A Case Study:

A successful women entrepreneur making food products

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ABSTRACT
A case study of a successful woman entrepreneur making food products in Nagpur city of Maharashtra state was conducted. She is 40 years old, educated up to 9th standard, having two daughters. Family is nuclear and having small own house. Her husband is helping her in packing and selling the products without backing. With her own courage, she started her business, borrowing money from bank to overcome the economic crisis. From the business of making and selling food products she built two extra rooms and educating her daughters. She performs all activities related to her enterprise except selling the products. She is running her business successfully but she is facing problem of scarcity of money.

Key words: Food product, Entrepreneur