

# MOMPREENEUR- A REALITY OR NOT

NIMYA M P

ASSISTANT PROFESSOR, POST GRADUATE DEPARTMENT OF COMMERCE CHRIST NAGAR COLLEGE  
MARANALLOOR, THIRUVANANTHAPURAM.

**Abstract:** When a mother is also an entrepreneur the modern term for her is a mompreneur. It describes someone balancing the demands of childcare and a business start-up. Moms start businesses for many reasons. Sometimes it's about finding a way to make money while looking after a family. For others, entrepreneurship is an ambition fulfilled. They may have a passion to run their own business and be their own boss. The present study focus on the various opportunities of mompreneur, their success and work life balance.

**Keywords:** Mompreneur, Mom, Child care, Family, Entrepreneurship

## INTRODUCTION

New name created to describe a multi-tasking mother who can balance the stress of running a home based business as an entrepreneur, and the time consuming duties of motherhood at the same time. Juggling the two roles of being a mother and a boss can be exhausting. In an age where children require the maximum amounts of guidance, support, and assistance from their parents, mompreneurs have a hard task ahead of them when it comes to time. They, however, have mastered the art of multitasking and balancing both the sides. The lines distinguishing her work and her home are blurred, and she has mastered the art of "being there" for both her family and her clients. She has quite literally bent the time-space continuum when it comes to her responsibilities.

## Objectives

1. To study various opportunities of Mompreneur
2. To study how to become a successful Mompreneur
3. To study how to balance their work life

## Research Methodology

The paper is based on the secondary data. The data can be collected from internet sources, articles, newspapers etc.

## Mompreneur –An Overview

Not every superhero wears a cape, and this statement points to the role of a mompreneur. Tasked with the responsibilities of managing both the home and the office, she juggles between both, shape-shifting from the mother to the boss in instant successions. Living up to the expectations of both the family and the customers is a hard enough job, and the mompreneurs have been handling it with skill for a long time. Amalgamation of passion with profession has been the forte of mompreneurs. Millions of women have successfully turned their passions into profitable enterprises. The trend of the remote work culture or the work-from-home culture was a brainchild of mompreneurs. They have always challenged the norms of the society and the traditional workplace environments. They are not afraid to make it work according to their satisfaction through unconventional methods of handling the family, the business and themselves as well. But just like every other entrepreneur pursuing the dreams of a successful business, mompreneurs are also faced with specific challenges which they need to overcome in the course of establishing themselves. The following are the best ideas for mompreneurs to pursue.

### **Freelance Writer**

The best part about being a freelance writer is that freelance writers can work from just about any time they want. That means if you are at home while your kids are at school, you can easily freelance as a writer for blogs and publications.

### **Handmade Products Seller**

Many successful mompreneurs have built great businesses off the backs of their crafting skills and consistent ability to produce beautiful, handmade products.

### **Interior Designer**

If you have had a passion for interior design and have an eye for furniture, decorating could be a great business.

### **Landscaping and Gardening**

For those who take their decorating and design skills outdoors, try landscape design or gardening.

### **Photography**

If you have a nice camera and an eye for photography, consider starting a photography business. With high demand for wedding photographers, event photographers and portrait photographers, there is a lot of opportunity for mompreneurs.

### **Apparel Designer**

Entering the apparel industry is the perfect way to become a mompreneur because they can start small while splitting her time between her business and home life. If you don't have the sewing skills, try tapping into the evolving and diverse t-shirt industry. You could start selling boutique t-shirts out of your home, or you could meet the needs of local business and offer branded apparel.

### **Social media manager**

Becoming a social media manager is the perfect work-from-home solution. A social media manager can help small or medium-sized businesses master the art of social media when busy small business owners don't have the time to do so.

### **Internet Researcher**

We live in an age where more and more people are consuming information online. Online publications and blogs need someone to fact-check the information they're distributing for all the internet to see. Finding correct and relevant information to provide users takes a lot of time. So much time, that business professionals, scholars, lawyers, educators, journalists, and more are willing to pay for it. If you have a knack for information research and fact-finding, becoming an internet researcher might be a great option. Mompreneurs can work on a case-by-case basis right from home.

### **Web Designer**

If you have the dynamic of both creativity and technical skills, then you're well positioned to run a web designing business. Many young companies and start-ups don't have the funds to employ a full-time designer, or the bandwidth and talent to do it themselves. Mompreneurs with designing skills can easily freelance their talent for these kinds of companies.

## **Nutrition Consultant**

If you're well-versed in nutrition and healthy living through eating well, you could be a successful nutrition consultant. If you set up your space correctly, you can start bringing clients into your home according to your own schedule.

## **Personal Chef**

If you are a really a good cook, such that someone would pay you to cook for them personally, then start marketing yourself as a personal chef. Not everyone has the time to cook or meet their own specific dietary needs. This could be the perfect opportunity for mompreneurs who have the time and skills to be a personal chef. Mompreneurs who are busy in the morning and night could easily operate as a personal chef during the day—preparing meals for a family while your kids are at school and you have free time.

## **Home Health Care**

If you specifically have a nursing license or a background in health care, you should consider starting your own home health care business or connect with a hospital that needs home health care workers. Home health care workers serve people who need continuous care and attention for their wellbeing but don't need or want to be in hospitals. If you have experience in this field, it's a smart move to get back into the home health care industry while you're starting your family.

## **Massage Therapist**

Year after year, the massage therapy industry keeps growing..as a mompreneur is get your massage certification and set up a massage room. If your house has the space for a relaxing massage therapy session, this could be the perfect business for you. If your schedule is tight, build up your clientele slowly, and when time frees up, you can market your massage therapy business to more and more people in your community. Before you know it, you'll be a part of the valuable and growing massage industry

## **Personal Trainer**

Another health- and wellness-related business idea for aspiring mompreneurs is personal training. If you're always staying physically fit yourself—and has awesome fitness tips and techniques for others to use to get in shape—consider becoming a personal trainer. When you have free time, you can make house calls, work with clients in a gym, or let clients come to your home (if you have the necessary equipment already). A certification might not be completely necessary to get this business going, but it's probably a good decision to get one in your state. Not only will you cover your bases, but you can also market yourself as an experienced and knowledgeable personal trainer.

## **Accounting and Tax Practitioner**

Accounting services and tax practitioner consistently one of the most profitable industry for small business owners. If you have the skills necessary to provide accounting services, you could make a killing as an accountant or bookkeeping. As a mompreneur in the accounting and tax preparation industry, you might have your home be your accounting office. You can visit your clients at their location when time permits, and do the rest of the heavy lifting on your own schedule at home. Or you could try entering the virtual accounting industry where your services are completely online.

**Information Services and Online Courses**

Momprenuers who have teaching experience or just know a complicated subject matter really well can provide information products with new educational online companies. These information-sharing platforms usually take a small percentage of your profits on their site. But considering the low cost of making the videos with YouTube or PowerPoint, information and educational services are an easy way to work from home

**Event Planner**

Event planners are what make big family bashes or corporate gatherings happen seamlessly and without a blink of an eye. If you have the skills and patience to coordinate other people's parties and have a knack for organizing food and drinks, invitations, scheduling, and working through complicated logistics then event planning might be for you. Event planning is a great business for aspiring mompreneurs. You can choose the projects you take on, and when you take them on. Plus, a lot of the organizing can be done at your own home. The other stuff will happen at the location of the big event.

**Bridal Consultant**

Similar to an event planner and a wedding planner, a bridal consultant nails down all the details of a couple's big day. And if you're looking for a longer-term gig, a bridal consultant can be working with the bride much further in advance scheduling catering appointments, securing the venue details, organizing dress fittings, and so on. There's a lot that goes into planning a wedding, and with many brides juggling the planning and work, there's room for your business to step in and help. So, if you have been through it yourself and are great at organizing major events bridal consulting could be right up your alley.

**Virtual Assistant.**

Virtual assistants are just what you think they work virtually and remotely as assistants for very busy people. Virtual assistants are especially helpful for busy executives who just can't manage all their meetings, calls, appointments, and so on. As a virtual assistant, you step in to make your client's day a breeze. You use all your organizational skills paired with communication, phone, and emailing skills to seamlessly manage your clients day.

**Baby Products**

As a mother yourself, you have first-hand experience with baby products. Tap into this experience to brainstorm things that you would improve with the baby products on the market. Maybe you've noticed that there aren't enough affordable, natural baby products, or maybe you can invent a baby product that would make a mother's life so much easier.

**Daycare**

With more and more mothers needing a steady income and day jobs, there is an increasing need for reputable and trusted daycare centers. And if you're already spending time at home caring for your own children, you might want to consider opening up your home to friends' and neighbours' children. Running a day-care is a low-cost and flexible way to start a business that already fits into your routine and lifestyle. You'll need to gather the necessary business licenses to legally run a day-care out of your home, but day-care centres generally have low overhead costs.

## Baby Planner

As a new or experienced mother, you know everything it takes to plan for a baby like setting up a baby room, baby-proofing a house, and preparing a couple for the big day. For expecting families new to parenthood, professional baby planning service can be a huge help, and one that many families are willing to pay for. As a mompreneur, you can tap into your recent experience preparing for a baby to provide professional baby planning services in your free time. This can be one of the easiest business ideas for working mother.

To be a successful mompreneur, one needs to adhere to the following things:

- **Commitment and Plan**

Make a plan to make your business stand out so that it can reach out to the right people.

- **Flexibility**

The plan that you make should be flexible. Mompreneur should be able to make changes when required. Even at the eleventh hour you should be able to the necessary changes.

- **Finances**

There are some business which need a little investment while other need a large amount of investment .according to the business, plan how much and where would you invest.

- **New opportunity**

Today's consumers are always on a lookout for something better. Seize a new opportunity which can help you business to excel.

- **Time management**

A significant part of a business is to manage time. Both child and business need your attention. None of them can be overlooked.

## Suggestions

- Any new business can be very demanding on your time. Being a mom can be equally demanding. You will need awesome time management skills if you don't want to sink without a trace.
- Work out what is important and block time in your calendar for those things
- Compartmentalize your life so you can balance seeing your kids with making your business a success.
- Set aside quality time for your children. Plan your business commitments so that you can give them the full attention they need.
- Increase your leverage by outsourcing some tasks. This frees you to do the things only you can do best. This could be office administration or it could be a home cleaner .
- Create a support system for you. Have family and friends to help out when needed. Establish the right financial, emotional and practical support to give yourself a chance of success.
- Ambition is fine but it must also be realistic or you will crash and burn.

## CONCLUSION

For any women in this world, motherhood is a beautiful feeling. Looking at the face of a child is sight of delight and contentment for a mother. There is a unique bond between a mother and a child. While on the other hand, a zeal for work turns the mother into an entrepreneur, striling a work. Life balance is profound to be a successful, mompreneur. One has to stick to a particular role at a time. There should be no room for remorse or regret while being either a mother or an entrepreneur. Both the roles should be equally enjoyed and performed with utmost grit and determination. One should take pleasure in parenting as well as entrepreneurship.

## References

1. Jain P (2001).the Hand book for New Entrepreneurs. New Delhi, Oxford University Press.
2. Sucheta Agarwal, Usha Lenka (2016) “An Exploratory Study on the Development of Women Entrepreneur: India Cases “Journal of Research in marketing and Entrepreneurship, Vol,18 Issue :2 pp232-247.
3. Dr.Ashok Kumar Panigrahi &Dr vijay Joshi(2016) “Entrepreneurship Education and Economic Development: An Indian Perspective” Indian Journal of Rural and Urban Development.vol 5.
4. Nir Kshetri (2011) “The Indian Environment for Entrepreneurship and Small Business .Studia Negotia,56
5. Economic survey of India 2016-17 published by Ministry of Govt of India.
6. www.iosrjournals.org
7. www.indianexpress.com
8. www.businessstoday.in

