

# WOMEN BUSINESS OWNERS



38% of women business owners plan to make their business environmentally friendly by recycling waste products. (1996) from American Express, November 2006

94% of corporations send supplies diversity representatives to women's business conferences and trade fairs. Center for Women's Business Research, December 2006

Between 1997 and 2006, the number of majority women-owned businesses increased 42%. Center for Women's Business Research, September 2006

In 2006, majority women-owned businesses are expected to generate \$1.1 trillion in revenues. Center for Women's Business Research, September 2006

79% of women business owners are concerned when selling their business, buyer's plans for the business compared to 57% of men. Center for Women's Business Research, September 2006

85% of women surveyed don't believe being a woman is detrimental to business success, while 32% believe it's beneficial. Center for Women's Business Research, December 2005

Women are more likely to own a majority share of their business. Center for Women's Business Research, December 2005

69% of women business owners say they feel confident with their decisions regarding their businesses. Center for Women's Business Research, December 2005

32% of women business owners believe being a woman is beneficial to business success. Center for Women's Business Research, 2005

30% of women business owners plan to pass their business to their children, while 23% of men plan to do the same. Center for Women's Business Research, 2005

10.6 million firms are at least 50% owned by a woman. Center for Women's Business Research, 2005

48%, nearly half, of all privately-held firms are women-owned. Center for Women's Business Research, 2005

Between 1997 and 2004, the estimated growth rate in the number of women-owned firms (17% vs. 9%), employment expanded at twice the rate of all firms (17% vs. 9%), and estimated revenues kept pace with all firms (39% vs. 34%). Center for Women's Business Research, 2005

Women-owned businesses will spend an estimated \$546 billion annually on salaries and \$54 billion for employee benefits--health, retirement, and disability--in 2004, which will comprise the largest share of benefit expenditures, with 2004 spending estimated to be 10% of total benefit expenditures. Center for Women's Business Research, 2005



Women-owned firms employ 19.1 million people and generate \$1.1 trillion in revenues. Center for Women's Business Research, 2005

Privately-held 50% or more women-owned firms are just 23% of all privately-held firms (23% of women-owned firms compared to 25% of all firms). Center for Women's Business Research, 2005

Annual expenditures by women-owned enterprises' on telecommunications (\$25 billion), human resources (\$103 billion), and other services are estimated to be \$103 billion. Center for Women's Business Research, 2005

Between 1997 and 2004, privately-held 50% or more women-owned firms grew at the fastest rate in construction (2007).

## WOMEN BUSINESS OWNERS

# Robin Moyer & Kelly Ayers

*Gourmet Raw Food  
Nutrition Consultants  
RAWPHORIALIVE*

### **WHAT INSPIRED YOU TO START YOUR OWN BUSINESS?**

RM: I've had migraines since I was about 2 years old and celiac disease. With not many food options around, I had to create my own.

KA: My partner Robin.

### **WHAT IS THE BIGGEST OBSTACLE YOU HAVE FACED IN STARTING YOUR BUSINESS?**

RM: Obtaining the organic and raw products and equipment at affordable costs so we can produce quality, affordable products.

KA: Definitely time management.

### **WHAT ACCOMPLISHMENT ARE YOU THE MOST PROUD OF?**

RM: Getting to where we are right now! The recognition our company and products have gained in such short time.

KA: Introducing a new way of eating healthy to my family and friends.

### **HOW DID YOU COME UP WITH THE NAME OF YOUR BUSINESS?**

"RAWphoriaLIVE" – all the ingredients we use are in their natural "RAW" state of being, all our products are made with our own loving hands to create a "phoria" (as in "euphoria"), and all of our products are "LIVE" living snacks.



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RAWphoriaLIVE.com

**“100% RAW – 100% VEGAN –  
100% DELICIOUS. THE PERFECT  
INGREDIENTS FOR HEALTHY LIVING.”**