stress the need for government to work hand-in-hand with SANTACO in order to developing strategic solutions to resolve the issue and that there needs to be more women involved in the top leadership roles in SANTACO, not one woman is representing the entire province. As a result there is no woman

placed on the executive position that will assist in addressing the issues of gender equality in AGM meetings.

“• Government intervention is needed to ensure that women are respected by all men in the industry

• SANTACO needs to sort out the issue of having males as rulers in the mini-bus taxi associations

• There need to be gender equality at[in] the AGM committees, with regards to representatives being men and women” [Respondent 1]

Mordi, Simpson, Singh, and Okafor (2010) maintain that most African women are constantly discriminated against on the basis of race and gender. The majority of these women survived and still live in extremely underprivileged environments and most are without education. The famous 1956 march together with the provisions in the new constitution have addressed but not resolved the issue of gender discrimination because of a lack of political will and socio-cultural reform.

5.6 Research Objective Four

Practical solutions to the challenges women face in the minibus industry

The researcher intended to discover whether there are practical solutions towards the challenges that women entrepreneurs face. These issues are not only the challenges of gender equality, there are other challenges that women face in the industry.

5.6.1 The role played by the government and the private sector in assisting women entrepreneurs in the mini-bus industry

Mwangi (2014) maintains that there are interventions from the public sector that need to be implemented in public transportation for the purposes of making participation in the public transport industry more tolerable for women. The researcher intended to discover if there is any assistance made available for women entrepreneurs in the mini-bus industry from the private and public sectors.

“There has been no evidence of government intervention in assisting women with the issues faced, the only private organisation that is controlling the

operational aspect of this industry is SANTACO itself, but they too have not been able to handle the issues of lost lives, violence and the ill-treatment of women in the industry” [Respondent 14]

This indicates that the country as a whole has failed to recognise the importance of investing in women’s participation in the mini-bus industry. According to Venter (2013), the mini-bus taxi industry is a multi-billion Rand industry that carries over 60 percent of commuters in South Africa, and these commuters range from the lower to the mid-economic class. The respondents state that the women’s committee is responsible for ensuring that the needs of the women entrepreneurs in the mini-bus industry are met. Unfortunately, as has already been pointed out, there has not been any evidence of resolving the challenges faced by women in the industry. Respondents state that the women’s committee is under the control of SANTACO and that the majority of the leaders of that organisation are men. This restricts the ability of women to be able to voice their concerns concerning the challenges they face.

5.7 Chapter Summary

Chapter Five intended to discuss the results and to present the outcomes of the study. The researcher has observed that women in the mini-bus industry face many challenges and responsibilities outside of the industry that they have committed themselves to. Men have more opportunities that enable them to commit themselves one hundred percent to the business, and that reflects positively. The men in the mini-bus taxi industry have been shown to be more successful in their businesses than women. This is because women in the industry, not only have the responsibility of operating their businesses, but they also have to play the role of mothers to their families.

The respondents share their concern that the industry does not respect or acknowledge women as mini-bus taxi operators in the industry. There is a need for government, as well as SANTACO, to address these matters urgently, as many women are exiting the industry not only because of the violence, but also because they do not have the capacity and skills to continue with the business. Government has contributed funding to ensuring that women are trained in the industry, although government still needs to address gender discrimination and the violence the industry experiences. This is needed for the protection of all mini-bus taxi operators as well as the communities that are affected by the violence and killing in the industry. Chapter Six, will make recommendations and conclude the study.

Chapter Six

Recommendation and Conclusion

6.1 Introduction

The study intended to discover the challenges that women entrepreneurs face in the male-dominant mini-bus taxi industry. The study has chosen to focus on women in the mini-bus taxi industry based in the eThekweni Municipality. This chapter will conclude the study based on the four objectives of the research, as well as provide the recommendations of the study.

6.2 Study Conclusions

This section will state the conclusions of the study based on the four objectives of the study.

6.2.1 Research Objective One

This section discusses the government intervention and role played in the mini-bus taxi industry. The study has revealed that government has contributed only minimally to the industry and, only through training and skills development of the women. The study indicates that there is still a need for more intervention by the government. The government needs to ensure that the safety of women and men in the industry is enforced to reduce the killing of operators. Government needs also to ensure that men respect and acknowledge women as operators in the industry and it needs to ensure that women entrepreneurs in the mini-bus industry obtain their permits to operate in the industry, for many women are operating only with statements in the industry.

6.2.2 Research Objective Two

This research objective aimed to discover if women in the mini-bus industry received training and skills development to empower and motivate them in the industry and to discover what variety of training and skills development is received by women in the industry and if this has been effective or not. The study indicates that respondents are satisfied with the training and skills development that they receive, although the study demonstrates that more training and skills development is needed for women in the industry. The women in the industry need to be trained, in the sector of the mini-bus industry. The study reflects that many women in the industry are not able to grow in their businesses and some are forced to exist the market.

Women need to develop an entrepreneurial mind-set that will empower them to venture into other sectors of business in the country.

6.2.3 Research Objective Three

The objective of this section was to determine whether there is equality amongst men and women in the industry. The study has convincingly revealed that women do not receive fair treatment in the industry. This is because men are intimidated by women in the industry. The study indicates that mini-bus taxi operators in the industry consist of traditional and old-fashioned men and women. The study reflects that men view women to be housewives. This is because most women have inherited their business from their deceased husbands. Gender is not only an issue that affects women in the mini-bus industry, but even in other sectors of society where men are dominant.

6.2.4 Research Objective Four

This objective of the study aimed to determine if there is any attempt being made by the private and public sector to resolving the challenges faced by women in the mini-bus industry, and whether women themselves have made an attempt to resolve the challenges they face. The study reflects that women only receive training and skills development from government. The respondents stated that there is a need for government involvement in resolving the many issues faced by them in the industry. The study indicates that women do not desire to intervene in the resolution of the many challenges that women face in the industry because they fear that it will provoke threats and violence from men. This can be understood as a patronising and depressing situation, because women will have to accept that they will have to deal with the frustrating situation alone because they receive no effective assistance from anyone else.

6.3 Recommendation of the Study

This section of the study provides practical, realistic and achievable recommendations for the challenges faced by women entrepreneurs in the mini-bus taxi industry. The recommendations for further research are also provided in this section.

6.3.1 Recommendations for women entrepreneurs in the mini-bus industry

The study revealed that women are faced with many challenges that hinder their progress and growth in the taxi industry. The research indicates that there is a need for government intervention as well as, women taking control, responsibility and ownership in ensuring that

they progress and grow in the industry, as well as in entrepreneurship in general. Below is a list of recommendations based on the findings of the study, which women in the taxi industry, government and SANTACO need to implement. These recommendations are:

- The *IMboni Yomama* women's committee needs to implement strategic ways that will ensure women are represented fairly and effectively in the industry, whether it is through conducting documentaries that will highlight the issues faced by women in South Africa and or approach local newspapers to expose the situations;
- Women in the mini-bus industry need to be provided with entrepreneurial training and skills development, as well as motivational empowerment so that they are able to grow as business women. This will enable them develop a desire to venture into other entrepreneurial sectors beside the mini-bus industry;
- Government needs to deploy security systems, such as involving SAPS or private security situated in the industry to ensure that there is no violence and killing amongst mini-bus taxi operators. This will ensure that mini-bus taxi operators are safe as well as the community in which they operate;
- Government and SANTACO need to compile strategic procedures that will ensure safety of women in the mini-bus industry. Government has also to ensure that the voices of women in the industry are not muted, especially when it comes to addressing the issues that women face in the industry, this can be done by legislating rules and regulations that will ensure that women are given an opportunity to speak, without facing any threats by men in the industry. Anyone who violate this act must bear the consequences;
- The women's committee needs to create psychological and mental counseling units that cater to women in the industry. This will assist them emotionally, especially when faced with the situation of losing their husbands and the other issues discussed above;
- Government needs to set up a committee that will monitor the issue of permits in the industry and investigate those who are operating illegally and report these to the judicial authorities; and
- The women's committee needs to create a life-style, events and activities for women in the mini-bus industry that will empower and strengthen the solidarity of women in the industry.

6.3.2 Recommendations for further research

The research has reflected that there are other elements of the study that can be implemented for further research. The attention can be given towards women entrepreneurs in the mini-bus industry in the urban areas as distinct from the women entrepreneurs in the rural areas. Studies illustrate that women situated in the urban areas are more informed, have access to education and are more privileged than women who come from rural areas. The focus of the study may be broadened to include the entire rural areas of KwaZulu-Natal. The province contains a rich source of historical information of the rural areas of KwaZulu-Natal in the mini-bus taxi industry. The research implements the quantitative methodology which will give the opportunity for the researcher to acquire a rich quantitative scale of participants and statistics for the study.

6.4 Limitations of the Study

- The study aimed to interview 15 respondents of which only 14 participated, the 12th respondent did not participate in the study because of personal reasons;
- The study implemented the qualitative methodology and did not have the opportunity to explore the requirements for a quantitative study;
- The research consisted of black respondents. If there were other races participating, the study would have had the opportunity to view a different perspective of women entrepreneurs in the mini-bus industry;
- The study did not have the opportunity to refer to an extensive literature review, because there is limited research about women entrepreneurs in the mini-bus taxi industry; and
- The study focused on women entrepreneurs in the mini-bus taxi industry and did not involve men which would have given the opportunity for the study to obtain a comparative perspective of the male and females in the mini-bus industry.

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Appendix 1

Research Instrument

COLLEGE OF LAW AND MANAGEMENT
SCHOOL OF MANAGEMENT, INFORMATION TECHNOLOGY AND GOVERNANCE
Masters of Commerce (Entrepreneurship) Research Project

Researchers: Thembeke Fortunate Matiwane. (Tel: +27606772816)

Supervisor: Ms. Lindiwe Kunene (Tel: +27312607152)

Dear Respondent,

I am **Thembeke Matiwane**, a Masters of Commerce students at the School of Management, Information Technology and Governance of the **University of KwaZulu-Natal (UKZN)**. You are invited to participate in research project entitled 'Challenges Women Entrepreneurs Face in the Mini-bus Industry: The Case of eThekweni Municipality'. The aim of the study is to observe the challenges women entrepreneurs face within the mini-bus industry.

Through your participation, I hope that I will gain the understanding of Women Entrepreneurship as well as the knowledge of the Mini-bus Industry. This study aims to observe the challenges women entrepreneurs face in male-dominate industries, this study will give attention to the mini-bus industry. Professional entrepreneurial practitioners can also use the information in the study to enhance practice.

Your participation in this project is voluntary. You may refuse to participate or withdraw from the project at any time with no negative consequence. There will be no monetary gain from participating in the survey. Confidentiality and anonymity of records identifying you as a participant will be maintained by the School of Management, IT and Governance of **UKZN**. Your responses will not be used for any purposes outside of this study.

Data collected will be stored during the study and archived for 5 years. After this time, all data will be destroyed.

If you have any questions or concerns about completing the questionnaire or about participating in the study, you may contact us or our supervisor at the numbers listed above. The interview should be about 20 minutes to long. Your time to take part in this survey is highly appreciated.

Sincerely

Date: June/2017

UNIVERSITY OF KWAZULU-NATAL
SCHOOL OF MANAGEMENT, INFORMATION TECHNOLOGY AND GOVERNANCE
Masters of Commerce (Entrepreneurship) Research Project
Researchers: Thembeke Fortunate Matiwane (Tel: +27606772816)
Supervisor: Ms. Lindiwe Kunene (Tel: +27312607152)

CONSENT

I..... (Full names of participant) hereby confirm that I understand the contents of this document and the nature of the research project, and I consent to participating in the research project.

I have been given an opportunity to ask questions about the study and I have had answers to my satisfaction.

I understand that I am at liberty to withdraw from the project at any time, should I so desire.

I declare that my participation in this study is entirely voluntary.

If I have any further questions/concerns or queries related to the study I understand that I may contact the researchers at email: 209513046@stu.ukzn.ac.za or the phone numbers provided above.

If I have any questions or concerns about my rights as a study participant, or if I am concerned about an aspect of the study or the researcher then I may contact:

HUMANITIES & SOCIAL SCIENCES RESEARCH ETHICS ADMINISTRATION

Research Office, Westville Campus Govan Mbeki Building

Private Bag X 54001 Durban

4000

KwaZulu-Natal, SOUTH AFRICA

Tel: 27 31 2604557 - Fax: 27 31 2604609

Email: HSSREC@ukzn.ac.za

SIGNATURE OF PARTICIPANT..... DATE.....

Section A: Demographic:

1. What is your gender?

2. What is your marital status?

3. What is the current level of education do you have?

4. What is your age?

5. What is your nationality?

6. What race are you?

7. Are you employed or self-employed?

8. If you are self-employed, how many businesses do you have

9. If you are a Mini-bus entrepreneur, how many mini-bus taxis do you have?

10. How long have you been in the mini-bus taxi industry?

11. How did you establish your mini-bus taxi business?

12. How many employees do you have and what are their roles?

Section B: Study specific questions

I. Government involvement in supporting women entrepreneurs in the mini-bus industry

1. In your opinion, what role has government played in the mini-bus industry?

2. What has government done to assist women entrepreneurs in the mini-bus industry?

3. How has the Mini-bus industry treated you as a woman entrepreneur?

4. What are challenges do you encounter as a women entrepreneur in the mini-bus taxi industry?

II. Training and Skills Development that would assist women entrepreneurs in the mini-bus industry

1. As a women entrepreneur in the mini-bus industry do you receive training and skills development for equipment of your business?

2. If you do receive training and skills development, where do receive it from, and what do you feel about the training you get?

3. If you receive training and skills development, what sort of training do you participate in?

4. If you had an option to choose what training and skills development programmes are offered, what would you choose?

III. Gender Equality in the mini-bus industry

1. Do you receive fair treatment compared to the men in the mini-bus industry as an entrepreneur, if so what do you think is the reason?

2. In your opinion, do you think the challenges that women entrepreneurs face are a result of gender equality, if so, why?

3. In your opinion, what can be done different for all entrepreneurs to receive fair treatment in the mini-bus industry?

4. What are women doing about the unfair treatment in the mini-bus industry?

IV. Providing practical solutions to the challenges women face in the mini-bus industry

1. Do you receive any form of assistance as an entrepreneur in the mini-bus industry regarding any challenges faced, whether from private or government organisation?, if so what assistance do you receive?

Appendix 2

Data Analysis and Presentation of Results Table

Section B:

4.1 Government involvement in supporting women entrepreneurs in the mini-bus industry:

Table 4-1: In your opinion, what role has government played in the mini-bus industry?

Respondent 1	Government has played no role in the mini-bus industry
Respondent 2	No, government plays no role in the mini-bus industry
Respondent 3	No, I have not seen a role played by government in the industry
Respondent 4	No, there is no role played by the government. I am not aware of any role played
Respondent 5	The government has not done anything in this business
Respondent 6	Yes, The government has come during our workshops to address us owners in the business
Respondent 7	Yes, The government has held workshops, training and seminars as a role played in this industry
Respondent 8	Government plays no role in this industry
Respondent 9	Government has not contributed much in the industry, besides holding workshops and training for mini-bus entrepreneurs
Respondent 10	Government does not contribute much in this business, only through training and holding workshops that we attend
Respondent 11	Government has played no role in the mini-bus industry
Respondent 12	Have not Participated in the study
Respondent 13	Yes, but the government plays a minor role in the industry
Respondent 14	Yes, Government has played a role in training and holding workshops for mini-bus taxi operators
Respondent 15	Yes, Government has played a role of training the mini-bus operators in the industry

Table 4-2: What has government done to assist women entrepreneurs in the mini-bus industry?

Respondent 1	Government has done nothing to assist women in the mini-bus industry
Respondent 2	Government has not assisted women in the industry
Respondent 3	A report was announced at the 2017 AGM meeting that government has contributed 6.5 million towards women in the mini-bus industry, unfortunately this money has not met the needed and issues faced by women in the industry
Respondent 4	No, there is no assistance from government
Respondent 5	The government has not assisted women in this business
Respondent 6	During our workshops and AGM meeting the government has come to address men with the issues faced by women, although nothing has been changed even when government has spoken to men in this industry
Respondent 7	The government has held workshops and seminars to address issues faced by women in this industry
Respondent 8	Government has done nothing for women in this business
Respondent 9	The government has not done much for the women entrepreneurs in this industry beside contributing 6.5 million towards women of which there is no evident of where this money has been used for.
Respondent 10	Government has done nothing to assist women in this industry
Respondent 11	The government has done nothing to assist women in this industry
Respondent 12	Has not participated in the study
Respondent 13	Government has not showed to assist women in the industry
Respondent 14	The government has not done anything to assist women in this industry
Respondent 15	Unfortunately there is no evident of government assistance for women in the industry

Table 4-3: How has the Mini-bus industry treated you as a woman entrepreneur?

Respondent 1	The mini-bus industry has not treated me well. I have been struggling for years as a mini-bus owner in this industry because women are not recognised and respected.
Respondent 2	The industry has not treated me well, because of the challenges faced as an entrepreneur
Respondent 3	The industry has not treated me well, because I am a woman in the industry
Respondent 4	Since 2006 when I started in the industry business was good, but currently the industry has not treated me good because there is now many people operating in this business, which makes one not to be able to grow in this industry
Respondent 5	This industry has not treated me well, it has been a challenge because I have not been able to transfer my permits from my husband's name to mine. The issue of permits is a serious issue here in this industry.
Respondent 6	This industry has not treated me with respect and dignity as a woman business person, and this is because I am a woman and not being acknowledged in the industry
Respondent 7	The industry has treated me unfairly because I have encountered a lot of challenges as a woman entrepreneur in the mini-bus industry
Respondent 8	The industry has not treated me good in this industry
Respondent 9	From 1992, I was doing exceedingly well as a women entrepreneur in this industry, because at the time there were many taxi operators as there are currently. And due to this I cannot grow my business because SANTACO has issued a law of no person to grow their business in the eThekweni municipality because there are so many taxis. But the men in this industry still continue to grow their business illegally.
Respondent 10	This industry have no treated me well as an entrepreneur, especially since I have taken over the business after my late husband
Respondent 11	The mini-bus industry has not treated me well, because I am a women in this business
Respondent 12	Has not participated in the study
Respondent 13	The industry has not treated me well, there are a lot of challenges faced by women in this industry

Respondent 14	The industry has not been friendly towards me as a woman entrepreneur, I have encountered many problems in this industry, of which has led to not be able to progress and grow as an entrepreneur
Respondent 15	The industry has no treated me well, because of the fact that I am a woman entrepreneur in this industry

Table 4-4: What are challenges do you encounter as a women entrepreneur in the mini-bus taxi industry?

Respondent 1	<ul style="list-style-type: none"> • The issue of not being able to grow my business to feed my family • The issue of transferal of permits • The issue of drivers not treating us with respect as women mini-bus owner.
Respondent 2	<ul style="list-style-type: none"> • The issue of mechanics undermining women • Drivers having no respect for women and the business • The issue of the transferal of certificates
Respondent 3	<ul style="list-style-type: none"> • Issues of drivers mistreating women entrepreneurs • No Financial assistance to grow the business
Respondent 4	The issue of the transferal of permits as rightful owners of the business has been my challenge that I am currently facing
Respondent 5	<ul style="list-style-type: none"> • The issue of certificate transferal • Our drivers give us a problem in this business because they do not respect us or recognise us as their employers
Respondent 6	<ul style="list-style-type: none"> • The issue of not being allowed to have a say about the issues faced in this industry as a woman • The issue of not improving the women’s committee in this industry, because women are placed there for us to have a voice and a say in this industry • The issue of gender equality • The issue of not being able to expand our business and only men gain that privilege to do so
Respondent 7	<ul style="list-style-type: none"> • The issue of our drivers not respecting us as their employers in this business • The issue of permits not received, has been a huge problem for women in this business
Respondent 8	<ul style="list-style-type: none"> • The issue of Drivers not respecting women • The issue of permits • The issue of Financial support as woman

Respondent 9	<ul style="list-style-type: none"> • The challenge of our drivers stealing our moneys and not respecting us as women entrepreneurs in this business • The issue of growth in of my business • The issue of the men in the associations supressing us to speak and have a voice, as well as the fact that they disrespect us even if we want to query and issues that we encounter in the industry
Respondent 10	<ul style="list-style-type: none"> • The issue of permits • The drivers not respecting us as women
Respondent 11	<ul style="list-style-type: none"> • The issue of drivers not respecting women in the mini-bus industry, as well as the business
Respondent 12	Have not participated in the study
Respondent 13	<ul style="list-style-type: none"> • The issue of permit transferal is a problem faced by most women in the industry • The issue of drivers not respecting the business and women as their employers • The issue that there is no assistance as an elderly women in the business for me to access available training provided for all taxi operators
Respondent 14	<ul style="list-style-type: none"> • The issues of drivers stealing from us as women entrepreneurs • The issue of violence amongst men, and men against women in the industry • The issue of growing as a business person • The issue of mechanics that we outsource stealing from us as women entrepreneurs, because they side with our drivers • The issue of Many mini-bus operators killing each other because of pride and greed in this industry
Respondent 15	<ul style="list-style-type: none"> • The issue of drivers disrespecting us as women in the business • The issue of some men in the mini-bus industry committing violence because of greed • The issue of the associations not acknowledging women in the industry, especially if they are looking for assistance

4.2 Training and Skills Development that would assist women entrepreneurs in the mini-bus industry

Table 4-5: As a women entrepreneur in the mini-bus industry do you receive training and skills development for equipment of your business?

Respondent 1	Yes, training and skills development is provided for us as women
Respondent 2	Yes, there is training received as an entrepreneur
Respondent 3	Yes there is training received to equip me with my business
Respondent 4	Since 2006 there has been only training that I have received in 2016 last year
Respondent 5	Yes, I do receive training and skills development
Respondent 6	Yes, training is received in this industry
Respondent 7	Yes we receive training and skills development
Respondent 8	Yes, we receive training
Respondent 9	Yes, I receive training and skills development
Respondent 10	Yes we do receive training and skills development
Respondent 11	Yes, training and skills development is received
Respondent 12	Have not participated in the study
Respondent 13	Yes, there is training for all taxi operators, but I have been unfortunate to access training because of my health condition
Respondent 14	Yes, I receive training and skills development
Respondent 15	Yes there is training and skills development made available for all mini-bus operators

Table 4-6: If you do receive training and skills development, where do receive it from, and what do you feel about the training you get?

Respondent 1	The training received comes from SANTACO in association with the government
Respondent 2	The training comes from the government, the government funds for the training that takes place
Respondent 4	The training comes from the government and SANTACO

Respondent 5	The training that I receive comes from the SANTACO and government
Respondent 6	The training that we receive as women, comes from the government in association with SANTACO
Respondent 7	The training that I receive comes from the government
Respondent 8	The training comes from the government
Respondent 9	The training that we receive comes from the government in association with SANTACO. The training that we receive are helpful toward our business
Respondent 10	The training comes from the government, I am happy with the training
Respondent 11	The training received comes from government. I am happy with the training given, although it is important for the government to provide training for our drivers as well.
Respondent 12	Have not participated in the study
Respondent 13	The training comes from the government
Respondent 14	The training received come from government in association with SANTACO, so far I am happy with the training provided
Respondent 15	The training comes from the government

Table 4-7: If you receive training and skills development, what sort of training do you participate in?

Respondent 1	<ul style="list-style-type: none"> • The operational part of the business • Budgeting • Finance, such as SARS
Respondent 2	<ul style="list-style-type: none"> • I get trained about budgeting • How to purchase vehicles for our businesses
Respondent 3	<ul style="list-style-type: none"> • How to purchase vehicles • How to budget
Respondent 4	<ul style="list-style-type: none"> • The operational aspect of the business • Learning how to budget as an entrepreneur
Respondent 6	<ul style="list-style-type: none"> • The training of Budgeting as a business person • Training about handling books and taxi returns as a business person in the industry

	<ul style="list-style-type: none"> • How to maintain our vehicles
Respondent 7	<ul style="list-style-type: none"> • Training about customer care, in how to treat our customers in this business • How to treat our employees • Finance
Respondent 8	<ul style="list-style-type: none"> • Budgeting • Customer Care • How to maintain our mini-buses • How to treat our staff
Respondent 9	<ul style="list-style-type: none"> • We are trained about the financial aspect of the business (taxes) • Budgeting • Customer service • Our employees
Respondent 10	<ul style="list-style-type: none"> • Learning to budget as an entrepreneur • How to treat our employees • The importance of submitting our taxes to SARS
Respondent 11	<ul style="list-style-type: none"> • Training of how to treat our employees • Training about budgeting • Training about customer care
Respondent 12	Have not participated in the study
Respondent 13	<ul style="list-style-type: none"> • The training of our business • Training of how to grow as an entrepreneur • Training about how to work peacefully with our employees
Respondent 14	<ul style="list-style-type: none"> • I am trained about knowing how to budget as a business owner • Training on how to treat our employees, with regards to payment and loyalty • Training on how to work on our financial books and when and where we should submit our taxes to SARS • Customer care training, on how to value our customers as our commuters

Respondent 15	<ul style="list-style-type: none"> • I have learnt about budgeting • How to handle financial books of the business • How to take care of our customers
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Table 4-8: If you had an option to choose what training and skills development programmes are offered, what would you choose?

Respondent 1	I am happy with the training that we receive as women, we would like the government to train our drivers as well, in respecting the business for the benefit of everyone who is dependent on this business to feed their families
Respondent 2	Yes I feel ok with the training received, but most importantly our drivers need to get training about the business, so that they respect the business
Respondent 3	I am happy with the training that I receive because it has help me to learn about the business, but drivers need to be trained as well.
Respondent 4	<ul style="list-style-type: none"> • Budgeting of the business • And most importantly how to impact positively to our communities as entrepreneurs in the industry
Respondent 5	I am satisfied with the training that I receive, there is no other training that I can add on in my opinion
Respondent 6	I would chose the above mentioned training, because they have been helpful in our business
Respondent 7	I am happy with my training that I receive
Respondent 8	The above training I am happy with, just that it is important for our drivers to be trained as well
Respondent 9	I am satisfied with the training I receive because they are helpful for our businesses
Respondent 10	I am happy with the training that we receive, there is no other training that I can think of that has not been introduced to us
Respondent 11	I am happy with the training we receive, there is no other that I can think of
Respondent 12	Have not participated in the study

Respondent 13	<ul style="list-style-type: none"> • The training of our business • Training of how to grow as an entrepreneur • Training about how to work peacefully with our employees
Respondent 14	I am happy with the above training that is received, but I would like for our drivers to be trained as well. This is important so that they may value our business and respect us as their employers
Respondent 15	I am satisfied with the training received

4.3 Gender Equality in the mini-bus industry

Table 4-9: Do you receive fair treatment compared to the men in the mini-bus industry as an entrepreneur, if so what do you think is the reason?

Respondent 1	No we do not receive fair treatment
Respondent 2	No, I have not been treated fairly because I am a woman running a business known to be a male dominate industry
Respondent 3	No, there is no equal treatment as a woman entrepreneur, this is because men have no respect for women
Respondent 4	No, because of the associations held by men do not acknowledge women in the industry
Respondent 5	No I do not receive fair treatment as a woman in this business
Respondent 6	No, I do not receive fair treatment in this industry as a woman
Respondent 7	No, because I am a woman in this business
Respondent 8	No, because men do not respect women
Respondent 9	No, I do not because of the fact that I am a woman entrepreneur in the business of mini-bus taxis
Respondent 10	No, I do no because of how men treat us as women
Respondent 11	No I do not receive fair treatment as a woman in the business
Respondent 12	Have not participated in the study
Respondent 13	No, there is no fair treatment as a women in the business
Respondent 14	No I do not receive fair treatment as a women business owner

Respondent 15	No, I do not receive fair treatment as a woman in the industry
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Table 4-10: In your opinion, do you think the challenges that women entrepreneurs face are a result of gender equality, if so, why?

Respondent 1	Yes, because men in the mini-bus industry do not respect women
Respondent 2	Yes, this is because women are not respected in the industry
Respondent 3	Yes, this is because men do not respect and acknowledge women in business with them
Respondent 4	Yes because men do not respect women in the industry
Respondent 5	Yes very much, this is because women are not given the platform to speak or have a voice in this industry
Respondent 6	Yes, because women have no say in this industry because we are overpowered and ruled by men
Respondent 7	Yes, because women are not treated with respect in this industry
Respondent 8	Yes, because of the mistreatment that women receive from men in this industry
Respondent 9	Yes, this is because men in this industry do not respect women or acknowledge them as entrepreneurs in this business
Respondent 10	Yes, because women do not respect women in the industry
Respondent 11	Yes, because some men in the industry threaten women and women feel intimidated by these ruling men
Respondent 12	Have not participated in the study
Respondent 13	Yes, because men do not treat women fairly
Respondent 14	Yes it is the result of unfair treatment, because there is a lot of violence in this industry because of the issue of pride and greed amongst business operators
Respondent 15	Yes, because some men have no respect for women in this industry

Table 4-11: In your opinion, what can be done different for all entrepreneurs to receive fair treatment in the mini-bus industry?

Respondent 1	<ul style="list-style-type: none"> • Government intervention is needed to ensure that women are respected by all men in the industry
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	<ul style="list-style-type: none"> • SANTACO needs to sort out the issue of having males as rulers in the mini-bus taxi associations • There need to be gender equality at the AGM committees, with regards to representatives being men and women
Respondent 2	<ul style="list-style-type: none"> • The women have to be respected because in this industry we are all equal and serve the purpose of providing for our families • The men must be stop in ill-treating women in the industry • Government intervention is needed for men to respect women
Respondent 3	<ul style="list-style-type: none"> • Government needed to intervene • SANTACO need to address all men with the issues of respecting women and acknowledging women from all association in the different municipalities of eThekweni
Respondent 4	The government must intervene
Respondent 5	Our government in association with SANTACO needs to find ways to deal with these matters faced by women in the industry
Respondent 6	<ul style="list-style-type: none"> • Women need to be given an opportunity to speak in this industry and not suppressed • Men need to be addressed and government need to come up with a plan to ensure that women are treated with respect in this industry
Respondent 7	Government needs to come up with a strategic plan to ensure that men recognise women in this industry
Respondent 8	The government needs to come with plans to deal with these issues faced by drivers
Respondent 9	What can be done is government need to come up with strategic plans where women do not feel intimidated by men in this industry
Respondent 10	Government needs to ensure that women are safe in the industry and that women are heard
Respondent 11	Government ensure the safety of women in the industry, against violent men
Respondent 12	Have not participated in the study
Respondent 13	There is a lot to be done, especially government intervention is needed to address these issues faced by women
Respondent 14	I would say that the government working with SANTACO, coming up with ideas and strategic plans to ensure that the violence stops, women

	are respected and protected, as well as the issue of drivers stealing form owners
Respondent 15	Government needs to assist in this matter

Table 4-12: What are women doing about the unfair treatment in the mini-bus industry?

Respondent 1	Women have not done anything about the unfair treatment from women.
Respondent 2	Women have not done anything to resolve the issue of unfair treatment because they fear for their lives
Respondent 3	The women have not done enough to address the issue of unfair treatment because they are fearful of losing their loved ones
Respondent 4	No, because women must not have a voice in this industry
Respondent 5	The women in this industry have not done anything about the unfair treatment received by men because they are not given a platform to speak
Respondent 6	Women have not done anything because they are not given the platform to have a say in the industry
Respondent 7	There is a women’s committee that represent women to be their voices in this industry
Respondent 8	The women do not do anything because they fear for their lives
Respondent 9	Women are not doing anything to deal with the issue of fair treatment in the industry because they are afraid of men, and to be killed and threated by them
Respondent 10	Women cannot do anything to resolve this issue because of the fear they have from some men that are violent in this industry
Respondent 11	Women do nothing because they are fearful of losing their lives
Respondent 12	Have not participated in the study
Respondent 13	I have not heard of any women doing anything to solve the issue of fair treatment in the industry, because they are afraid of being threatened by some violent men in the industry

Respondent 14	Women have not done anything to resolve the issue of unfair treatment because they are afraid of losing their lives through violent and greedy taxi operators in this industry
Respondent 15	Women have not done anything, because they are afraid of losing their lives through the violence that is active in the industry

4.4 Providing practical solutions to the challenges women face in the mini-bus industry

Table 4-13: Do you receive any form of assistance as an entrepreneur in the mini-bus industry regarding any challenges faced, whether from private or government organisation?, if so what assistance do you receive?

Respondent 1	No, there is no assistance from government or private sector to help women and the challenges faced in the mini-bus industry
Respondent 2	No, there has been no assistance received by women from any sector
Respondent 3	No there has been no assistance from any sector
Respondent 4	No, because of the associations suppress the opinions of women in the industry
Respondent 5	No we have not been assisted by any sector
Respondent 6	Government has held meetings to address the issues faced by women in the industry but, there are still challenges that have not been resolved in this industry
Respondent 7	Yes, the workshops that are held by government to address issues faced by women in this industry
Respondent 8	No, there is no assistance coming from any sector
Respondent 9	We do not receive any assistance from any sector as women
Respondent 10	No there is no assistance received from any sector
Respondent 11	No, there is no assistance for women coming from private and government sector
Respondent 12	Have not participated in the study

Respondent 13	There is no assistance that comes from government or private organisations
Respondent 14	There has been no evidence of government intervention in assisting women with the issues faced, the only private organisation that is controlling the operational aspect of this industry is SANTACO itself, but they too have not been able to handle the issues of lost lives, violence and the ill-treatment of women in the industry
Respondent 15	No there has been no assistance from the government and the private sector in assisting women in the industry

Table 4-14: Has women entrepreneurs in the mini-bus industry tried to resolve challenges faced by women as a whole in the mini-bus industry? If so, how have the resolved those challenges themselves?

Respondent 1	They have introduced a women's desk that will represent all women in the mini-bus industry at the SANTACO AGM meetings. But no issues have been resolved.
Respondent 2	No, women have not done anything because they are fearful of their lives
Respondent 3	No, there are no solutions that women have come with because they are fearful of losing their families, because for some women they are they only parents their families have
Respondent 4	Yes, the women has formed a women's league that will represent women in addressing the challenges women face in the industry
Respondent 5	Women cannot resolve any issues faced because, of the fear of losing their lives if they do!
Respondent 6	We have a women's Desk that represent women in the committee
Respondent 7	There is a women's desk that represent women in the industry, although none of these issues faced by women have been solved.
Respondent 8	No, because they are afraid of losing their lives
Respondent 9	There is a women's deck that is placed purposely to handle any issues that women face, but unfortunately the representatives do not do anything because they are afraid of the being threatened and killed by men in this industry
Respondent 10	Women cannot resolve problems faced in this industry because they are fearful of their lives

Respondent 11	Women have not been able to resolve challenges faced by women in the industry as a whole, because they are afraid of losing their loved ones through the threatening of violent men
Respondent 12	Have not participated in the study
Respondent 13	No, because women are afraid of losing their lives
Respondent 14	Women have not been able to resolve the challenges faced by women as a whole in the mini-bus industry, this is because they are afraid of the violence that is still active in the industry
Respondent 15	Women have not done anything to solve the issues that are encountered by many women in the industry, because women are afraid of the violence that takes places in the industry

Appendix 3

Ethical Clearance Acceptance



28 August 2017

Ms Thembeke Matiwane (209513046)
School of Management, IT & Governance
Westville Campus

Dear Ms Matiwane,

Protocol reference number: HSS/1446/017M

Project title: Challenges women entrepreneurs face in the Mini-bus Industry: The case of eThekweni Municipality

Approval Notification – Expedited Application

In response to your application received on 17 August 2017, the Humanities & Social Sciences Research Ethics Committee has considered the abovementioned application and the protocol has been granted **FULL APPROVAL**.

Any alteration/s to the approved research protocol i.e. Questionnaire/Interview Schedule, Informed Consent Form, Title of the Project, Location of the Study, Research Approach and Methods must be reviewed and approved through the amendment/modification prior to its implementation. In case you have further queries, please quote the above reference number.

PLEASE NOTE: Research data should be securely stored in the discipline/department for a period of 5 years.

The ethical clearance certificate is only valid for a period of 3 years from the date of issue. Thereafter Recertification must be applied for on an annual basis.

I take this opportunity of wishing you everything of the best with your study.

Yours faithfully

Dr Shamila Naidoo (Deputy Chair)

/ms

Cc Supervisor: Ms Lindlwe Kunene
Cc Academic Leader Research: Professor Brian McArthur
Cc School Administrator: Ms Angela Pearce

Humanities & Social Sciences Research Ethics Committee

Dr Shenuka Singh (Chair)

Westville Campus, Govan Mbeki Building

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Website: www.ukzn.ac.za



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Appendix 4

Gate Keepers Letter

SANTACO KZN
440 Jabu Ndlovu Street
Pietermaritzburg, 3201



Tel: 033 897 8760
Fax: 033 345 8502
Email: kwanataco@santacokzn.co.za

SANTACO KZN

31 January 2017

RE: PERMISSION TO UNDERTAKE RESEARCH

This letter serves to confirm that Thembeke Matiwane, who is enrolled for Masters of Commerce Degree at the University of KwaZulu Natal is granted permission to undertake such a research within the Taxi Industry.

She is required to inform the Regional Santaco Leadership, which will assist her in referring her to the relevant structures for the purpose of the study.

The research will start on the 1st of February 2017 – 1st of February 2019.

Hoping that this letter provides clarity on the request.

Yours Sincerely



SR Shangase
Office Manager

Safety Unity Peace and Prosperity in the Taxi Industry

B.B. Zondi, (Chairperson), A.B. Mbambo, (Deputy Chairperson), D.Z. Ntuli (Secretary), P.J. Manqele (Deputy Secretary),
D.Z. Keswa (Treasurer), A.M. Mzelemu (P.R.O.), M.T.J. Ngobese (Training Officer), R.C. Kenny, S.S. Buthelezi,
W.S.N. Mwelase, S.M. Dladla, B.M. Mkhwanazi, M.N. Mthethwa, S.R. Hlongwa, S.V. Duma, S.A. Zwane, B.M. Sokhela,
S.C.M. Mthethwa, M.P. Ndlovu, Y. Khaliva, B.J. Khumalo, B.M. Nzuzi, A.T. Ndawonde

1

Appendix 5
Editors Letter

ASOKA ENGLISH LANGUAGE EDITING

CELL NO.: 0836507817

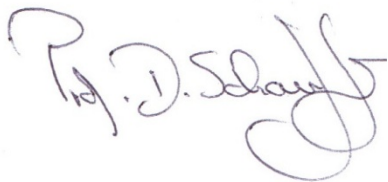


DECLARATION OF ENGLISH LANGUAGE EDITING

This is to certify that I have edited the dissertation

. The Challenges that Women Entrepreneurs face in The Taxi Industry: The Case of eThekweni Municipality

Candidate: Matiwane T



DISCLAIMER

Whilst the English language editor has used electronic track changes to facilitate corrections and has inserted comments and queries in a right-hand column, the responsibility for effecting changes in the final, submitted document, remains the responsibility of the author in consultation with the supervisor.

Director: Prof. Dennis Schaffer, M.A.(Leeds), PhD, KwaZulu (Natal), TEFL(London), TITC Business English, Emeritus Professor UKZN. Univ. Cambridge Accreditation: IGCSE Drama. Hon. Research Fellow, DUT. Durban University of Technology.

Appendix 6

Turn-it-in Report



This receipt acknowledges that Turn-it-in received your paper. Below you will find the receipt information regarding your submission.

Submission Author:	Thembeke Matiwane
Assignment Title:	Masters Final Dissertation
Submission Title:	The Challenges that Women Entrepreneurs face.....
File Name:	Completed_Thesis.docx
File Size:	2.53M
Page Count:	94
Word Count:	28,543
Character Count:	156,402
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