



Women Entrepreneurs in Aesthetics Industry (A Case Study of Vijayawada City in Andhra Pradesh India)

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ABSTRACT

The paper presents findings of a study on the aesthetics industry in Vijayawada City. The industry is slowly catching up under the entrepreneurship of some enterprising women. The industry is developing with the rise in the beauty consciousness of women in Vijayawada coming from different social strata. The television and the cinema have great impact on the fair sex who are exposed to the world of beauty and aesthetic sense. A welcome change is observed in the study. And the change is in the mind set of the orthodox and deeply religious parents of young girls who are now computing with their male counterparts in all the endeavours of life. The study is based on a sample of 120 women customers of beauty parlours, beauty clinics and spas. The study was conducted in the month of Oct'2013. The sample is taken from an estimated population of 10,000 beauty parlour customers. As the beauty parlours are mostly visited by women and are established and maintained by women entrepreneurs the study assumes importance for the development of aesthetic industry in Vijayawada City, there are 200 beauty parlours and clinics with facilities provided by spas. Despite beauty clinics for men existing in the city the industry is dominated by firms maintained by women only. The study finds out that women entrepreneurs are from the well to do sections of society who are encouraged by their male members of the family and are provided with the necessary funds from their own kith and kin. The study observes that the investment in a small beauty clinic ranges from Rs. 2 to 3 Lakhs. There are nine most popular beauty parlours with investment ranging from Rs. 15 to 20 lakhs. The study points out that the practice of discriminating monopoly sustains some firms in the industry. An important finding relates to the weaker firms leaving the industry as they are unable to withstand the gamble with the changing tastes of the customers. The study suggests that the industry develops with the encouragement that can be provided by the government at all the stages of the development of the industry. The government has to protect the financially unsound firms and guard the growing ones. The firms that have grown strong with the financial support and encouragement by the government may be left free to be further developed by the women entrepreneurs themselves. The study analysed the economic strength of the firms and found out that only 25% of the existing 200 firms are able to make profits while 35% are able to run their business on no profit no gain basis. The remaining 40% required immediate support by the government are any industrial agency interested in empowering women through business and entrepreneurship. The study came to the decision that unless the Andhra Pradesh Productivity Council takes interest in providing placement and assures jobs for the candidates they train and offer courses like Diploma in Beautician, Certificate in Health & Beauty Culture and Certificate Course in Beautician, entrepreneurs from the middle class and lower middle class sections of society will not come forward to enter the industry as organisers of small firms in the aesthetics industry. Despite the impediments for the development of the industry in the form of feminists' protest against the objectification of the female body the industry finds reasonable encouragement for further growth. There is bright future for the aesthetics industry in a growing city like Vijayawada with citizens belonging to various cultures and religions. The city is assuming importance both at the state and central level as a very important centre of business and aesthetics. Vijayawada is also a growing tourist destination centre.

KEYWORDS :

PART – I INTRODUCTION:

The aesthetics industry is a trillion dollar industry at the global level and million dollar industry at the national level. At the state level the industry is growing to assume the status of a half million dollar industry. At the study area level the aesthetics industry is in a nascent stage as a baby to be nursed. But it has the potential to grow in to thousands of dollars industry.

NATURE OF THE INDUSTRY:

The industry caters to the beauty clinical needs and the facilities to improve the personal beauty of the beauty seekers. There is an inherent nature in every human being to look beautiful and to enjoy beauty shining in people around. When one thinks of beauty mostly one thinks of women only. Women are the embodiments of nature. Beauty is a virtue it is capable of winning not only hearts but also wars but the difficulty lies in tackling those who oppose exhibition of beauty in the name of tradition custom and religion. Some people are blind to the glory of beauty. They argue that displaying beauty provokes the onlookers and tempt them to resort to actions that kill not only the beauty but also the beautiful. Some argue that the women's beauty is commercialised for antisocial activities like selling beauty and women for a price. The study noted that the women employed in the aesthetics industry are looked down upon beauty dolls available for a price at any time they require male chauvinism is a belief that men as a race or group are superior. This belief is irrational many women are fighting for their rights to live lives as they wish and plan. Gender-based discrimination is no longer accepted the fight is going on at local national and global level to free women from the shackles of men religion, custom and suppression.

The inherent desire to look beautiful is behind the demand for beauticians and cosmetics that promote and aid beauty. Commercialisa-

tion based on ethics leads to profits with honour. There will not be exploitation of the customers by the owners.

NEED FOR THE STUDY:

In a business world of competition one has to compete are parish appearance of a person breaks the first of wall of resistance when one involves in business deal. Ethical profit-making is the raison d'etra of entrepreneurship. Adam Smit being professor of moral philosophy assured that even the free pursuit of self-interest would be tempered with a basic sense of decency and honour. His invisible hand was not the hand of the corporate robber or thug in sensate to shame or guilt. Profits with honour are ethically sound and morally upright.

Entrepreneurs are first mother in business ethics. They are practitioners of sustainable Economics in running business enterprises. With an unflinching search for profits. As women form half of the population and at present women students are winning first and second ranks in educational achievements and are entering the business enterprises the need of the study is established.

IMPORTANCE OF THE STUDY:

The predominant Indian behavioural characteristics brought out by studies are that the Indian adults are collective with strong bonds of family or community linkages. They pose tolerant of people with different orientation but they are conservative or traditional and accept authority specially from elders. They are passive and submissive to authority and religious and spiritual as well. This problem is to be solved to make the available resources useful for business activity with the capabilities of entrepreneurship.

In the present they of global competition free trade is assumed to be an instrument of social justice. Social justice implies equal justice to women to develop their qualities in various business activities and

social organisation. In this way a study of women entrepreneurs in aesthetics industry an area of women's domination as torch bearers of beauty to lit the world with lights of beauty.

REVIEW OF LITERATURE:

An entrepreneur is one who organises and operates a business. Entrepreneurship usually implies a person who is willing to accept risk in the quest of profit. Business is an enterprise established to provide a product or service in the hope of earning a profit. Such an enterprise may be a sole proprietorship, a partnership or a corporation. To manage means the control or direct as an enterprise or a group of workers.

An organisation can be looked at in two ways. 1) The entrepreneurial way, and 2) bureaucratic way. These two ways of looking at an organisation are important. Every big organisation requires a certain critical mass of bureaucrats. A bureaucratic set-up been proved to be a hurdle for fast and grown of the Gross Domestic Product (G.D.P). Bureaucracy as an organisation form discouraged enterprise. The modern management of business requires certain proportion of bureaucratic management and it should be noted that the essential power of enterprises should not be given up.

The society is dynamic one with changes that occur rapidly. The rate of change in economy and society places special stress that of conflict. Conflict in big corporations require talent which the new entrepreneur should cultivate. An efficient manager can transform stress into something positive. The entrepreneurial ability reveals an organisation resilience so that it reacts well to the positive stress of risk. Economists often argue that profits are for risk bearing and innovation.

The entrepreneur has a vision and the courage to translate the vision into concrete plans of business activity despite initial hiccups and hurdles. He has to perform many duties as a capital manager, a trainer of employees, an inspiration for sales man, a market researcher and a brand promoter. His uniqueness lies in Capital Management, Risk Management profit making understanding the structure and innovative Management.

PART-II OBJECTIVES, SOURCE OF DATA AND METHODOLOGY

Objectives:

The study is undertaken with the following objectives.

- 1) To examine the present status of aesthetics industry in Vijayawada City.
- 2) To bring out the problems of the industry
- 3) To assess the favourable atmosphere for the growth of the industry.
- 4) To suggest remedies for the problems.

Sources of data:

The study is based on the primary data collected in the month of October 2013 from an estimated population of 10,000 customers of beauty clinics and beauty parlours. To know the problems of the industry 40 women entrepreneurs from among the 200 beauty parlours, some with facilities available in spas, beauty clinics.

Methodology:

Description of the study area

Vijayawada know as both the political capital and business capital of Andhra Pradesh has at present a population of 11,57,237 and a floating population of around 2.5 lakhs. Many people reach Vijayawada in search for livelihoods from many towns in Andhra Pradesh and other state like Tamil Nadu, Karnataka, Orissa, Madhya Pradesh and Chattisgarh.

Method of data collection:

The method of convenience and random selection are employed to collect the required data.

Base line survey:

Base line survey which aims at the precise identification of specific populations and their characteristics as well as the determinants and

consequences in specified sector is undertaken. The method of convenience, random sampling is applied. As the research is exploratory in nature, uncontrolled observation method is applied in the process of data collection besides the interview method.

Statistical Tools:

Statistical tools like editing, classifying and tabulating data and measures of central tendency like averages, percentages are utilized.

PART – III

Aesthetics Industry in Vijayawada City:

Vijayawada possess 200 beauty clinics and beauty parlours. With customers numbering 10,000. Out of the 200 firms in the industry 9 are most popular. Table 1 provides the firm wise distribution of customers .

Table 1 FIRM-WISE DISTRIBUTION OF CUSTOMERS

S.No.	Name of the Firm	No. of customers	No. of personnel
1	Bubbles *	700	150
2	Anoos*	600	100
3	Hababis	500	80
4	VLCC*	500	70
5	Colars*	500	60
6	Khyros	500	60
7	V Care*	600	70
8	Agri Gold*	600	70
9	AyurSukha*	500	50
	Grand Total:	5,000	710

Source: Compiled

Note 1: The list is not exhaustive. The no. of customers are those who keep contacts with the firms throughout the year.

Note 2: * indicates the firms which offer facilities and services available in spas.

Out of the remaining 5,000 customers each firm other than the 9 presented in table 1 has customers ranging from 50 to 100 on average. They do not have customers that continue to visit throughout the year without fail.

The investment in every firm is not uniform. The volume of investment differs from firm to firm depending upon the equipment the personal the facilities offered and demand for services the firms offer. The firms are classified in to five categories based upon the investment in the firms. Table 2 presents the investment wise distribution of the firms.

Table 2 INVESTMENT & INCOME WISE DISTRIBUTION OF THE FIRMS

S.No.	Volume of Investment (Rs. In lakhs)	No. of Firms	Income per month (Rs. In thousands)	No. of Firms
1	15-20	9	75-100	9
2	15-10	41	65-85	60
3	5-10	70	25-30	70
4	3-5	80	10-20	61
	Grand Total:	200		200

Source: Computed

Note:Investment is estimated based on the equipment the machinery the no. of employees and other establishment costs.

From among the 200 firms listed in the table 40 firms are taken for study. The number of firms belonging in to the four categories are taken into sample. The sample is taken as per the number of firms in the total using the rule of proportion.

The study observed that 25%(10) of the sample firms are running on profits and 35% (14) are running on no loss no gain basis. The

remaining 16 firms require immediate government support to make them continue in the industry.

The beauty clinics and beauty parlours offer the services which are presented in table No. 3.

Table 3 SERVICES OFFERED BY THE FIRMS

S.No.	Head of the Service
1	Weight Management
2	Overall Weight Reduction
3	Spot Reduction (Lipolysis treatment)
4	Body Shaping
5	Skin Tightening
6	Tummy Tucking
7	Double Chin Reduction
8	Permanent Hair Reduction
9	Laser Hair Removal
10	Electrolysis
11	Skin Care
12	Fruit Acid Peels
13	Radiance
14	Under Eye Treatment
15	Body Polishing
16	Acne Cure
17	Rosacea Treatment
18	Deep Pigmentation & Scars Reduction
19	Warts, Tags & Moles Removal
20	Stretch Marks Removal
21	Laser Skin Rejuvenation
22	Non-Surgical Facelift
23	Restylane
24	Advanced Facials
25	Advanced Anti-Acne Facial
26	Advanced Anti-Aging Treatment

Source: Compiled

Besides the above services made available at the most popular beauty clinics a number of clinical and saloon services are available with the other small and medium firms in Vijayawada. Table 4 indicates the clinical and saloon services offered by small and medium firms with investment ranging from 3 to 10 laksh.

Table 4 SERVICES OFFERED BY MEDIUM AND SMALL FIRMS

S.No.	Clinical Services	Saloon Services
1	Weight Reduction	Facials
2	Skin Treatment	Bleaching
3	Wrinkles & Pimples Treatment	Cleanup
4	Pigmentation Treatment	Pedicure
5		Manicure
6		Vaxing
7		Henna-Hair care
8		Hair cutting
9		Nail art
10		Makeup

Source: Compiled

The most common services utilised by most no. of customers at different charges are provided in table no. 5.

Table 5 MOST COMMON SERVICES AVAILED BY CUSTOMERS AT VARYING CHARGES

S.No.	Head of Service	Charges in Rs.
1	Eye brose	25-50
2	Upper lip	10-25
3	Forehead	10-35
4	Underarms	50-100
5	Facials	400-2000

6	Vaxing	150-250
7	Pedicure	150-300
8	Manicure	150-300
9	Body massage	1000-2000
10	Face cleanup	200-300
11	Hair styles	50-500
12	Makeup	1000-20000
13	Head massage	150-400
14	Pimples Treatment	1000-2000
15	Warts Treatment	1000-1500
16	Whitening Treatment	15000-40000

Source: Compiled

The table brings out that the practice of discriminating monopoly is in force in the industry.

From among the 16 services described in the table No.5 the sample customers prefer the following treatments for their satisfaction.

Table No. 6 shows the No. of customers utilising different services as a package.

Table 6 PACKAGE OF SERVICES AVAILED BY THE SAMPLE CUSTOMERS

S.No.	Package	No. of Customers
1	Eye brow, Upper lip, Forehead, Underarms, Face-cleanup	30
2	Facials	25
3	Body massage, Head massage	5
4	Pedicure, Manicure	10
5	Pimples, Warts	5
6	Vaxing	15
7	Whitening	20
8	Makeup	*
9	Hair styles	10

Source: Computed

The table declares that most of the women prefer the first package followed by Facials and Whitening treatment. Makeups are preferred to attend important parties. Bridle makeup are in high demand because marriage comes only ones in life of a women.

The study classified the customers age wise which is presented in table No. 7. In the Indian tradition women are classified as virgins (Kanya) and women (proudha) and Senior women (Vrudha).

Table 7 AGE-WISE DISTRIBUTION OF CUSTOMERS

S.No.	Classification	No. of Customers
1	The Virgins	60
2	Women	40
3	Senior Women	20

Source: Computed

Note: Virgins are those aged between 16 to 18, women are those 18 to

35 Senior women are aged above 35 years.

These three types customers come from different economic strata consisting of the well –to-do and the middle class and those who are poor and can be classified as those belonging to below poverty like category. The No. of customers from these strata are 60,30,20 and 10 respectively.

PART-IV FINDINGS AND SUGGESTIONS:

Findings:

1. The industry is slowly catching up under the entrepreneurialship of some enterprising women.
2. A welcome change is observed in the study. And the change is in the mind set of the orthodox and deeply religious parents of young girls who are now computing with their male counter parts in all the endeavours of life.

3. Despite beauty clinics for men existing in the city the industry is dominated by firms maintained by women only.
4. Feminists' protest against the objectification of the female body the industry finds reasonable encouragement for further growth.
5. There is bright future for the aesthetics industry in a growing city like Vijayawada with citizens belonging to various cultures and religions.
6. Women entrepreneurs are from the well to do sections of society who are encouraged by their male members of the family.
7. The investment in a small beauty clinic ranges from Rs. 2 to 3 Lakhs. There are 9 most popular beauty parlours with investment ranging from Rs.15 to 20 lakhs.
8. The practice of discriminating monopoly sustains some firms in the industry.
9. The weaker firms are forced to leave the industry as they are unable to withstand the gamble with the changing tastes of the customers.
10. Women employees of this industry receive upscene calls from the male chauvinists.

Suggestion:

1. The industry develops with the encouragement that can be provided by the government at all the stages of the development of the industry.
2. The government has to protect the financially unsound firms and guard the growing once.
3. The firms that have grown strong with the financial support and encouragement by the government may be left free to be further developed by the women entrepreneurs themselves.
4. The industry needs societies approval as an industry that promotes the virtue of women which is beauty. Lord Sri Krishna has said that he is the beauty in women. Beauty is to be worshiped not defaced are insulted.
5. Women workers in any industry are to be recognised as industrial workers and all the labour laws should be applied for the benefit of the workers in the selected industry.
6. The societies attitude as revealed by some narrow minded men that women employees are prone to become women of loose morals should change for the faster growth of the industry.

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