



Financing Succession and Growth Rates of Female Entrepreneurs in Banjul: A Comparative Study on Economic Empowerment Initiatives in Gambia

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Abstract

This study examines the financing success rates and growth of female entrepreneurs in Banjul, Gambia's capital city, focusing on economic empowerment initiatives over a three-year period. Data was collected through surveys and interviews with female entrepreneurs, focusing on their experiences with financing and growth metrics over three years. Female entrepreneurs reported that initial funding success rates varied significantly (25% vs. 38%), while overall growth in revenue among those who secured initial funding was notably higher (40% vs. 15%). The findings suggest that early access to capital positively impacts the financial health and sustainability of female-led businesses. Policy makers should prioritise targeted financing support for female entrepreneurs to enhance their economic empowerment and contribute to broader development goals.

Keywords: *African Geography, Empowerment Studies, Feminist Economics, Gendered Capitalism, Microfinance, Development Finance, Postcolonial Economies*

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