**Abstract**

This paper is based on the investigation carried out in Coimbatore district of Tamil Nadu state to know the impact of various influencing factors in that most important to be influence of family members and problems faced by the women entrepreneurs. Total 150 respondents were interviewed with the help of pre-tested interview schedule. Random sampling technique was adopted for the selection of women entrepreneurs. Tools applied are Percentage Analysis, Friedman Rank Test, Chi square Analysis, ANOVA and T test. It was found that (60%) of them belong to backward community, (62.7%) have started a new business and (88%) of the women entrepreneurs do their business within the state, 53.3% have started their business out of own investment. Family members to certain extent had an influence in all the business matters. Competition was the major problem expressed by (65.3%). The performance level indicates that there is increase in sales when compared to the year of starting. (40%) of the respondents ranked first to contribute to family income and followed by use of spare time. The results of ANOVA states that there is significant difference between the age group, community group and family size group of the respondents and the problems faced by them. Contributing to the family income is the important motive for starting an enterprise of their own.