

ENTREPRENEURSHIP DEVELOPMENT OPPORTUNITIES FOR WOMEN IN THE KINGDOM OF SAUDI ARABIA

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This paper is prepared with the aim to propose strategies and policies which could create an enabling environment for women entrepreneurs in the Kingdom of Saudi Arab. Off late women are taking the lead as game changers and reformers in the male dominated society. In the recently concluded municipal elections women candidates sprung a surprise by winning decent number of seats. Authors also aim to provide a set of practical recommendations to promote the healthy growth of entrepreneurial activities and enterprises owned by women. Empowering women has become the key element in the development of the Kingdom. With women moving forward, the family moves, the village moves and the nation moves. Hence, improving the status of women by way of their economic empowerment is highly called for.

Economic growth is highly indispensable for any developing country, which can be substantiated by ensuring participation of women. Being the focal point of economic development, entrepreneurship can play an instrumental role in building the world. Entrepreneurial activities transform the ideas and creativity of aspiring women into business ventures with high potential and growth. This certainly helps in generating jobs and wealth creation, resulting into a state of well-being and increased opportunities in the Kingdom.

This paper focuses and provides an insight into the meaning, qualities required for a women entrepreneur, opportunities and challenges faced by them and at last with a small discussion on entrepreneurship as a career. The study concludes with a wide range of recommendations to promote a more enabling environment for women's entrepreneurship in the Kingdom of Saudi Arabia.

Key Words: *Opportunities, Entrepreneurship, Economic Development, Innovation*