



i Women-Owned Businesses

The current state of women's business ownership in the United States is quite strong!

- Between 1997 and 2006, the percent growth in the number of women-owned firms was nearly twice that of all U.S. firms (42.3% vs. 23.3%)
- Between 1997 and 2006, employment among women-owned firms grew 0.4%, and annual sales grew 4.4%
- Privately-held women-owned firms in the U.S. generate \$1.9 trillion in annual sales and employ 12.8 million people nationwide

Women and men business owners have different management styles

- Women emphasize relationship building as well as fact gathering and are more likely to consult with experts, employees, and fellow business owners
- The workforces of women-owned firms show more gender equity—women-business owners overall employ a roughly balanced workforce (52% women, 48% men), while men business owners employ 38% women and 62% men, on average
- While women-owned family businesses (WOFBs) are somewhat smaller in size compared with the average annual revenues of their male-owned counterparts (\$26.4 million vs. \$30.4 million), they generate their sales with fewer median employees, employing 26 individuals compared with 50 at male owned family firms - *This means that female-owned family businesses are 1.7 times more productive than male-owned family firms!*

Women owned firms are becoming increasingly diverse—in terms of race, industry and size

- Most women-owned firms are very small—with no or fewer than ten employees
- Minority women own 50% or more of an estimated 2.4 million firms, employ 1.6 million people, and generate \$230 billion in sales
- From 1997 to 2006, the greatest growth among women-owned firms has been in:
 - Wholesale trade (283.4% growth)
 - Healthcare and social assistance services (130.0% growth)
 - Arts, entertainment, and recreation services (116.8% growth)
 - Professional, scientific, and technical services (82.7%)

Sources: Center for Women's Business Research; National Foundation for Women Business Owners; National Women's Business Council; and U.S. Census Bureau

81%
of women-owned firms do not have employees

72%
earn revenues from doing business with large corporations

69%
of women-owned firms are in the service sector

66%
of women business owners are willing to take above average or substantial risks for business investments

30%
of all U.S. businesses are women-owned (7.7 million)

27%
of women-owned firms are owned by minority women



intellitrends' Survey Results

Preferred sources of motivation tend to be interactive...

- Networking events and industry associations are cited as the top two sources of motivation for pursuing and growing their business
- Overall, a 'lack of understanding of my services/products' is most commonly cited as the leading challenge to grow their business followed by limited sales/marketing resources and increasing competitive environments

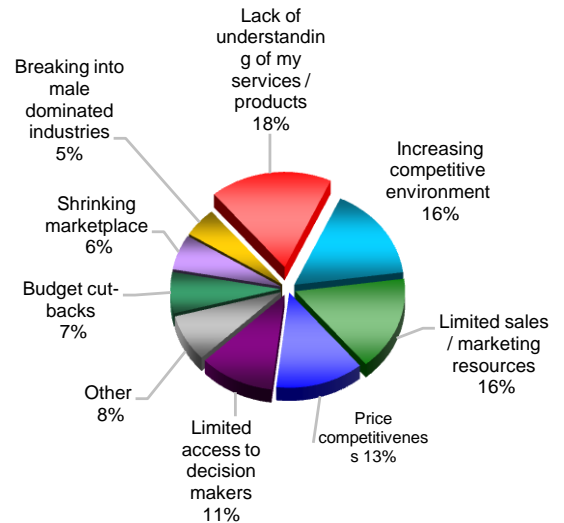
Women supporting women...

- Nearly a quarter say they perceive the primary advantage of working with women-owned businesses to be that they like to support other women-owned businesses, followed by a preference for relationship-based management styles

Breakthrough selling challenges are primarily awareness, product communication, and the competition...

- Women business owners say they find selling their services to the HealthCare/Social Assistance and Professional, Scientific and Technical Services to be the most challenging

What would you say are the primary challenges in growing your business?



Thinking of one of your favorite clients or customers, what specific attributes make that relationship enjoyable?



Women business owners say their favorite clients are those 'easy to work with'...

- Approximately three-quarters (74%) enjoy clients and customers that are 'easy to work with' and 'open/honest' (69%)

It's a maternal thing...

- Overall, the majority (59%) of women business owners are most involved in or most concerned about charities or causes that involve children
- Women business owners spend an average of 8.4 hours a month volunteering. Over a quarter spend over ten hours a month volunteering

96%

of women-owned businesses work with other women-owned businesses

56%

of women business owners would choose to travel if they didn't own their own business

45%

of all women-business owners surveyed work with a family member

Research conducted by Intellitrends, LLC

i For a full copy of the report, please visit www.intellitrend.com

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