



The Influence of Entrepreneurial Training on the Business Performance: Evidence from Women Food Vendors in Ilala Municipality, Tanzania

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Abstract:

The importance of entrepreneurship in stimulating economic development has been highlighted. However, in developing countries, the growth of women entrepreneurs has been constrained by barriers related to structure and culture, which ultimately restrict their ability to grow their businesses. Thus, the objective of this research project is to determine how entrepreneurial training influences the performance of women entrepreneurs who are food vendors in Ilala Municipality, Tanzania. To achieve this objective, the Research will be guided by the Resource-Based View of the Firm (RBV), Human Capital Theory and Theory of Planned Behaviour. The study will consider entrepreneurial training as developing essential competence required by women entrepreneurs. These competencies include: business, technical, personal, entrepreneurial, social, and interpersonal skills, leads to improved business performance. This study utilized a cross-sectional design and quantitative methodology to sample 320 women food vendors (at the ferry, Buguruni, and Kisutu markets). Structured questionnaires were used to collect survey data, which was then analysed by Partial Least Squares Structural Equation Modelling (PLS-SEM). The results show that training for entrepreneurs positively influences business performance significantly ($\beta = 0.759$, $p < 0.001$), explaining 57.7% of variance. As performance demonstrated, there were positive increases in profitability, customer loyalty, speed of service and business growth. The findings of the study supports that entrepreneur training provides a significant pathway for women to succeed in business, with immediate and ongoing



positive impacts. The study highlights the importance of developing training that is context specific and includes innovation, motivation and resilience in order to empower women food vendors to address structural barriers. Therefore, recommendations are made to policymakers and training providers to develop interventions that can increase women's entrepreneurial capacity, and drive local economic development.

Keywords: Entrepreneurial Training, Business Performance, Women Food Vendors, Resource-Based View, Tanzania.

Introduction:

The growing emphasis on entrepreneurship as an engine of economic development has increased interest in understanding what affects business performance. Entrepreneurial training programmes have emerged as an important methodology for providing entrepreneurs with the absolute skills, knowledge and competencies they need to enhance their business activities and outcomes (Abdelkarim, 2018); (Hussain et al., 2024). Although this newfound focus has yielded important perspectives and reflections, it has also highlighted significant differences in how different groups experience and benefit from training. For example, women entrepreneurs encounter challenges different from their male counterparts that make their business success more problematic, despite having a serious interest in entrepreneurship. As a result, it is vital to examine the effects of entrepreneurial training on enhancing business outcomes for women food vendors in a variety of cultural and economic circumstances.

Women entrepreneurs in developing economies, such as those in Africa, often face structural obstacles that compound the difficulties of achieving an adequate level of business performance. These obstacles may involve a lack of finance, access to markets and networks (Nuel & Chika, 2022). In addition, cultural roles for women can impact women's self-identity and subsequently affect their self-confidence as business owners (Said, 2020). Research indicates that business support and business training can relieve these barriers and improve outcomes (D.



Mel, 2014). Hence, the effectiveness and relativity of entrepreneurial programs specifically directed at women need to be further explored in contexts where traditional business and gender roles coexist.

The food vending business is identified as a significant avenue for women's entrepreneurship, enabling communities to achieve income and food security while focusing on the Tanzanian context to highlight. Women food vendors play an essential role in local economies; however, many of them experience inconsistent growth and performance in their business (Malipula, 2023). Numerous studies find that the characteristics of the food vending business environment either foster or impede entrepreneurial success for women (Mkama et al., 2025). Understanding these contexts is key to planning a successful entrepreneurial training program that can address women food vendors' needs in Tanzania. Thus, the primary goal of this study is to investigate the impact of entrepreneurship training on women in the food vending business environment of Ilala Municipality.

Previous studies have suggested that training for entrepreneurs can yield enhanced improvements in at least three key dimensions of business performance, such as innovation, profitability, and sustainability (Gowele & Matoka, 2023); (Aliyu et al., 2019). Even if a comprehensive understanding of food vendor training and theory can create innovations, motivational entrepreneurs, and adaptive resilience for women's food vendors in Ilala are not known in the extant literature. Training must include and draw attention away from technical skills to aspects of growth, such as incentivization, drive, and innovative thinking (Hussain et al., 2024). Thus, there is still little understanding of how these aspects are integrated into hospitality entrepreneurship, specifically among the food vendors in Ilala. Therefore, exploring these relationships and the complexities of training for food vendors is warranted.

Additionally, It is vital to evaluate the influence of motivation and innovative techniques when studying the relationship between entrepreneurial training and business performance. Motivation is a vital factor in entrepreneurial success because it affects decision-making, persistence, and the ability to overcome challenges (Kamarudin et al., 2025). Training that



enhances self-efficacy and motivates participants to use innovative practices may result in guaranteed improvements in business performance in the context of women food vendors (Eyasu, 2016). On the contrary, the absence of motivation, or lack of consideration of innovative practices, may impede the benefits of any entrepreneurial training that is provided. Thus, recognizing these mediating variables will aid in improving training programs for women food vendors in Ilala.

The socio-economic context of Ilala Municipality also calls for a localised inquiry into the effectiveness of entrepreneurial training. Economic changes have occurred in Tanzania, and for many households, food vending is a part of the landscape (Gideon, 2019). While women play a key role in the economic and social fabric of the food vending sector, their contributions typically go unnoticed and unacknowledged, potentially impacting the success of the business (Msoka 2018). Thus, exploring the local economic and cultural context can shed light on the unique circumstances women food vendors face, thus making the availability and cost of the entrepreneurial training programs more applicable to women food vendors. Customised responses to local realities are critical to promoting sustainability.

Furthermore, the lack of comprehensive assessments of entrepreneurial training programs designed for female entrepreneurs in Ilala Municipality compounds the issue (Malipula, 2023). Previous research focused on the general impacts on food vending, while also considering the developed context and preferences of female food vendors, and did not account for the local context of women food vendors. It is integral that we connect entrepreneurial training with not only practical skills, but also personal and community growth (Eyasu, 2016). Understanding the entrepreneurial landscape in the local context is crucial to informing targeted training to enable women food vendors and enhance business outcomes. The purpose of this study to investigate the influence of the relationship between entrepreneurial training and women food vendors business performance in Ilala Municipality.

Literature Review



Business Performance

Business performance encompasses a diverse array of activities designed to achieve specific operational objectives, including cost reduction, profit maximisation, and the attainment of sales targets (Mahmood et al., 2020). It is frequently conceptualised as a set of methodologies and frameworks that enable management to effectively monitor and direct business operations toward predetermined goals (Zin & Ibrahim, 2020). (Cho & Lee, 2018) further articulate that business performance reflects an organisation's capacity to adapt to varying environmental factors, which include productivity, sustainability, social responsibility, and profitability. Consequently, business performance is closely intertwined with the successful realisation of an organisation's strategic visions and objectives.

While definitions of business performance may vary among industry practitioners and academic scholars (Turner & Endres, 2017), its measurement generally encompasses both financial and non-financial metrics. Financial assessments typically leverage indicators such return on assets, return on equity, return on investment and market share (Islam & Mazhar IQBAL, 2022). In contrast, non-financial metrics emphasise qualitative dimensions, relying on indicators like customer satisfaction and retention rates (Mayer, 1992). A comprehensive evaluation of business performance is essential for determining an organisation's progress toward its strategic objectives.

A holistic assessment of business advancement often utilises various indicators, including employee count, sales figures, innovation levels, profitability, and overall business sustainability (Feng et al., 2018; Hussain Javed et al., 2015). (Abdullah & Fatimah Rosli, 2015) advocates for a comprehensive approach to measuring business performance, suggesting that researchers incorporate both financial and non-financial indicators. Supporting this view, Bischoff et al. (2014) stress the importance of including metrics related to economic growth to reflect the success of the business and its owners. Additionally, Feng et al. (2018) highlight the value of using objective indicators, such as enhancements in employee competencies and annual sales growth, as critical components in the assessment of business performance.



In light of this framework, this study aims to investigate both the financial and non-financial dimensions of business performance, specifically among women food vendors, as per Abdullah & Fatihah Rosli's (2015) recommendations. This emphasis is crucial since knowing the typical obstacles and chances that women encounter in the business world can offer insightful information for fostering their success. By doing this, the study will add to the larger conversation about improving entrepreneurial training and support systems that are specific to the needs of these women.. Ultimately, this investigation seeks to provide empirical evidence that clarifies how entrepreneurial training can facilitate improved performance among women food vendors, thereby supporting sustainable economic development in their communities.

The Resource-Based View

This study is based on the Resource-Based View (RBV) paradigm, which holds that special, valuable resources like human capital are the source of competitive advantage (Kamarudin et al., 2025b). Entrepreneurial training improves human capital by giving business owners the tools they need to innovate, optimise resource allocation, and adapt to changing market conditions (Mahmood et al., 2020). In the context of women food vendors, RBV explains how training-induced competencies—such as financial literacy or customer service—can transform informal operations into sustainable enterprises (Sakib et al., 2022).

Human Capital Theory (HCT) further reinforces this framework by linking education and training to productivity gains (Hussain et al., 2024). HCT asserts that investments in skill development yield long-term economic returns, a principle validated by (McKenzie, D., & Puerto, S. (2021)., n.d.), who found that trained female entrepreneurs in Kenya experienced higher sales growth. However, HCT's applicability in informal sectors depends on aligning training content with practical needs, such as mobile banking for vendors (Shimba A.I., 2018)

In order to achieve entrepreneurial success, the Theory of Planned Behaviour (TPB) emphasises the significance of intention and perceived control (Mwakio et al., 2025).. TPB suggests that training enhances self-efficacy, empowering women to overcome structural barriers such as limited capital and social norms (Nganu & Hannah, 2018). In Ilala, where vendor



associations are still developing, collective efficacy fostered through group training could improve bargaining power and market access (Msoka M.E, 2018).

Entrepreneurial Training and Business Performance

The term "entrepreneurial training" refers to a variety of educational initiatives created to give people the abilities, know-how, and competencies required for profitable business operations (Abdelkarim, 2018). These courses usually cover a variety of topics, such as financial management, marketing tactics, business planning, and innovation abilities (Kanaan-Jebna et al., 2022). Research indicates that well-structured training fosters not only technical knowledge but also soft skills, such as leadership, resilience, and adaptability, which are critical for entrepreneurs operating in dynamic environments (Balcha A.A., 2022)

Entrepreneurial training is increasingly recognised as a pivotal strategy for enhancing business performance across various sectors. It encompasses educational programs aimed at equipping entrepreneurs with the skills and knowledge required for effective business operation, innovation, and growth (Abdelkarim, 2018). Studies have shown that participation in entrepreneurial training programs significantly correlates with better business outcomes, such as increased sales, profitability, and overall sustainability (Aliyu et al., 2019). For instance, De Mel (2012) reported substantial improvements in business dynamics and startup success among female entrepreneurs in Sri Lanka following structured training interventions. Thus, the foundation on which entrepreneurial training is built serves as a critical factor influencing the performance trajectory of businesses, especially in developing economies.

According to empirical evaluations, certain elements like motivation and creativity frequently operate as mediators between the effects of entrepreneurship training and business performance. Research by Aliyu et al. (2019) illustrates that training enhances innovative capabilities, subsequently leading to improved business performance among women entrepreneurs. This mediation highlights the role of creativity and resourcefulness as vital components of entrepreneurial success, suggesting that merely imparting technical skills may not suffice without fostering an innovative mindset (Hussain et al., 2024). Moreover, motivation



plays a crucial role in enhancing the efficacy of training; motivated entrepreneurs are more likely to apply the skills acquired during training, directly influencing their business outcomes (Hairunisyah et al., 2024). Therefore, understanding these mediating factors is essential for maximising the benefits derived from entrepreneurial training.

Further examination reveals that contextual factors significantly affect the outcomes of entrepreneurial training programs. Variations in local economic, cultural, and social conditions can either amplify or inhibit the benefits obtained from such training (Gideon, 2019). For instance, (Said, 2020) emphasised the necessity of tailoring training initiatives to address the particular difficulties Tanzanian women food vendors face, indicating that demographic factors play a substantial role in training effectiveness. Additionally, McKenzie, D., & Puerto, S. (2021) found that the positive effects of training were particularly pronounced in contexts where supportive infrastructures, such as access to markets and resources, were present. These insights underscore the importance of designing context-specific training interventions that cater to the diverse needs of entrepreneurs in varying settings.

The literature also showcases the critical role of long-term engagement and support following entrepreneurial training. Studies have indicated that the benefits of training can wane over time without adequate follow-up and reinforcement (Eyasu, 2016). For example, Efobi & Orkoh (2018) found that entrepreneurs in Nigeria who received ongoing mentorship reported significantly better business performance compared to those who did not engage in post-training support. This underscores a crucial finding that continuous learning and adaptive skills development contribute to sustained business growth. Therefore, integrating follow-up mechanisms within training programs is essential for ensuring that participants can effectively translate their acquired skills into tangible business improvements.

Despite the documented benefits of entrepreneurial training, some studies highlight persistent challenges that may hinder its full potential. Various barriers, including inadequate access to training resources, poor quality of training content, and low participant motivation, can obstruct effective training outcomes (Malipula, 2023). For instance, (Botha et al., 2006) noted



that even well-designed programs might fall short if they do not meet the specific needs of participants. Furthermore, (Nwobilor et al., 2023) emphasised the necessity for training programs to be responsive to the varying needs and contexts of women entrepreneurs, particularly regarding access to financing and market opportunities. Hence, addressing these challenges is integral to enhancing the overall effectiveness of entrepreneurial training programs.

The evidence underscores that entrepreneurial training serves as a significant contributor to improved business performance, particularly when contextualised and supported by innovation and motivation. The effective integration of entrepreneurial training into business development strategies has demonstrated marked benefits, particularly for marginalised groups, such as women entrepreneurs. Based on the empirical evidence presented, it is plausible to expect a considerable association between entrepreneurial training and business performance, resulting in the following hypothesis:

Hypothesis 1(H1): Entrepreneurial training positively influences business performance

Conceptual Framework of the Study

This conceptual framework examines the impact of entrepreneurship training on the business performance of female food vendors, delineating how various skill sets contribute to key performance metrics. Entrepreneurial training encompasses six critical dimensions: business skills, which facilitate effective financial management and marketing strategies; technical skills, vital for ensuring product quality and compliance with health standards; personal skills that enhance resilience and motivation; entrepreneurship skills essential for identifying and exploiting market opportunities; social skills that foster networking and community engagement; and interpersonal skills crucial for building strong customer relationships. Collectively, these dimensions of training are posited to enhance business performance through several key outcomes: increased income stemming from improved financial acumen; heightened customer satisfaction driven by superior product quality and service delivery; and expansion opportunities facilitated by enhanced market knowledge and confidence. Furthermore, practical training helps



establish competitive pricing strategies, cultivate customer loyalty, and improve service speed, thereby positioning women food vendors for sustainable success in a competitive marketplace. Overall, this framework in Figure 1 underscores the interconnectedness of entrepreneurial training and business performance, offering a structured lens for understanding how targeted training interventions can empower women in the food vending sector.

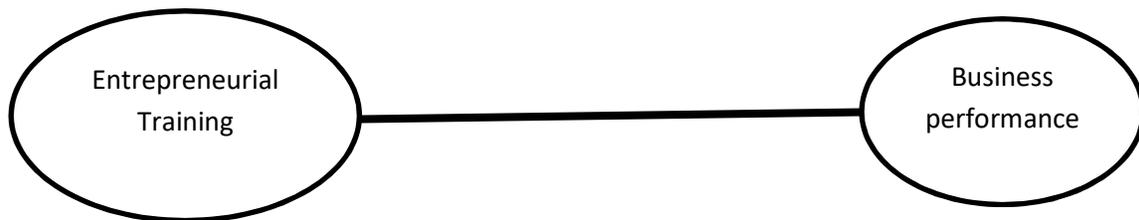


Figure 1. Conceptual framework (Source; Research 2024)

Methods

Description of Study Area

The current study was conducted at three well-established markets in the Ilala municipality of Dar es Salaam: Ferry, Buguruni, and Kisutu markets. These markets are known for street food vending, as it is mainly associated with women (Karondo & Tumaini, 2021). The location was relevant due to the economic activity of female vendors, which included most of the low-income households (Karondo & Tumaini, 2021). In addition, these markets are lively markets with a variety of food options, attracting many consumers every day. There were sufficient reasons to conduct this research area, considering there are socio-economic challenges for women food vendors, limited access to entrepreneurial training and resources, which this study is seeking to alleviate (Aguinis et al., 2023).

Research Approach and Research Design

To meet its study objectives, the study uses a cross-sectional research design and a quantitative research approach (Bell, Bryman, & Harley, 2022). The quantitative method is ideal for this study as it allows for the measurement of several variables and the analysis of the



relationships between entrepreneurship training and business performance for women food vendors (Saunders, Lewis, & Thornhill, 2019). The cross-sectional design is advantageous because it enables the researcher to gather information at a certain point in time, providing a snapshot of the market's relevant factors (Hanafi Azman Ong et al., 2017). The relative ease of data collection and analysis lends itself to improved feasibility (Memon et al., 2021) and, subsequently, a cross-sectional design is suitable for understanding the relationship between defined variables, which is also embedded in research about business practices (Henseler et al., 2016).

Population and Sample Size

A population of 606 women who work as food vendors in Dar es Salaam's Ferry, Buguruni, and Kisutu markets were used in this study. Using a selection technique derived from probability sampling, a sample size of 320 female food vendors was chosen. (Hairunisyah et al., 2024). The sample size was determined following power analyses to confirm the potential representativeness and reliability of the results (Henseler et al., 2015). A probability sampling approach allowed for a different set of the women food vendors' viewpoints. Thus, increasing generalizability and providing deeper context in their entrepreneurial experience (Bell, Bryman, & Harley, 2022). The use of a relevant sample size according to routine quantitative sampling procedures also ensures the study can highlight the relationships between the variables of interest while contributing to the knowledge base relating to women entrepreneurs in developing economies (Karondo & Tumaini, 2021)

Measurement Variables and Research Tool

The study employs two main variables: entrepreneurial training and business performance. The first variable comprised attributes and dimensions of entrepreneurial training (Sarstedt et al., 2022). Entrepreneurial training covers a variety of dimensions, including Business, technical, personal, entrepreneurship, interpersonal, and social skills (Chaki et al., n.d.; Manna, Sengupta, & Mazumdar, 2020). The second variable pertained to business



performance, which comprised indicators like increasing income, customer satisfaction, vendor/customer increase, fulfilling price competition, customer loyalty, and service speed (Becker et al., 2023). These variables established how the study will accurately measure entrepreneurial training and business performance. A modified Likert scale (7-point) was used and allowed respondents to measure the validity of aspects of perceptions and experiences, as in previous studies in the literature (Mkama et al., 2025); (Tambwe Ally Mariam, 2021). The developed measurement system will allow validity and reliability in generating insights, and is the most reasonable instrument to provide solid evidence for empirical statistical analysis, which is a necessary output for studies focusing on business issues (Hanafi Azman Ong et al., 2017).

Data Analysis

Partial Least Squares Structural Equation Modelling (PLS-SEM), a modern method well-suited to the study's objectives, was used to analyse data (Memon et al., 2021). PLS-SEM is beneficial due to its capacity to accommodate complex models and provide accurate parameter estimates, even with smaller sample sizes (Sarstedt et al., 2022). This technique enables simultaneous measurement and structural relationship assessments, enriching the understanding of the interplay between entrepreneurial training and business performance (Sarstedt et al., 2022). Furthermore, PLS-SEM is particularly effective at addressing the non-normal distribution of data, which further substantiates its application in this research context (Hair et al., 2022). Utilising PLS-SEM also aligns with best practices outlined in current literature, thereby enhancing the study's methodological rigour and validity (Zyphur & Pierides, 2017).

Results and Discussion

The SmartPLS statistical analysis model was used to assess the structural equation modelling (SEM). All constructs, including entrepreneurial training and business performance, were included.

Construct Validity and Reliability



The results of this study give substantial insights into the constructs of business performance and Entrepreneurial Training, assessed through various indicators and their corresponding statistical measures.

Table 1 shows the reliability and validity of the measurement model for two main constructs: Business Performance and Entrepreneurial Training. The indicators associated with each construct demonstrate strong factor loadings, signifying their effective contribution to the respective constructs. In the Business Performance construct, indicator BP_3 (food vendor expansion) exhibited the highest factor loading at 0.821, indicating a significant correlation with overall business performance. Other indicators, such as BP_5 (Customer loyalty) and BP_6 (Service speed), also showed notable contributions, with factor loadings of 0.796 and 0.800, respectively. The reliability of the Business Performance construct is further corroborated by a Cronbach's alpha was 0.863, which exceeded the recognised criterion of 0.70, as well as a composite reliability (CR) of 0.897 and an average variance extracted (AVE) of 0.594, confirming its robust validity.

Similarly, the Entrepreneurial Training construct is grounded in strong empirical evidence. Among its indicators, ET_4 (Entrepreneurship skills) stands out with a factor loading of 0.815, underscoring its importance within the construct. The other indicators, including ET_1 (Business skills) and ET_5 (Social skills), provided meaningful contributions with factor loadings of 0.776 and 0.760, respectively. The reliability metrics for Entrepreneurial Training are robust, evidenced by a Cronbach's alpha of 0.848 and a CR of 0.887, both of which surpass the standard thresholds. Additionally, the AVE for this construct was recorded at 0.568, indicating adequate convergent validity. Overall, the findings illustrated in Table 1 validate the measurement model used in this study, affirming the reliability and effectiveness of both constructs in capturing the nuances of business performance and entrepreneurship training.

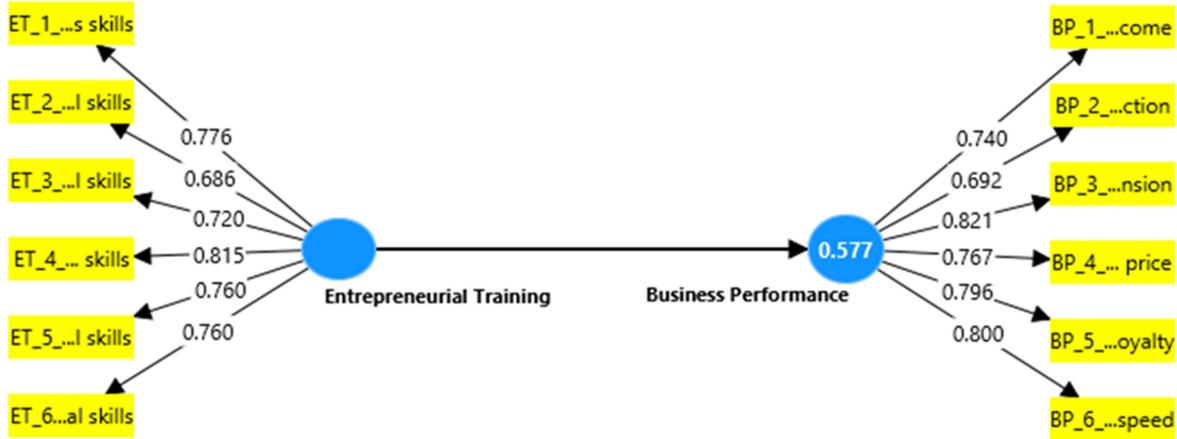


Figure 1: The Measurement Model

Table 1. Reliability and Validity of Measurement Model

construct	indicators	factor loadings	Cronbach's $\alpha > 0.70$	rho_a	CR > 0.70	AVE > 0.50
Business performance	BP_1_Increase income	0.740	0.863	0.869	0.897	0.594
	BP_2_Customer satisfaction	0.692				
	BP_3_food vendors expansion	0.821				
	BP_4_Competitive price	0.767				
	BP_5_Customer loyalty	0.796				
	BP_6_Service speed	0.800				
Entrepreneurial Training	ET_1_Business skills	0.776	0.848	0.857	0.887	0.568
	ET_2_Technical skills	0.686				
	ET_3_Personal skills	0.720				
	ET_4_Entrepreneurship skills	0.815				



	ET_5_Social skills	0.760				
	ET_6 _Interpersonal skills	0.760				

CR=Composite Reliability, AVE= Average Variance Extracted, BP=business performance, ET=Entrepreneurial training. Source: Data 2024

The findings of the discriminant validity for the Business Performance and Entrepreneurial Training variables are shown in Table 2. The findings indicate that the discriminant validity for these constructs is satisfactory, with the correlation coefficient of Business Performance being 0.770 and that of Entrepreneurial Training being 0.759. Furthermore, the square roots of the average variance extracted (AVE) for each construct, which are 0.770 for Business Performance and 0.754 for Entrepreneurial Training, suggest that, both constructs are sufficiently different from one another. This evidence of discriminant validity reinforces the appropriateness of using these constructs as separate entities in further statistical analyses.

Table 2 Discriminant Validity

	Business Performance	Entrepreneurial Training
Business Performance	0.770	
Entrepreneurial Training	0.759	0.754

BP=business performance, ET=Entrepreneurial training

Assessment of Structural Model

The study's findings offer valuable insights into the connection between women food vendors' business performance in Ilala Municipality and their entrepreneurship training. The first hypothesis suggested that entrepreneurial training (ET) had a direct, positive link with business performance (BP). The data analysis yielded a beta coefficient (b) of 0.759, indicating a strong positive relationship between ET and BP. The SD = 0.025 reflects the accuracy of the measurements of both variables, and the results of the relationship are consistent. The T-statistic



is significantly high, with $t(3998) = 30.935$ and a p-value of 0.000, demonstrating that entrepreneurial training has a considerable impact on firm performance.

The effect sizes shown by the data provide further support for the relationship between entrepreneurial training and business performance. The R^2 score stands at 0.577, this suggests that training is responsible for a considerable percentage of the variation (57.7%) in the business success of women food vendors. Therefore, there is empirical evidence to conclude that entrepreneurial training has an impact and is, in fact, an essential predictor of business success in this group. The f^2 statistic of 1.362 also indicates a large effect size. This suggests that the association is substantial and meaningful in practical terms. This reinforces the effectiveness of entrepreneurial training as a driver for business success.

In addition, as a vital dimension of the evidence supporting the claims made in this paper, the Q^2 of 0.570 was an additional contribution, since it signifies that the model has predictive relevance to business performance. A number greater than zero suggests the model can predict the observed values, showing that the association between entrepreneurial training and firm performance is not only theoretically viable but also applicable in practice. Therefore, the existence of this hypothesis, as warranted in this paper, demonstrates the significance of investing in a training program for women food vendors to acquire essential entrepreneurial skills and capabilities, which could certainly improve their business performance and ultimately their economic empowerment and sustainability.

Overall, the results demonstrate how entrepreneurship training greatly enhances the business performance of women food vendors in Ilala Municipality.. The substantial statistical evidence demonstrates that well-designed training can provide significant benefits and thus dramatically improve short-term business performance and long-term economic well-being. Given the less than one in 10,000 probability of the T-statistic being seen in the sample, and large R^2 and f^2 values, the institutions involved in the entrepreneurial eco-system should do their utmost to endorse and promote training programs for women vendors in Ilala. Such programs can empower individuals while hopefully having a positive impact on local economic



development, too. The findings offer a reasonable case to continue with the research agenda in the entrepreneurial training of women vendors in the food business.

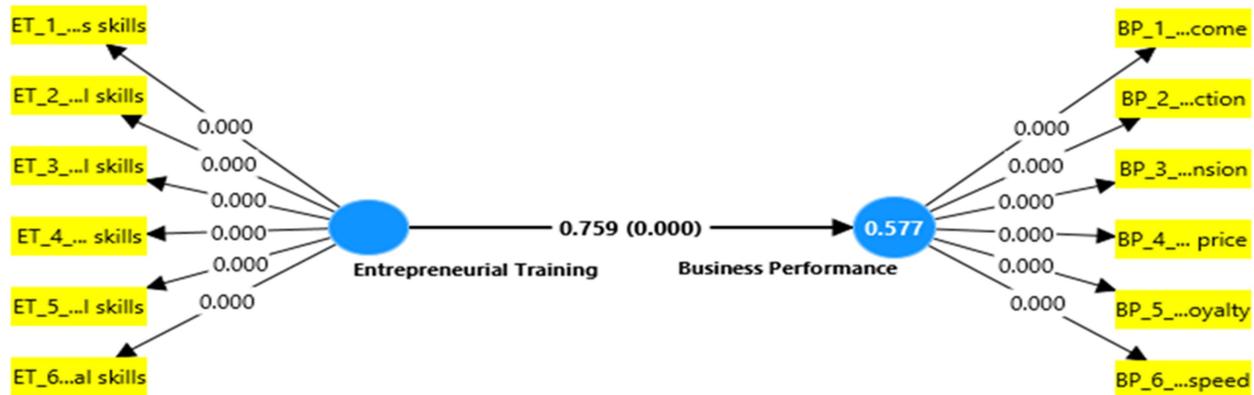


Figure 1: Measurement of Structural Model

Table 3: Direct Effect of Entrepreneurial Training on Business Performance

Hypothesis	Relation	Beta	STDEV	T statistic	P value	Findings	R2	f2	Q2
H1	ET -> BP	0.759	0.025	30.935	0	supported	0.57	1.36	0.57

BP=business performance, ET=Entrepreneurial training

Discussion of the Results

The results of this study support the authors' assertions that entrepreneurship training has a major beneficial, direct impact on the business performance of women food vendors in Ilala Municipality. The researchers believe that training is vital to provide women entrepreneurs with essential skills and knowledge required to succeed in the increasingly competitive market of today's world. This educational investment enhances the operational capacity of women and adds to their confidence to make rational business decisions to sustain growth and success (Abdelkarim, 2018). These findings also suggest that as women acquired relevant training, they would implement innovative strategies to facilitate business progress, which reiterates the



importance of lifelong learning among entrepreneurs (Aliyu et al., 2019). These findings are consistent with other researchers' claims on the importance of structured entrepreneurship training in the performance and sustainability of entrepreneurial activities (Efobi & Orkoh, 2018).

Moreover, the growing association between entrepreneurial education and business performance creates the basis for a direct approach to training programs. There is evidence from various studies that training programs that address specific demographic issues can lead to improved economic outcomes for women in different contexts (Gideon, 2019b). This study supports the view that promoting entrepreneurial competencies provides a strong basis to achieve the sustainability of the business, especially for women in the food industry. This is also critical when local and national governments are committed to supporting this process, as it can lead to any systemic changes to the entrepreneurial ecosystem (Balcha A.A., 2022). Overall, these results suggest that policymakers should further invest in targeted training initiatives to capture the potential of women entrepreneurs.

Furthermore, the data suggests that the impact that entrepreneurial training can have on business outcomes is significant. The relationship indeed confirms previous similar research on these particular populations, but also offers tangible implications to consider when shaping future distinctly entrepreneurial programs (Botha et al., 2006). By investing in entrepreneurship education, policymakers can encourage a path towards self-sufficiency while also addressing larger economic issues in the community. Therefore, a significant approach can further create a holistic policy support system that lends to the resilience of women entrepreneurs as they manage the complexities of their business (McKenzie & Puerto, 2021). Ultimately, and to support their training, women vendors can have the opportunity to delve into business ownership by investing in their profits to attain greater financial independence.

The positive correlation between entrepreneurial training and improved business outcomes suggests that entrepreneurial training programs should incorporate practical components, including mentorship and engagement with market access strategies. Experiential



learning approaches can significantly build on the theoretical training participants had received and create opportunities for graduates to utilise their training in practice (Hussain et al., 2024). Theoretical frameworks, in conjunction with experience, can illuminate an entrepreneurial landscape where firms are ultimately more resilient and able to adapt to changing market conditions. These types of assessments align with requests for a systematic approach to training that incorporates practical skills alongside academic learning (De Mel, 2012). As such, the effective coordination of educational services can promote entrepreneurship and ensure that women food vendors can capitalise on their maximum potential.

This study confirms that women food vendors in Ilala have a positive and significant entrepreneurial training role in their performance, while also supporting a Resource Based View of the firm by showing how rare and unique resources/capabilities provide a competitive edge. The training provides women entrepreneurs with the tools and knowledge they need to make educated decisions with commitment to action in business, thereby fostering human capital that enhances their skilfulness, competence, and intangible capabilities in the competitive food marketplace (Barney et al., 2021). Capacity enhancement not only provides immediate outcomes for the business but also leads to dynamic capabilities that help the entrepreneur adapt to unpredictable changes in the marketplace and changing preferences of consumers (Hussain et al., 2024). Also, the networks created through training facilitate social capital, as a resource, by creating synergies and market access that are a strategic resource (Efobi & Orkoh, 2018). In essence, training is a valuable resource and an investment in developing human and relational resources, enabling women food traders to realise valuable and sustainable advantages, further establishing direct support for the RBV in explicating the mechanics of entrepreneurial success in the context of this study (Malipula, 2023)

Also, the implication of this research transcends the business aspect to a wider socio-economic stratum of Ilala Municipality. Women's strengthening through structured entrepreneurial support leads to community development by increasing household incomes, thus ultimately economic growth (Karondo & Tumaini, 2021). Moreover, the engagement of women



as active participants in the economy increases their visibility. Thinking of being entrepreneurs could also steer future generations of female entrepreneurs to think entrepreneurially, thereby purveying the transference of entrepreneurial culture throughout the area. Such intended outcomes could lead to a significant shift in the collective mindset of the community concerning women's contributions to economic development, which values more than representation and equitable access to allocation (Malipula, 2023).

Conclusion and Recommendation

This study finds that entrepreneurial training is an important factor in improving the business performance of women food vendors in Ilala municipality, Tanzania. This study indicated that entrepreneurial training is vital for the success of women food vendors because it provides them with the necessary skills to improve their business performance. It is recommended that policymakers and institutions offering entrepreneurial training design programs that are contextually and culturally relevant to the participants. To effectively maximise the performance of women entrepreneurs' businesses, these training programs should be customised to match their unique requirements and situations.

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