ABSTRACT
Women have adopted boutiques as an entrepreneurial activity to supplement their family income or as a means to channelize their creativity. However, all the entrepreneurs have their share of problems which hinder successful functioning of a business unit. The investation was conducted to study the problems of women entrepreneurs running boutiques in Punjab. Information regarding this was collected from 200 boutiques operating from shops as well as from houses in various cities of Punjab. An interview schedule was prepared to collect the relevant information regarding various problems related to the availability of raw material, finance, marketing, production, managerial, personal and problems related to workers. The extent of problems such as expensive raw material, lack of money for further investment and price fluctuations was significantly greater in boutiques running from shops as compared to boutiques running from houses. On the other hand, the extent of problems such as adverse effects on health and no help in household work was significantly greater in boutiques running from houses as compared to their counterparts.

Key words: Women entrepreneur, Boutiques, Problems