**Abstract**

Business people assume an essential part in the financial welfare of the nation. They recognize the requirements of the business, by alternate elements of creation and facilitate them for some gainful purposes. They are the trendsetters, analysts, and daring people of the organization. The present study was conducted to identify the social and economic position among the women entrepreneurs as well as the various challenges facing by them during the starting and running the business, especially in the retail sector. The sample size of 120 respondents from a distinctive retail region in Coimbatore used for this study. The gadgets like Percentage Analysis, Descriptive Analysis and K related precedent test used in the data analysis.