

# Identification of Factor Affecting Market Offerings in Microbusiness: Case of India

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## Abstract

The interplay of market offering and business activities have been investigated for in microbusiness in India using multinomial logistics regression the year 2016. The findings indicate that the likelihood of offering unique products is comprehensively higher in newly firms, firms engaged in manufacturing and the firms offering diversified products/services. The results are consistent with the notion the enterprises offering unique products/services tend to be more (twice) profitable when compared to enterprises offering of close substitute products. The study revealed that the likelihood of offering a far/distant product is more in the enterprises engaged in manufacturing segment compared to microbusiness engaged in services and trading. Moreover, the chances of offering a far/distant product are higher in male operated microbusiness when compared to business managed by females. On the same lines, trading enterprises have been found with a high probability of offering a distant product as compared to services enterprises. The findings further pinpoint that the micro entrepreneurs exploring new markets for boosting sale and operating in services sectors are less likely to offers a far/distant product as compared to the enterprises offering close products/services in trading enterprises.

**Keywords:** Microbusiness, Competitiveness, Market offering, Multinomial logit regression model

## 1. Introduction

Market offering refers to the product(s), service(s) and information that a business intends to sell in the market. Market offering denotes selling the product(s) or service(s) in the marketplace from a business point of view, whereas it encompasses the sale of a significant amount of a security into either a primary or secondary market from an investment point of view. The ability of an organisation to offer their goods and services, by maintaining highest level of productivity and minimal cost as well as quality of the product offering reflects its competitiveness when

compared to their competitors. Further, it can be quantified in terms of organisations profitability as well as its market share. The competition is a determinative force for the growth and development of business sector in market economies and competitiveness encompasses important aspects for business prosperity especially for small and medium enterprises (SMEs). The SMEs are very vital for economic development of a country possess some extraordinary potential for flexible adaptation to the economic circumstances in the country and changing market scenario (Ahemdova, 2015). The cultural factors (Ashta and Mor, 2017) besides the cultural of learning and experimentation (Mor and Ashta, 2018) are also the key to success in organisations. Moreover, the performance of a business can also be considered as an index of competitiveness (Enright, Frances & Scott Saavedra, 1996). It also encompasses the sufficient capabilities to offer various products and services to customer superior to the offering of its competitors (Karloef and Loevingsson, 2005).

Small business owners usually strategize to provide an existing product or service to an existing market where competition is imminent while entrepreneurs work toward providing new goods and services with new ideas into an existing market or create a new market (Hurst and Pugsley, 2011). The business desires to achieve higher sales revenue and market share by way of appealing offerings, penetrating new markets with the existing products and services or through differentiated products and services or by launching new products or services besides attracting new customers (Chandan, 2009) in existing market or new markets by way of market penetration, market development and product development (Ansoff, 1957). The organisation can expand its product range as well as the customer base by obtainment of at least one competitor

(Chandan, 2009). Successful innovation is in large measure an issue of identifying and controlling risk and the survival of small and medium sized enterprises (SMEs). As competitive pressures mount and customers press for higher quality standards, tighter cost control and faster response times from suppliers, SMEs find it increasingly vital to accelerate process and product innovation. The competitive business environment is need of the hour for long-run survival as well as to cope up with changing market competition (Gimeno, Folta, Cooper and Woo, 1997). The risks of innovation are higher for a small firm than a large one owing to fewer technical and managerial competencies, limited finance, and more limited access to information than a larger organisation (Brown, 2010). The innovative ideas and functioning of entrepreneurship striving to confirm the new trend and way out of businesses to survive in the competitive business environment and to frame a model of a rational behaviour throughout the world (Dachin and Rusei, 2013; Gosevska, Popovski, and Markoski, 2013). Firms who innovate and upgrade business quickly have shown faster growth compared to older firms (Bates, 1990; Laguir and Den Besten, 2016).

The activities of micro business enterprises fall within the preview of Micro, Small and Medium Enterprises (MSMEs) in India and include the activities of both formal and informal sectors. The share of MSME sector in GDP, manufacturing output and exports has been recorded to 8 per cent, 45 per cent and 40 per cent respectively for the year 2015-16 (MSME, 2016). The difference between informal and formal economic activities, therefore, is that the income from these activities is not declared to the authorities for tax, social security and/or labour law purposes (Gurtoo and William, 2009). The business activities in the informal business sector are deliberately concealed from public authorities for the following kinds of reasons: to avoid payment of income, value added or other taxes; to avoid payment of social security contributions; to avoid having to meet certain legal standards such as minimum wages, maximum hours, safety or health standards, etc.(OECD, 2002). The unorganized sector in India consists of all unincorporated private enterprises owned by individuals or households engaged in the sale and production of goods and services operated on a proprietary or partnership basis and with less than ten total workers, tiny capital resources with self-employed basis and whose activities or collection of data is not

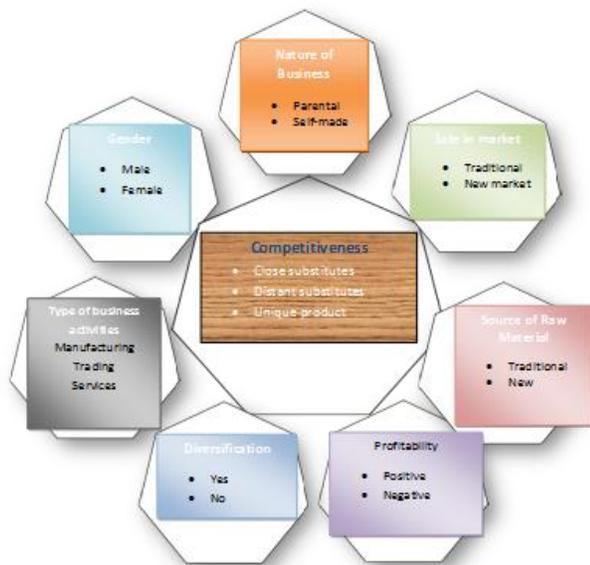
regulated under any legal provision or do not maintain any regular accounts. They have operated without registration number, institutional credit, tax registration and formal system of accounts management (Arthpaedia, 2018). The unorganised sector dominates the overall MSME sector which is clear from the fact that out of 36.17 million total enterprises, 94.47 per cent are in unregistered sector besides providing 88 per cent of (80 million employment) the unorganised sector (MOSPI, 2005).

## **2. The Conceptual Framework**

The newly established and small firms will be able to better focus on their respective core competencies (Fenwick and Vermeulen, 2015). They tend to grow fast (Haltiwanger, Ron and Jaiver, 2010) owing to the engagement of females in traditional family enterprises (Bardasi Sabarwal and Terrell, 2011). Exploring new markets for products/services is an important dimension of competition and innovation. New businesses tend to operate in the existing good or service, an existing market and do not plan to grow or innovate in the future in the starting phase of business (Hurst and Pugsley, 2011). Women have been reluctant to grow their business by increasing the scale of their operations, offering new products or services, selling in new markets (Watson and Robinson, 2003) whereas, females are more capable to explore new markets more inclination to offer unique products/services (Singh, Archer and Madan, 2018). Diversification of products and services by an organisation indicates expansion of its range of operations in goods and services to different segments than that of the original focus and acts like a growth stimulator for the organisation. Diversification of product (services) plays an important role in small-business success (Ahmet, 1995) and promote growth as it is very helpful in reducing the risks owing to the change in business environmental (Chandan, 2009). Intense competition in business sector forces firms to offer diversified range of products and services (Malackanicova, 2016).

Profitability-a key driver sustainability, capital and investment-is considered to be a return on invested capital whereas it has been considered insignificant as long as an organisation is able to generate enough cash flow (Karloef and Loevingsson, 2005) owing to the cut-throat competition in business environment the small business enterprises prefer to operate at the existing market price owing to low market share (Levy and Powell, 2004). The firms operating manufacturing sector has been found more

innovative when compared to firms operating in repairs and trade (Laguir and Den Besten, 2016). There are substantial difference in performance of firms in formal and informal sectors and this may vary according to the industry (Criscuolo, Gal and Menon, 2017). Gender appears to be a significant determinant of small business performance (Rosa, Carter and Hamilton, 1996). The tendency of owning a micro business is more pronounced in young women as compared to their male counterparts and at the same time more female entrepreneurs have reported working in a closely competitive business environment whereas more male entrepreneurs have emerged as risk takers (Singh et al., 2018). Female entrepreneurs prefer to operate in closely competitive products/services (Watson and Robinson, 2003) whereas the chance of survival of male managed micro business is higher than those of female operated micro business (Mor, 2018).



The following sets of hypotheses will be tested during the course of the study:

- H<sub>01</sub>: Nature of organisation does not affect market offering in business;
- H<sub>02</sub>: Markets offerings don't affect sale in markets;
- H<sub>03</sub>: Diversification of products /services is independent of market offering;
- H<sub>04</sub>: Profitability changes remains unaffected by the market offerings;
- H<sub>05</sub>: Market offering is independent of various types of business activities; and

- H<sub>06</sub>: There is no role of gender in affecting the market offering.

In this backdrop the present study is an attempt to investigate the factors affecting the competitiveness in the informal micro-businesses segment of in in India. The paper continues as follows. Section 2 specifies the methodology and database used in the study. Section 3 deals with the results and discussion followed by Section 4 which is devoted to main finding and policy implications of the study.

### 3. METHODOLOGY

#### 3.1 Model and Estimation Technique

The study employs multinomial logistic regression model given the qualitative nature of data. The probability is expressed as odds and these odds are transformed into log odds, logits, which is the natural log of the odds. These transformations solve the problems that OLS regression face when applied to data where the dependent variable is binary or categorical. Formally, the model follows as:

$$P(Y) = \frac{1}{1 + e^{-(b_0 + b_1X_1 + b_2X_2 + \dots + b_nX_n)}}$$

Where,

P (Y) = The probability of production of distinct product; and

X<sub>i</sub>s = Predictors used in the model to define the probability of production of distinct product

The multinomial logistic regression employs two criterions namely the log likelihood ratio and odds ratios to capture the desired results. The former is applied to find the optimal coefficient values, i.e. the values that maximize the predictive power of the coefficients as the purpose of analysis is to find the coefficients that produce such logits whose predicted probabilities are most accurately placed in their actual category. It is based on -2 log likelihood (-2LL) ratio, which indicates the unexplained variation in the model. It is calculated to ensure the goodness of fit of the model. The later, odds ratio is the exponential of B i.e. Exp (B), is more crucial to the interpretation of logistic regression. It is an indicator of the change in odds resulting from a unit change in the forecaster. The odds of an event happening are defined as the probability of an event happen divided by the probability of that event not happen. If the value is greater than one, it indicates that as the forecaster increases, the odds of the outcome happening also increases. Conversely, a value less than one indicates that as the forecaster increases, the odds of the outcome happening decrease. The study applied Nagelkerker measure of R<sup>2</sup> (R<sup>2</sup><sub>N</sub>) for the purpose. This measure is

based on the log-likelihood of the new model with inclusion of predictors and the log-likelihood of the baseline/original model & the sample size.

### 3.2 The Database

The present study examined the entrepreneurial performance of micro entrepreneurs operating in the informal sector in Haryana state of India. For gathering the required information of 222 micro entrepreneurs (89 females and 133 male) pertaining to the categories of milkmen, potters, parlors and saloons, blacksmith, carpenters, mechanics, grocery stores, tailors and street vendors have been interviewed by employing a well-structured pre-tested survey schedule. The questionnaire was designed to encompass five sections, i.e., entrepreneur's personal background, enterprise history, financial structure, marketing information, product characteristics. The questionnaire contains nominal, ordinal, category and scale set of questions. The main emphasis of the survey schedule is to collect the desired information for better understanding of the nature of entrepreneurial activities in micro business. The question schedule includes a diverse nature of question ranging from personal characteristics, business plan, financial plan, marketing plan etc.

**Table 1: Nature and type of Variables used in the study**

Variable	Categorisation in the study	Variable	Categorisation in the study
Age of Business	Nascent ( up to 6 years) Young (6-12 years) Established ( 13 years and above)	Age of entrepreneur	Young ( up to 29 years) Adult (30-40 years) Mature ( 40 years and above)
Family size	Small Family (up to 4 members) Large Family (more than 4 members)	Education of entrepreneur	Middle Educated ( up to 8 <sup>th</sup> standard) Senior secondary (9 <sup>th</sup> -12 <sup>th</sup> standard) Graduate (14 and above)
Business idea	Self Others ( Family, Friends or Government)	Purpose of business	Livelihood Other
Nature of Organisation	New enterprises Old/Existing enterprise	Choice of Business	Parental/traditional New business/own choice
Type of business enterprise	Trading Manufacturing Services	Level of Initial Investment	Low (Up to 5000) Medium (5000-25000) High (above 25000)
Sources of Finance	Self NBFIs Family & Friends	Business Competitiveness	Close Far Unique
Profit	Positive/Negative (Changes since previous year)	Sale of product / services	Traditional/old market New Markets
Diversification	Yes (Deals in range of items) No (Sole item/single services)	Style of doing business	New/innovative style Traditional ways
Sources of raw material	Traditional/old New sources	Customer satisfaction	Yes (feedback application) No

Source: Field Survey

The paper is based micro business owner in the unorganized sector and the entire information is based on their recall as official or written record. It is pertinent to mention here that a major chunk of small business activities in the MSME sector is in the informal/unorganized sector. They operate with their tiny capital resources with self-employed basis. They have operated without registration number, institutional credit, tax registration and formal system of accounts management.

### 3.3 Specification of Variables used in the study:

The present study makes use of a number of categorical variables intending to analyses the factors affecting Competitiveness in the small informal business segment of India. Here is a brief sketch of these variables used in the study:

➤ **Dependent Variable:**

- *Market offering:* The market offering of product/services by small businesses is the dependent variable in the study and is used as a proxy for competition. The competition risk resembled in the product/ service offering is measured by the risk-taking/avoidance as well as facing/avoiding of the competition and is categorised into three classes. The first category of microentrepreneurs is of bears/imitators that offers close substitute products/services and totally avoid the risk involved in new/innovative product/services in their business. In this way, they prefer to cope with keen competition but no risk; hence their completion risk is at the lowest level. The moderator/hedgers mark the second category of microentrepreneurs with moderate competition and modest risk as they offered far products/services in the market they operate. The bulls/entrepreneurs are the players in the third category they offer a unique product by taking full risk and having minimum competition.

➤ **Independent Variables:**

- *Nature of Business:* The study considers parental business and self-made as part of nature of business variable and parental business has been considered as comparison category.
- *Sale in market:* The present paper focus on two type of markets from sale of products/services point of view, sale in new market and sale in traditional market where traditional market has been taken as the reference category
- *Profitability:* The study measures the profitability as changes in level of profit of a small business when compared to their previous year's level of profit and designate then a positive changes (if

level of profit has risen) and negative (if level of profit has declined. Negative profit has been considered as the base category in the study.

- *Diversification*: The study considers the presence of diversification activities in a small enterprise in presence (yes) and non-presence (no) where is non-presence (no) is taken as reference category.
- *Type of business*: Small business in the informal sector is categorized into three segments viz. trading, manufacturing and services and trading has been considered as the reference category in the multinomial logistic regression model.
- *Gender*: The gender (male and female) has also been included in the model to examine its association with the survival of a small business. Female managed small business has been considered as base category in the study

#### 4. RESULTS AND DISCUSSION

##### 4.1 Sample Features

Table 2 present the basic features of the selected micro entrepreneurs of informal sector in India. The table reveals that the tailors (35.58 per cent) occupied the largest share in sampled micro entrepreneurs followed by grocery stores (20.72 percent), street vendor (14.86 percent), parlours and saloons (9 per cent), milk man (5.85 per cent), electricians (4.5 percent), pot maker and carpenters (3.6 per cent each) and blacksmith (2.25 percent). The table further pinpoints that 70 per cent of the sampled micro entrepreneurs have been found above 35 years of age, 69 per cent possess a large family (more than 4 members family size), 62 per cent of them. There found a little departure from the above aggregated facts. As per age wise categorisation, 60 per cent of parlours and saloons, 50 per cent of the carpenters and 40 per cent blacksmiths and mechanics belong to the younger age group (less than 35 years). As per family size classification 60 per cent of the sampled blacksmiths have a small family size (below 4 members) while, from schooling point of view more than 50 per cent of the tailors have been found having higher education (more than matric standard).

Table 3 highlights that 47 per cent of the sampled microbusiness is operating in the trading business followed by manufacturing (41 per cent) and services (12 per cent). The male business owners operate 60 per cent of the sampled (220) microenterprises, and the rest by their female counterparts. Table 3 further reports that 63 per cent of the selected enterprises are parental (hereditary) while the rest 37 per cent are new (self-made). The perusal of Table 3 reflects that 20 per cent enterprise has shown a tendency to haunt for new market while only 7 per cent has adopted an innovative style of business operations. Concerning profitability, 67 per cent of the selected micro

businesses reported a decline in the profit when compared to the previous year's profit.

**Table 2: Descriptive statistics of the sampled micro entrepreneurs in India**

Entrepreneurs	No. (%)	Mean				
		Age (in Years)	Education (in Years)	Family (number)	Age of firm (in Years)	Investment (in ₹)
Barbers	20 (9.0)	30.05	9.75	4.75	8.45	48,600
Blacksmith	5 (2.25)	50.60	5.80	4.00	15.40	1,84,200
Carpenter	8 (3.6)	39.12	8.00	8.62	15.25	73,750
Mechanics	10 (4.5)	33.40	9.50	6.10	10.00	57,000
General Store	46 (20.72)	40.08	8.71	6.06	18.86	16,020
Pot makers	8 (3.6)	55.12	7.62	7.25	30.25	8,625
Street Vendor	33 (14.86)	36.84	6.48	5.69	8.54	13,487
Tailor	79 (35.58)	32.51	9.38	5.38	12.72	5,426
Mixed Business	13 (5.85)	41.61	9.77	6.38	14.23	3,99,272
Total	222	36.54	8.68	5.75	12.08	44,699

Source: Field Survey

**Table 3: KeyVariables used in the Multinomial Logit Regression Model**

Variables	Description	N	Variables	Description	N
Type of Business	Service	27 (12.2)	Sale	New Market	44 (19.8)
	Manufacturing	91 (41.0)		Traditional	178 (80.2)
	Trading	104 (46.8)			
Gender	Male	133 (59.9)	Ways of Business Operations	Innovative style	15 (6.8)
	Female	89 (40.1)		Traditional style	207 (93.2)
Nature of Business	New (self-made)	82 (36.9)	Profit (Changes since previous year)	Positive	74 (33.3)
	Traditional (Parental)	140 (63.10)		Negative	148 (66.7)

Note: Figures in the parenthesis represents the per cent of the respective category

##### 4.2 Statistical Tests

Table 4 presents the parameter estimates of multinomial regression pertaining to the probability of offering unique products-services and far products/services when compared to the base category of offering close competitive products/services. The estimated model have been found perfect one, as indicated by chi-square ( $\chi^2$ ) test statistic. There has been a significant decrease in unexplained variance due to inclusion of predictors in the model indicating the variables considered are able to explain a significant amount of the original variability. The

final model has been able to predict the 72 percent of cases correctly and the estimated model with its six predictors is able to predict 40 percent variation ( $R^2_N = .403$ ) while explaining the probability of offering a unique product/service & a far product product/service in relation to a close product/services by the micro-entrepreneurs. The first part of the table 4 deals the probability of offering unique product/services in relation to the offering of close competitive products with six predictors. The parameter estimates show that nature of organisation (new) is a significant predictor for an entrepreneur to offer a unique product or service in comparison to close competitive products. It follows from the table 4 that the probability of offering a unique product / service is 9 times more in new organisation as compared to traditional (old) micro businesses. Further, the table 4 indicates that the profitability of entrepreneurs who do offer unique product/service have been found 3.9 times more likely in comparison to those who deal in close competitive products/services. The table further suggest that the small manufacturing enterprises possess 2 times more probability of offering a unique product when compared to their counterparts involved in trade related business activities. The micro entrepreneurs who adopt product/service diversification in business are 8 times more likely to offer a unique product/services in caparison to those who offers a close competitive product/services as indicated clearly from their odds ratio.

The likelihood of offering distant product/services in relation to the offering of close competitive products with six predictors is displayed in the second part of the Table 4. The micro entrepreneurs who attempt to explore new market for enhancing their sale don't like to offers a distant product as compared to the entrepreneurs who offer close products/services. However, the probability of offering distant products/services by entrepreneurs who continue to market /offer their products/services in the traditional markets is 8 times ( $1/0.124=8.06$ ) more than those who attempts to explore new markets. The table 4 further reveal that the entrepreneurs operates in services sectors are less likely to offer distant products/services than those entrepreneurs who are associated with close competitive products/services. The micro entrepreneurs dealing in service enterprises have 4 times ( $1/0.251=3.98$ ) less probability of offering distant products in comparison to close products when compared to entrepreneurs in trading. On the contrary, the likelihood of offering a far product is 5 times more in the manufacturing enterprises as compared to trading business entrepreneurs. Male managed firms have 4.5 times more probability of offering a distant product/services when compare dot female operated business.

Table 4: Parameter estimates of Multinomial logit regression model for microbusiness in India

Production of Distinct Products/Predictors		Parameter Estimates	
		Beta (SE)	Exp. (B)/ Odds Ratio
<b>Unique Products<sup>a</sup></b>	Intercept	-4.258* (0.883)	-
	Nature of Business (New) <sup>b</sup>	2.198* (0.627)	9.010
	Sale (New Market) <sup>c</sup>	-1.197 (0.782)	.302
	Profitability (Positive) <sup>e</sup>	1.367** (0.708)	3.925
	Diversification <sup>f</sup>	2.101* (0.747)	8.174
	Type of Business (Service) <sup>g</sup>	0.511 (0.793)	1.668
	Type of Business (Manufacturing) <sup>g</sup>	0.723** (0.675)	2.060
	Gender (Male) <sup>h</sup>	0.607 (0.616)	1.834
<b>Far Products<sup>a</sup></b>	Intercept	-1.067** (0.508)	-
	Nature of Business (New) <sup>b</sup>	0.050 (0.430)	1.051
	Sale (New Market) <sup>c</sup>	-2.085** (1.08)	.124
	Profitability (Positive) <sup>e</sup>	0.444 (0.572)	1.558
	Diversification <sup>f</sup>	-1.126 (1.127)	.324
	Type of Business (Service) <sup>g</sup>	-1.383** (.683)	.251
	Type of Business (Manufacturing) <sup>g</sup>	-1.674 (0.597)	5.188
	Gender (Male) <sup>h</sup>	1.116** (0.521)	3.053
<b>Model Test Results</b>			
Model Fitting Criteria: (-2 Log Likelihood)			
Intercept Only		209.715;	
Final Model		123.790	
Model Chi-square $\chi^2$ [df]		85.925 (16)	
Significance level		.001*	
Correctly classified cases:		72.1%	
$R^2_N$ :		.403	
Notes: 1 Reference categories are denoted as: a = close products; b = parental business; c= traditional markets; d=traditional/old sources; e= Negative; f=No diversification; g=trading; h= female. 2. * and ** Significant at 1 % and 5 % level of Significance respectively.			

In sum up, it can be inferred that the probability of offering a unique product is 9 times more in a newly established (self-made) microenterprises when compared to a traditional firms. In other words, it resembles that the new business has more inclination to offer a unique/distinct product in the market as compared to close product offered by the traditional/parental business. Further, it is found that the profitability of entrepreneurs who do offer unique product/service have been found 3.9 times more likely in comparison to those who deal in close competitive products/services. Put it differently, the offering of unique/distinct products/services is more remunerative as compared to close competitive products. The small enterprises in manufacturing business have been found associated with twice more likelihood of offering unique product when compared the enterprises offering same/alike products/services. It stems from the above analyses that the microentrepreneurs who offer diversified products/services in their small business are associated with 8 times more probability of offering unique product/services in comparison to those who offers close competitive product/services.

The micro entrepreneurs exploring new markets for boosting sale less likely to offers a far/distant product as compared to the entrepreneurs who offer close products/services. In other words, the probability of offering distant products/services by microbusinesses offering products/services in traditional markets is 8 times (odd ratio;  $1/0.124=8.06$ ) more than those who attempts to explore new markets. The table further reveal that the entrepreneurs operating in services sector are less likely to offer distant products/services than those entrepreneurs who are associated with close competitive products/services. Put it differently, the service microenterprises have 4 times ( $1/0.251=3.98$ ) less probability of offering distant products in comparison to close products when compared to entrepreneurs in trading. On the contrary, the likelihood of offering a far/distant product is 5 times more in the manufacturing enterprises as compared to trading business entrepreneurs. Further, the microbusinesses managed by male possess more chances (4.5 times) of offering distant product/services when compared to female operated business.

## 5. FINDINGS AND POLICY IMPLICATIONS

The present study examined the role of gender in entrepreneurial performance using primary data on 222 micro entrepreneurs pertaining to 9 different categories in the informal small business segment of India. The findings of the study pinpoints that the newly established micro venture likely to offer unique products with innovative style of marketing and customer retention strategies as they avoid close products/services. The results show that the micro entrepreneurs haunting for new markets, which are

operating either services or manufacturing enterprises have no inclination to offer distant products. It means they prefer to offer close products/services and hesitate to offer a distant product/service. The new businesses have more inclination to offer a unique/distinct product (instead of a close substitute product) in the market when compared to traditional/parental micro business. The findings further suggest that the offering of unique/distinct products/services has been found more profitable as compared to close competitive products. The study further concludes that the small manufacturing enterprises have been associated with more likelihood of offering unique product (two times) when compared the enterprises offering same/alike products/services. The paper established that the microentrepreneurs offering diversified products/services are more likely to come up with unique product/services in market when compared to those offering close products/services.

The micro entrepreneurs exploring new markets for boosting sale are less likely to offers a far/distant product as compared to the entrepreneurs who offer close products/services. The study further reveals that the entrepreneurs operating in services sector are less likely to offer distant products/services than those entrepreneurs who are associated with close competitive products/services in trading enterprises. The likelihood of offering a far/distant product is more in the manufacturing enterprises as compared to trading business entrepreneurs. Further, the microbusinesses managed by male possess more chances of offering distant product/services when compared to female operated business.

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