



SECOND ANNUAL GLOBAL ENTREPRENEURSHIP SURVEY 2020

Women's Aspirations in the Workforce



80% of Malaysian women **ASPIRE TO OPEN THEIR OWN BUSINESS**



THE TOP 3 CHALLENGES TO STARTING A BUSINESS FOR MALAYSIAN WOMEN

66%

Earning enough money to offset costs



58%

Having enough budget to grow their business

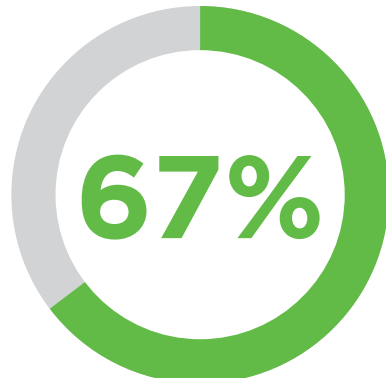


56%

Making sales/ getting customers



TIME FOR A CHANGE



67% WANT TO START THEIR OWN BUSINESS in order to make a career change

OTHER MOTIVATING FACTORS FOR ENTREPRENEURSHIP



60%

Supporting their family



56%

Becoming their own boss



46%

Solving problem/Improving the world



MORE THAN HALF



of Malaysian women **associate phrases such as life-changing and inspiring with being an entrepreneur**

KEY BUILDING BLOCKS to help Malaysian women take the first step in starting their own business



80%

Sufficient business and financial knowledge



80%

Sufficient savings or financial stability



71%

Mentor to guide them in their entrepreneurship journey



67%

A supportive family