



EXPLORING ENTREPRENEURSHIP AMONG IMMIGRANTS IN BRANDON, MANITOBA

The Preliminary Thesis Research Findings

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Why is this research important?

This research aims to explore the entrepreneurial interests and experiences of immigrant women in Brandon, Manitoba, focusing on the often overlooked gender perspective in immigration. It is important to foster a more inclusive local economy by addressing the specific needs and experiences of immigrant women in entrepreneurship.

How can this research be used?

Immigrant women in Brandon contribute to various industries as entrepreneurs, leveraging their skills and cultural knowledge. However, there are still gaps that governments and organizations can address to foster inclusive economic growth. The research findings can inform tailored support programs, policy shaping, and advocacy efforts. Government bodies can use these insights to shape policies addressing unique challenges faced by immigrant women entrepreneurs.

Organizations can advocate for better resources and support systems to tap into this entrepreneurial potential and create a more diverse and resilient economy in Brandon. The organizations can collaborate to create a holistic support system. By sharing knowledge and resources, they can collectively enhance the support available to immigrant women entrepreneurs.

How was this research conducted?

The study employed an exploratory approach to understand the challenges and needs of immigrant women in Brandon, the challenges they face when starting up entrepreneurship, the opportunities and services available for immigrant entrepreneurs, the immigrant women's interest in collective effort and an economy that is suitable for immigrant entrepreneurs. The research methods included a literature analysis, focus group discussions, and interviews. A total of 30 immigrant women participated in the discussions. Key person interviews were conducted with six organizations serving immigrant communities in Brandon to understand their perspective on immigrant entrepreneurship and the services offered.

What you need to know

1. Immigrant women turn to entrepreneurship out of necessity, driven by various push and pull factors. Push factors include a lack of suitable jobs, expensive daycares, underutilization of women's skills, discrimination at work due to gender, and household responsibilities. Pull factors consist of identified gaps that could be turned into a business, experience, being one's own boss, earning more in a short time, additional income, and fatigue from juggling multiple jobs.
2. There is a disconnection between the needs of immigrant entrepreneurs and the services offered by organizations in Brandon. Immigrant women encounter challenges in navigating the business startup process, understanding rules and regulations, and accessing crucial resources and support systems for successful entrepreneurship. There is a lack of awareness among immigrant women about available support in Brandon and Manitoba for entrepreneurship.
3. There is no economic model or collective entrepreneurship available for immigrant women to get involved in or learn from. While cooperative and social enterprise models exist among immigrants worldwide and in Canada, there is a lack of interest in initiating collective efforts among immigrant women in Brandon due to trust issues, financial risks, and the absence of local models showcasing the benefits of collective entrepreneurship, cooperative, or social enterprise.

What has this research contributed?

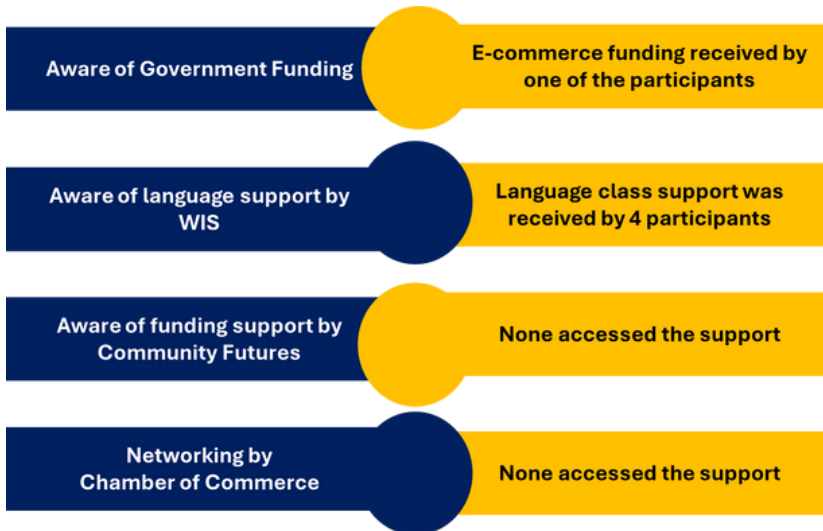
Factors that motivate entrepreneurship among immigrant women

Push Factors	Pull factors
<ul style="list-style-type: none"> • Unable to find suitable jobs • Language barrier • Childcare • Lack of work life balance • The challenge in certifying foreign qualification. • Getting Canadian work experience • The low paid jobs • Daycares are expensive so women have to take care of their children. • Un/ Underutilization of women's skills and experience • Discrimination at work due to gender 	<ul style="list-style-type: none"> • Past experience of owning entrepreneurship • Need for additional income and interested • Identified gaps and need for cultural-based businesses. • Flexibility • Needed time with family and kids • Be your own boss • Additional income • Tired of doing multiple jobs or long hours and earning less • Proud about owning the business. • Earn more in short time

Challenges faced/ facing by immigrant women when starting up businesses

- Lack of funding support
- Space to start business for small business
- No start-up incubator
- Lack of resources – equipment, raw materials, machines, skills development, short courses
- Need for good credit score
- Lack of information related to business start ups
- No mentorship or trainings
- Difficulty in drafting business plan
- Navigating registration process
- Business networking

Immigrant women’s awareness of the support available for entrepreneurship, and support received



The economic model and expected services

Out of 30 immigrant women, 27 have expressed interest in an economic model. Some have experience with cooperative models in their home countries. However, 14 women remain uncertain about the specific model they prefer. Among those with a preference, 8 are interested in cooperatives, while 5 favors a social enterprise model. These women expect the chosen model to provide its funding, support new businesses, offer resources, promote collective ownership, provide mentorship, and offer training in basic accounting and taxation. Despite these expectations, they have noted that there are no existing models in Brandon to observe the benefits for immigrants.

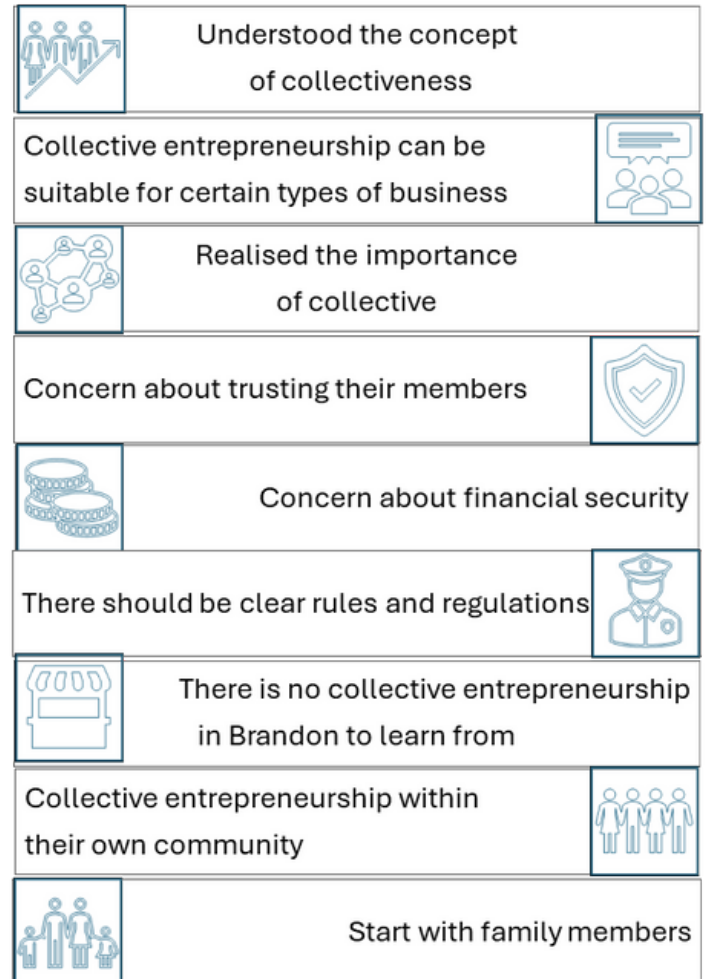


Make sure to visit the RDI webpage

Immigrant women entrepreneurship and sectors

Sector	Total	Country of origin
	1	Chinese
	1	Filipino
	1	Latin American
Food	2	Indian
	1	Filipino
Clothing and other accessories	2	Ghana
	1	Nigerian
Hair, skin, make up treatment and Massage therapy	1	Indian
	1	Filipino
	1	Jamaican
Daycare	1	Nigerian
	1	Ghana
Consultancy	1	Jamaican
	1	Nigerian
Others	3	Latin American

Immigrant women’s perception about collective entrepreneurship



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