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Women Entrepreneurs in an Emerging Economy Environment: Morocco

Women entrepreneurs (WEs) operate at all levels of society in Morocco. However, what is it really like to be a self-employed woman in this emerging economy? Does it matter where you live if you want to start your own business? What skills do you need? Where and how can you get start-up funds? Will anybody help you?

Taking a marketing approach, this case study explores factors in the business environment that WEs face as they start their own businesses and struggle to become successful in Morocco (see **Figure 1**).

Figure 1
Map of Morocco in North Africa



Source: *Sahara Question*. <https://sahara-question.com/sites/default/files/Morocco-Sahara-map-wout-line-1024x694.png>.

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