

## FEMALE ENTREPRENEURSHIP

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Women are increasingly gaining space in the economic, social and political, more and more women are taking part in business, opening companies, undertaking and becoming leaders in their fields of activity. A methodology used is descriptive research of a qualitative nature, and the data collection instruments used was the questionnaire made available through of a link in the media developed by the author and analyzed by through Google Forms. In this way, many women tend to undertake to improve the financial situation and undertake for opportunity, but each one has a different entrepreneurial characteristic. From this perspective, it is The main objective of this research was to describe the female entrepreneurial profile in city of Crixás- GO, highlighting the characteristics of women entrepreneurs and their initiatives to implement new businesses and how they have entered the entrepreneurship and determine the entrepreneurial profile. Aiming to answer the following asks what are the entrepreneurial profiles and field of activity of the women included in the job market of Crixás-GO? When calculating the results, identified entrepreneurial characteristics present in the interviewees such as, motivation, persistence, desire to win and the vast majority of women present the profile of an entrepreneur out of necessity, despite presenting difficulty taking calculated risks and having multiple tasks such as being a mother, wife and housewife. There are also, the majority of female entrepreneurs present a higher education level, and one of its biggest difficulties is having a systematic planning and monitoring.

**Keywords:** Female entrepreneurship, Entrepreneurial Profile, Business, Difficulty.

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