Was it your choice?
A study about ethnic entrepreneurs at Möllevången

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Abstract

Entrepreneurship among immigrants is steadily increasing in Europe and is playing an increasingly important role in the social and economic structure of European cities. In Malmö, Möllevången the ethnic businesses are continually thriving in the Swedish society. They fill a versatile and in many ways unique feature. They also fill gaps in the market; help to give new life to downtown urban areas, offering new products and services. But the questions are, are these immigrants forced to become entrepreneurs or have they chosen to be? What factors lie behind? How did they start their business in the beginning?

To answer these questions, a qualitative method was used, where the semi-structured interviews with 5 respondents from different backgrounds were recorded, such as Iraq, Iran, Palestine, Poland and Serbia.

The analysis and conclusion of this study showed that ethnic entrepreneurs both chose and were forced to enter self-employment. The five respondents mentioned several factors that had motivated them to self-employ, which are language barriers, discrimination, traditions, low wages, education and to be your own boss. The respondents did not follow theories used in this study about how entrepreneurs start their own business, but instead followed other stages that we call “Stages of starting your own for ethnic entrepreneurs”.

Keywords: Ethnic entrepreneurship, Möllevången, Push & Pull theory, The Classical model, Gibbs and Ritchie’s model.
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After three years of academic studies, the journey ends with this dissertation. After many sleepless nights and several energy drinks, we stand here today. Joyful over the knowledge we have received and excited with what the future brings.

Kristianstad, 2012

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A few pictures for us to remember the pleasant time in Möllevången, 2012.
1. Introduction

In the first chapter, the background about this study will be presented. Furthermore, the purpose, problem, research question and objective are described, ending with the theoretical limitations.

1.1 Background

Small shops close to each other with fruits, vegetables and sodas outside with the purpose to attract people’s attention, foreign signs wherever you turn and the scent of fresh products, exotic spices and kebab that can make a full stomach hungry again. This is the place where you can find everything you need and then some. Restaurants, pubs, clothing stores, hairdressers, jewelers, water pipe shops, bakeries and much more is available in this meeting place and center of culture. Even if you do not understand all the languages spoken by the people you walk by, they all have a common smile while they stand and try to get a good price on the fresh fruits. “1 kg äpplen för 15 kronor! Sista pris!”1 You hear someone shout out loud while an elderly woman with bright blue eyes put today’s shopping in her bag and another woman with her white veil hastens to the stand so she can get some of the cheap apples before they run out. Even though darkness begins to fall, the pulse of this gathering place for people of different cultures continues to beat around the clock. Where is this exotic place?

Möllevången, more known as Möllan, is a famous neighborhood in Malmö that is located at Möllevångstorget and Folkets Park. Möllevången is a small part of a bigger area of Malmö called Södra Innerstaden and the name stands for “meadow mill” to be precise. Möllevången is known for its ethnical diversity when it comes to food and stores and subcultures (Ute på Möllan 2007). One can find spices, today’s dinner and friendly smiles all over Möllevången. About 34% of the people who live in Södra Innerstaden are born in a foreign country such as Bosnia, Iraq, Lebanon and Poland (Malmö 2010) which proves the just mentioned point that the area has a great variety in culture. Möllevången is, however, not just a sunshine story; according to the media it is also an area with a lot of problems when it comes to violent crimes, litter and addiction.

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1 Translation= 1 kilogram apples for SEK 15! Final price!
problems. Because of these many problems, Möllevångstorget is monitored by CCTV to prevent crime (Björklund 2004).

Only in *Sydsvenskan*, a major Swedish newspaper, we find different headlines that projects a bad image of Möllevången: "Robed on his moped in Möllevången", “Knife robbery”, “families with children leave Möllan”, “House break-ins in Möllevången, “Robbery in Möllevången”. Despite the fact that there are bad sides of Möllevången, there are many good sides; one of them being a thriving community for entrepreneurs.

This study will not focus on the positive and negative aspects of Möllevången but instead on the entrepreneurs located in the area and, more specifically, why they chose to be entrepreneurs and how they started. Integration of immigrants is today a subject that is often discussed in the media, but these discussions take place without immigrant participation. You speak of them, but not with them. Therefore; our focus is to let the entrepreneurs with an immigrant background\(^2\) in Möllevången be heard and give their version of entrepreneurship.

To arrive to an unfamiliar place can be difficult. There are those who immigrate to a country, but find it impossible to get a job. Therefore they do not feel like a part of the society, while others immigrate to a new country and starts building their own business and uses that way to try to work. The question is what makes these people differ from each other when they all started from the same place in the beginning? If you cannot find a job, do you sit on the coach and watch TV all day? And if you do work, do you in that case work at a regular job, or do you become an entrepreneur? The answer to this question has been discussed by several scholars (Omar, 2011; Clark and Drinkwater, 2000) who claim that there are some factors that force immigrants to become entrepreneurs and that there are factors that make them choose to become entrepreneurs.

So why did the ethnic entrepreneurs in Möllevången become what they are today and how did they start their business? The answers and our research will be shown throughout this study.

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\(^2\) Immigrant that is not born in Sweden, but that has a Swedish citizenship and has started a small business
1.2 Purpose
The purpose of this dissertation is to investigate different factors that influence the initiative to entrepreneurship, especially those with small businesses in Möllevången. One aim is to investigate why immigrants become entrepreneurs and also how they became entrepreneurs.

1.3 Research question and objectives

Research question:

- WHY AND HOW DO PEOPLE WITH AN ETHNIC BACKGROUND BECOME ENTREPRENEURS?

Objectives:

- To investigate why people with an ethnic background become entrepreneurs
- To investigate how immigrant entrepreneurs work to build a small business

1.4 Theoretical and empirical limitations
The limitation will be to entrepreneurial theory and therefore we have chosen to investigate why some people start their own and what factors that have lead them to become entrepreneurs, and how they run their businesses. The investigation will be limited to people with a foreign background, that have a Swedish citizenship and that have chosen to start a business. Moreover, the interviews are limited to an area in Malmö called Möllevången, which is known for its cultural place.

1.5 Outline
This study consists of 6 chapters. The first chapter presents the Background: including background, problem, purpose, research question and objectives, and finally theoretical limitations. The second chapter consists of the Research method, consisting of the qualitative method, selection method and location, choice of methodology and research approach. Chapter three is the Literature review where the chosen theories are explained, ending with a summary review of the whole chapter. In chapter four,
Research techniques are presented. In chapter five the analyzing and empirical part can be found. In the sixth and final chapter the Conclusion and suggestion for further research are presented.
2. Research Method

In this chapter, the methods used in the study will be presented. This includes qualitative method, research philosophy, selection method and location and finally the research approach.

2.1 Qualitative method

A qualitative method was used to answer the research question in this study. The qualitative method focuses on explaining different things and phenomena. In comparison to the quantitative method which often tries to describe the extent of something.

Qualitative method is based on meanings expressed through words, collected results in non-standardized data requiring classification into categories and analysis conducted through the use of conceptualization (Saunders et al, 2007). When coming to the point where you have to decide which people to interview, one must differ between informants and respondents. Informants can be described as persons that do not represent the group as a whole but still have a larger understanding of a field. Respondents are people that have been involved in a certain situation and can be called the representatives for a certain group (Jacobsen, 2007).

In our study we will conduct interviews with representatives of a specific group, namely immigrants who run their own businesses at Möllevångstorget in Malmö. Therefore, we have respondents. For instance, we had already planned to only interview people with an immigrant background. This method gives us more advantage because we get a wider ranger on answers which later can be analyzed.

There are several ways to select people for an interview. We used a convenience sampling as we were interested to interview respondents with different foreign background (Broadbridge, 2009). We did not look at factors like gender or age but went to the area where these entrepreneurs were and went in to their stores and asked if we could interview them. According to Broadbridge (2009) convenience sampling is also known as grab, opportunity, accidental or haphazard sampling. The researcher that uses convenience sampling uses subjects that are easy to reach. As the name describes, the researcher chooses subjects because of convenience. An example of convenience
sampling is when students use their classmates in a research study. The interviews were conducted face to face in their shops and were not set up in advance. The five respondents were selected on the base of their nationality and we were familiar with their stores which made it convenient to choose them.

At first the aim was to have more respondents, but as the process continued we realized that we had enough to find answers to our questions; we had reached the saturation of the empirical material. Due to the fact that we had reached the saturation, we decided to have the interviews as personal and open as possible; so we chose to conduct five semi-structured interviews (Saunders et al, 2007).

The advantages of this kind of interviews are as following:

- It may lead the discussion into areas that you had not previously considered but are significant for your understanding and developing new questions or thoughts.
- It may lead to find an understanding to each individual’s attitudes and opinions.
- It may lead to how people interpret and understand a particular phenomenon.
- The result will be that you are able to collect a rich and detailed set of data.

(Saunders et al, 2007; Jacobsen, 2007)

Every method is characterized by advantages and disadvantages. When having a long interview with a respondent, the possibility to sit down is not always there; therefore the best way according to Saunders et.al (2007). is to video or audio record the interview. Also, the concentration level will become higher and one can listen to it several times.

Rather than making a questionnaire that would take up a lot of our and the respondents time, we decided to develop interviews. According to Saunders et.al (2007) managers are more open to interviews rather than filling out a questionnaire. It is simply more time consuming to fill out a questionnaire, than to ask somebody questions. It is also a great advantage to be able to ask somebody simple and personal questions, rather than getting short answers with a questionnaire that does not provide us with the same amount of information or impressions. Also, if we feel that we have not understood the
answer, we can just elaborate or change our question to get a new response (Saunders et al, 2007; Jacobsen, 2007).

2.2 Research philosophy
In this study one can draw conclusions, make predictions or construct explanations. This is something called Reasoning. Three methods of reasoning are the inductive, deductive and abductive approach which is a mixture of a deductive and an inductive approach (Saunders et al. 2007).

The deductive research collects logical conclusions from theory and presents them in forms of hypotheses. Later you test these in an empirical setting and then present conclusions based on the research from those theories. The inductive reasoning follows the opposite path where you have to make observation that leads to propositions and generalization in a theoretical frame (Butte, 2008; Saunders et al. 2007).

2.2.1 Abductive
The study will be a mixture of both an inductive and deductive approach; a so called abductive reasoning. The objective of an abductive approach is to discover new things, other elements and other relationships (Dubois & Gadde, 2002; Saunders et al. 2007). And due to the fact that we will both rely on existing facts and later interview respondents, we feel this reasoning is appropriate for this study. We have also conducted our study from a subjective point of view of looking at the world where we use the respondents’ opinions and experience towards their businesses (Saunders et al 2007).

The interviews will be conducted on a selective group of people; persons with an ethnic background that has started their own business. Therefore we cannot generalize the answers given to us. This kind of reasoning is concerned with the particularities of specific situations, which can also lead to suggesting general rules. (Dubois & Gadde, 2002). That is why the abductive approach is the most appropriate for this study.
3. Literature review

This chapter presents the chosen theories, with a definition of each theory, later ending with a summary review of the whole chapter.

3.1 Entrepreneurship

3.1.1 Definition of Entrepreneurship

The word *entrepreneur* was formed in the early 1800s by a French entrepreneur and means "to implement". The entrepreneur is the one who organizes, manages, and takes the risk of a business (Kuratko, 2001; Omar, 2011). According to Longenecker, (2006) and Kuratko (2001), an entrepreneur is someone who sees things the other way. A typical characteristic of an entrepreneur is having the ability to make changes with scarce resources by ensuring opportunities, while other individuals may look at the situation with chaos, confusion, or impossibilities. An entrepreneur is not a team or a committee or an organization, an entrepreneur is a person and an individual. According to Casson (1982), only individuals make decisions while individuals in a committee make strategic decisions. An entrepreneur is also a person who acts with confidence, takes initiative and he or she is a guide to find a new path. An entrepreneur owns a business and is responsible for planning, organizing, directing and controlling a company to create value for customers (Omar, 2011).

As long as there is new information and new opportunities there will always be entrepreneurs (Casson, 1982). Kuratko (2001) writes that entrepreneurs find their passion instantly and try to move the business forward. Owing to that fact, entrepreneurs put themselves to the task of enrichment. Some of them do it for unselfish reasons, some are generous with the wealth they attain, and some attain wealth by providing other people with goods and services. (Phizacklea and Ram, 1995). Kuratko (2001) also describes that the entrepreneur has more than just the usual qualities of a man; the entrepreneur has a high degree of perseverance to pursue his idea into reality. One of the goals is to use their passion to move the business forward.
There are two methods that define what an entrepreneur is (Casson, 1982):

1. The functional approach; "an entrepreneur is what an entrepreneur does." The functional method indicates what functions the entrepreneur has.

2. The second approach is an indicative approach that describes the entrepreneur based on how he or she is. This approach is more abstract than the functional approach, and it describes the entrepreneur in terms of their legal status, his relationship with other parties and his position in society.

Peneder (2009, p. 78) defines the entrepreneur as "someone who specializes in taking judgmental decisions about the coordination of scarce resources.” While NUTEK, which is a state management authority defines, entrepreneurship as “a dynamic and social process where individuals, alone or in cooperation, identify opportunities and make something with them to later transform ideas into practical and targeted activities in the social, cultural and economic contexts” (Regionorebro 2005).

According to Kuratko (2001) and Omar (2011) entrepreneurship is more than just the creation of business, it is about contributing to economic growth through leadership, management, innovation, research and development efficiency, job creation, competitiveness, productivity and the formation of new industry of creativity. The word creativity means a development of new ways to see and identify problems and opportunities that are innovative. Innovation is just an application of creative ideas into opportunities and problems (Omar, 2011).

Even though the term “entrepreneurship” was coined back in the early eighteenth century, it is still difficult to find only one universal theory to what it truly means (Omar, 2011). Due to the fact that the concept is not recent, there are various areas of entrepreneurship: international entrepreneurship (IE), ethnic entrepreneurship (EE) and transnational entrepreneurship (TE) (Azmat and Zutshi, 2010). These three areas have attracted increasing interest but this dissertation will focus mainly on ethnic entrepreneurship because the terms are the fundamental grounds for this study.
3.1.2 Definition of Ethnic entrepreneurship

Now that we have established what an entrepreneur is, we can move forward and define what ethnic entrepreneurship means. The word “ethnic” refers to a set of connections and regular patterns of interaction among people sharing common national background or migration experiences (Azmat and Zutshi, 2010). Azmat and Zutshi (2010) referred the word to a sense of group solidarity, common culture and self-identification with an ethnic group.

When defining ethnic entrepreneurship one must include immigrants and minority groups, as compared to international entrepreneurship that only includes individuals who have immigrated over the past few decades but exclude members of ethnic minority group who have been living in the country for several centuries (Azmat and Zutshi, 2010).

Phizacklea and Ram (2005) points out that businesses that are ethnic minority-owned is an established and growing feature. They do not only fulfill an important social and economic role for the minority communities themselves, but they have also made a significant contribution to the revival of the small business population.

“With trends like globalization and technological advancement, immigrants will not only continue to fuel population growth but will significantly contribute to the economy in the years ahead” (Azmat and Zutshi 2010, p. 63).

It is an undeniable fact that the majority of immigrants leave their home countries in order to find a better life for them, their families and their children. Coming to a host country that provides them with plenty of opportunities, including the one to start your own business, is a great fortune to those who have suffered in war most of their lives. It is much easier to self-employ and become a great force in retail, garment and fast-food production than to return “home” (Panayiotopoulos, 2008). That is why immigrant business is continuing to grow and ethnic minority groups in business are increasingly becoming an area of interest (Phizacklea and Ram, 2005).

Ethnic entrepreneurship is simply a way for immigrants to overcome block mobility in the labour market and has allowed them to carve a socially respectable and economically viable position in the host societies (Phizacklea and Ram, 2005).
3.2 Push and Pull theory

When it comes to certain behaviors or actions in society there are often as many theories as there are scientists. When it comes to the phenomena of entrepreneurship there is really no difference. In the recent decades people have become more interested in human behavior, such as the behavior to stand out from the “usual” worker and start your own business (Segal, Dan and Schoenfeld, 2005). Some theories suggest that the most important aspects when it comes to explaining this behavior is people’s own personalities and characteristics that decide if a person seeks entrepreneurship, while some theories suggest that is comes down to the interaction between the person and the situation that he or she acts within (Segal et al. 2005).

One of all these theories was proposed by Gilad and Levine in 1986 and is called “The Push and Pull theory” (Segal et al. 2005).

So why do some immigrants own businesses instead of getting a “regular” job such as a teacher, nurse, dancer or economist? What factors have led them to become entrepreneurs? Omar (2011) and Segal et al. (2005) claim that push and pull factors are the answers to these questions. Push factors are the blocked opportunities to immigrants to enter the normal employment that lead them into entrepreneurship (Omar, 2011; Clark and Drinkwater, 2011; Porter and Rumbaut, 1996; Kirkwood, 2009), while pull factors are the positive factors that make the immigrants want to be entrepreneurs (Omar, 2011; Kirkwood, 2009).

Many researchers have discussed the push and pull factors and many agree that both push and pull factors can affect the motivation of entrepreneurs to decide whether or not to start their own businesses (Clark and Drinkwater, 2000). There are several reasons and factors that make immigrants either choose or to be forced to be an entrepreneur. For both our own sake and our readers we have chosen to not include all factors that was mentioned in the literature we took use from. We made this choice because of the simple fact that this is a theory that yet has no certain framework and therefore can include what the person who uses it considers to fit the most according to him/herself (Omar, 2011; Clark and Drinkwater, 2011; Porter and Rumbaut, 1996; Kirkwood, 2009). The factors that this study will discuss are those that we judged to be the most commonly used and established in the literature and also most suitable to
people with a different ethnic background (Omar, 2011; Clark and Drinkwater, 2011; Porter and Rumbaut, 1996; Kirkwood, 2009).

3.2.1 Push factors
To be an immigrant in a foreign country can be very difficult and sometimes the disadvantages in the host countries push the immigrants into self-employment. The push theory has several factors, but this study will focus mainly on language, discrimination, low wages and education.

**Language:** Some ethnic groups have a disadvantage in the labor market due to a lack of fluency in the Swedish language. Those who are less fluent in the language often face a restricted set of opportunities when it comes to paid-employment. Therefore, it is expected that the rate of self-employment among people with language difficulties would be higher because of the fact that they are able to trade with individuals from the same ethnic groups, using their own language. This is one of the reasons that Clark and Drinkwater (2000) suggest that minorities who have difficulties with the language form an isolated labor pool which makes group fluency perhaps more important than the language fluency itself. Evans (1989) found with the help of Australian data that members of the group who are not fluent in English were more likely to be business owners, while in the US the data pointed to the opposite.

**Discrimination:** Employees have a right not to be discriminated against sex, color, religion, race, disability or origin (Diskrimineringslagen, 2008). According to Light (1979), discrimination pressure immigrants into entrepreneurship since there are no other way to go. Clark and Drinkwater (2000) believe that it is not always just because immigrants are discriminated that they get pushed into entrepreneurship, but instead they claim that it is more a cultural property held by the immigrants that they want to start own businesses. Which make the question remain, why are immigrants pushed towards self-employment?

**Low wages:** Husted et al. (2001) believe that there is a difference between refugee immigrants and labor immigrants when it comes to wages. The main differences between refugee immigrants and labor immigrants are that the refugee immigrants tend to have a difficulty with the language and inferior education or an education which is
hard to work within in the host country. Hence, they are employed in areas with low wages. According to Omar (2011) low wages is another negative push factor that pushes immigrants into self-employment since they believe that their economic situation will improve if the start their own business.

**Education:** In Borjas (1986) opinion higher education increases the ability of the person to offer a service that others desire and that higher education can increase organizational and managing skills of workers. When it is a push factor, immigrants with low education are pushed into self-employment because they have no training/poor training and with the fact that today’s society often require some form of education, immigrants can be pushed into self-employment since there is no other way to work than for you (Urban, 2003).

### 3.2.2 Pull factors

The pull factors are the positive factors that make immigrants want to be entrepreneurs. The immigrants like to be entrepreneurs because they think that they will get higher earnings, increased professional standing, a sense of independence and a flexible schedule to have time to the family’s needs. Omar (2011, p. 38) writes that “self-employment is often looked at as the most proper approach to achieve upward mobility and a way to accelerate socioeconomic adaptation and progress.” This quotation shows that entrepreneurs are free to decide to become entrepreneurs for several reasons, but the most discussed in this study are ethnic enclave, religion and immigrant status.

**Ethnic enclave:** A definition of an enclave is that it is a concentration of individuals with the same ethnic background within a geographical location that is specific for these individuals (Clark and Drinkwater, 2000). It is often argued that the enclaves thanks to their similar language and ethnic background are able to trade with one another. This common background also gives minority entrepreneurs the advantage of having knowledge about the ethnic markets, but it does not guarantee an easy expansion of the business into the other markets in the community. What it does do is giving the chance to capture the customers from the same background and also attract other people from the same background when they know that their “favorite products” can be found in that area. However, Clark and Drinkwater (2000) suggest that too much competition
amongst entrepreneurs could cause limited opportunities. Another factor that lowers the possibility of growth is that incomes within enclaves tend to be low.

**Religion:** Carlswell and Rolland (2007) claim in their article that religions and businesses depend on each other in many ways. Religion can be a factor for entrepreneurs to choose self-employment. The authors divide the relationship between religion and entrepreneurship in two points. The first point is that if there is a national religion in a country, the country will provide support and help entrepreneurs to start their own businesses. They also believe that religious entrepreneurs will pursue their businesses in a different way depending on which religion they belong to (Carlswell and Rolland, 2007). We argue that this sounds very reasonable, because if we assume that an entrepreneur has a small grocery store, he will during Ramadan month (Muslim Feast) purchase food that suits the ceremony of what Muslims eat during Ramadan. On the other hand, this is not obvious, since a Muslim entrepreneur maybe purchases Ramadan food during Ramadan and ginger bread during Christmas or vice versa. Can we ensure that it is not about religion anymore but instead about profit and matching in the marketplace?

The second point is if entrepreneurs are religious, they will often automatically hire people with the same religion as themselves. If that is the case, they also form a network that only people with the same religion participate in. Carlswell and Rolland (2007) claim that this is not always useful because of the fact that if they are living in a country where everyone has the same religion, then their business will not be special and unique (Carlswell and Rolland, 2007).

According to Clark and Drinkwater, (2000) religion can be a positive thing for entrepreneurs as mentioned before. For instance, Muslim and Hindu entrepreneurship is very important due to the fact that Muslim and Hinduism prophets were businessmen which inspired people to be like their “followers” and if they act like their prophets who were entrepreneurs, then they are ensured that they will succeed like them (Clark and Drinkwater, 2000). We question, however, whether religion is the strongest reason that immigrant decide to become entrepreneurs. This theory above could have been relevant some decades ago, but today most people focus more on making good profits than
trying to be religious. On the other hand, we could be wrong, so this will be investigated later on in the study.

**Immigrant status:** Very often, ethnic minorities consist of immigrants who might be expected to be more inclined towards entrepreneurial activities than natives due to arguments such as higher levels of unobservable motivation. Clark and Drinkwater (2000) stated that the number of years that have elapsed since immigration is an important factor because of the fact that the cost of an entry to self-employment is likely to intimidate more newly arrived immigrants. They further argued that the self-employment rates of the immigrant’s home country could be an important factor, but this statement was earlier argued by Fairlie and Meyer (1996) saying that this is not statistically significant. A factor that could be of importance is the family situation since family members often is a cheap and reliable labor source. If that is the case, it is not something that is specifically true for ethnic minorities, but perhaps more common in minorities with more close and stronger family bonds.

### 3.3 Starting your own business

A lot of people have a dream to own their own business. For many of them the dream stops there. But in today’s society, more and more people are starting to break away from their regular employment which leads them to self-employment. While many lose their jobs, some are being unemployed against their will and their last and only option is to start their own business. Many questions can appear when doing so: Dare I start on my own at my age? Am I too old? Or too young? Do I dare go to the bank to borrow money? Will I have time with my family? Dare I risk my savings? I can lose what I have built up over many years (Axlin, 2002).

The questions can be added more and more, but no one but the ethnic entrepreneurs can answer them. It is difficult for everyone to start something new: For instance, just because you may be fortunate to have a lot of money it doesn’t mean it will be easier to start on your own. You simply must have more qualities to become a good entrepreneur (Axlin, 2002).

So what are these qualities? Does every self-employer have the same qualities? Or are there some features that one must have as an entrepreneur?
The most important qualities that one should have are a strong goal orientation, perseverance and capacity for involvement. To owning your own business one must be able to go through failures but also rejoice over successes, and still be stubborn and humble to know that there might be both. It is a business with great change and development: so an entrepreneur should also be able to have a Plan B, a backup plan. One of the most important elements that Axlin (2002) addresses is that an entrepreneur should dare more, to take risks more and make decisions quickly due to the fact that one have to manage everything. An entrepreneur cannot depend on anybody else.

Many people are afraid of self-employment, but is it really that scary? Many books bring up the subject about starting your own business and the reasons behind it. One of them being Axlin who claims he knows that people who start businesses do not self-employ in order to become wealthy and live an international life of luxury, but for self-gain and control over their lives and their time. Not many of them do it just for the pleasure of the wealth but also to feel proud of accomplishing something on their own. Making money is a credible reason but is rarely the main argument, according to Axlin (2002).

It may also be intimidating because of the fact that just a few years ago it was regarded suspicious when people self-employed themselves or wanted to produce something on their own. The attitude was that self-employers weren’t legitimate with their business and that their main purpose was to escape taxes and use the system to make a good profit (Axlin, 2002). It was over all perceived as something negative. But in today’s society small businesses have been more accepted and common. Starting your own business is maybe becoming more common because nowadays one can turn to self-employment when there are no other choices left. But how does one start?

3.3.1 Different ways to start your own business

What may be the thoughts going on in an entrepreneurs mind in times of building their own business? There are several models that are used to help and encourage entrepreneurs to start their own businesses (Scott, 1999). According to Axlin, many entrepreneurs have built up their businesses according to something called the Classical model. The model of the Classical model steps, are as follows:

1. The first idea and the desire to start on your own shows up
2. The idea matures and grows to a decision
3. Solid planning, budgeting, costing and planning of marketing strategy
4. Starting your own business.
   (Axlin, 2002)

Another model is “Stages of starting a business” (Gibb and Ritchie, 1982), which is similar to the classical model. According to Scott (1999) the model focuses on motivation and ideas to help entrepreneurs to become successful. The steps of Gibb and Ritchie’s model, from 1982 are as follows:

1. Acquiring motivation
2. Finding an idea
3. Validating the idea
4. Identifying the resources
5. Negotiating to get into business
6. Birth and survival

Are these really the thoughts of a new self-employer? Is this what people with an ethnic background in Möllevången think in the beginning when they start their own business? Is this so-called classical model something that they truly follow? Are they really following these stages, or is this an unreachable model praised by scholars?

3.4 Summary of literature review

The theories mentioned in this dissertation are used as a guideline for this study, and the analysis of the interviews will be supported by the theories.

To understand why and how people with an ethnic background become entrepreneurs and how they start their business, this study will look at the mentioned theories.

The Push & Pull Theory gives an understanding to weather people with an immigrant background choose or are forced to start their own business. It describes different factors; The Push factors being the negatives ones and the Pull being the positive ones.

Seven factors were selected, because these seven were most used in other studies of entrepreneurship. They were also most relevant to the groundwork of this study.

The seven factors that were chosen are:
Pull factors:

- Ethnic enclave
- Religion
- Education
- Immigrant status

Push factors:

- Language
- Discrimination
- Low wages

The Classical Model gives an insight to how immigrant entrepreneurs work to build a small business. This model describes the thoughts of entrepreneurs before even considering starting a new business.

Furthermore, Gibbs & Ritchie’s model is of importance, because it is similar to the Classical model. The model focuses on motivation and ideas to help entrepreneurs to become successful.

Given our purpose, to explore, interpret, analyze and understand our respondents, this study will be structured to the theories above and then compared to the respondents answers. In this way, the study will be an exploratory one.
4. Research techniques

In this fourth chapter a description of the research techniques is presented, beginning with descriptions of location, moving on to research approach and finally ending with a sample of questions for the respondents.

4.1 Location and respondents

The interviews took place in the respondents' small businesses in Möllevången. We chose this environment because our respondents would feel more comfortable in their own environment.

The respondents were interviewed in the middle of April in Malmö, Möllevången. They were interviewed on two separate days. The recording devices used for the interviews were IPhones which we used to record the respondents answers. Each interview took approximately 30-40 minutes due to the fact that we were so open in the conversation. After we had done all the interviews we wrote it all down in a Word document.

According to Saunders et. al (2007), in order to end up with useful tape recording you should choose a place that is quiet and where you will not be disturbed when conducting the interview. But we still chose a place where you could be interrupted as when the respondents received a phone call or someone came into the store to shop. We did not see this as a negative thing, because it made us see how the respondents actually were working in their shops.

The five respondents chose to remain anonymous and will henceforth be called by a name that we consider "typical" for their countries; because it is an important point in the paper to lift out which countries the respondents come from.

Ahmed is originally from Palestine and is 30-years old. He owns a restaurant that offers Arabic food on Möllevångstorget. Ahmed has only lived in Sweden for 2 years. Since Ahmed could not speak good Swedish, we conducted the interview in Arabic.

Araz is a man in his mid-40s that came to Sweden in 1989. Araz is originally from Iran and in 1997 he started his small cosmetics shop in Möllevången.

Hussein is originally from Iraq. He came to Sweden in 1989 and 10 years ago he opened his grocery store. Today, Hussein is 40-years old and has since a year back started a salad bar that is located wall to wall to his grocery store.
Patricia is a middle-aged woman and she came from Poland 35 years ago. She started a grocery store 20 years ago where she has everything from salads to hair-color and clothes.

Alexander, who is a 50-year old man from Serbia, came to Sweden in 1988. Alexander now owns a butcher shop where he sells all kinds of meat. He opened his shop 11 years ago.

4.2 Research approach
When planning our interviews, the starting point was “How and why do entrepreneurs with an ethnic background run small organizations in a place like Möllevången?” Choosing semi-structured interviews was just an idea to make the respondents get in depth of their self-employment stories. It was therefore important for them to talk fluently, but within a frameset by us (Saunders et al, 2007; Jacobsen, 2007). To analyze semi-structured interviews can be difficult and confusing, so we decided to use an “interview guide”. We had questions that we divided into several sub-questions as a support to make the respondents start thinking for themselves about their entrepreneurship (Saunders et al, 2007; Jacobsen, 2007).

When we wrote down our interview guide to the five interviews we divided the interview guide into three parts; first we had introduction questions, then main body questions and finally ending questions (Jacobsen, 2007; Sandy and Dumay, 2011).

The aim of the introduction questions was to make the respondents feel comfortable and understand the subject. It also made the respondents start thinking, more getting into a discussion about their experiences and so we can know where they came from (Sandy and Dumay, 2011). Later on with the main body questions, we wanted to focus on the purpose of the whole interview and tried to catch the important information that we wanted the respondents to tell us about (Jacobsen, 2007; Sandy and Dumay, 2011). In the ending questions we finished the interviews by summarizing what the respondents said and asked more usual questions (Jacobsen, 2007; Sandy and Dumay, 2011). During our interviews we wanted to bring an “every day” feeling, which made the respondents tell us their stories more honestly. Eventually, we tried to let the respondents to see us as friends and not students or researches to facilitate the boundaries between us.
Below you will find the questions asked in our interview with the five respondents in the relation to the theory we used earlier. We asked the specific questions to be able to answer our research question. In appendix 1 you can find the interview guide with the questions.

The introduction questions had not a direct connection with the theories, but we asked where they came from, to make the respondents comfortable with questions where they can introduce themselves. When it comes to the theory about how to start your own business, we were in touch with the Classical and Gibb and Ritchie’s model and three questions were that was asked were based on these models. In this point we had moved into the main body of the interview. We wanted to know how they started their own business. We wanted to see if they followed the models mentioned above or if they even knew about the models. The questions that concerned what was important for the respondents to think about before starting their own business was very important to the connection of the models. These questions were more of the character were the respondents had to think through their answers first on how they first started their business. Another question was about what qualities an entrepreneur should have, something that was of interest so that we could compare what they considered to be important qualities with the theory’s opinion. Because according to the definition of Axlin (2002) there are many qualities an entrepreneur should have, for an example, to dare more, to take risks and to make decisions quickly.

We also asked the respondents why they started their own business. We formulated questions based on the Push and Pull theory for this part of the interview. As explained in the theory section there are seven factors that motivated immigrants to become entrepreneurs. But the question was; which factors affected their choice or, for some, which factors forced them into entrepreneurship? We asked the respondents regarding one factor at time and at the same time we also let them share with us their own stories about why they became entrepreneurs. This we did in order to let the respondents have the opportunity to come up with their own factors.

The ending questions summarized the interview where we wanted to touch the most important points in the interview. We asked a simple question; if they wanted to add something and then followed this with our main question; did they start their own business by choice or did they felt forced?
5. Empirical findings and analysis

This chapter will be divided into two parts. In the first part, a historical review about immigrant in Sweden is presented. The second part the data collected from the interviews will be presented together with the analysis. In the third part the empirical findings will be presented first and analyzed second.

5.1 Background

5.1.1 Immigrants in Sweden

The number of people who were born abroad increased rapidly in Sweden during the post war period. In 1940 the part of the Swedish population who were born abroad was just 1 per cent of the Swedish population. Already during the 1970´s this proportion increased to 7 per cent (Hammerstedt, 2002; Hammarstedt and Shukur, 2007).

After World War 2 and during the 1950’s and 60’s there were a lot of refugee immigrations from countries in Eastern Europe such as Italy, Greece, Yugoslavia and Turkey that migrated to Sweden. Immigrants from Eastern Europe were generally highly educated and did well on the Swedish labor market (Migrationsverket, 2012).

In the middle of the 80th century, asylum seekers from Iran, Iraq, Lebanon, Syria, Turkey and Eritrea started to increase in numbers throughout Western Europe. At the end of the decade asylum seekers from Somalia, Kosovo and several of the former Eastern states where in line for an asylum. When the communist repression broke down; it led to people leaving their countries to find a better life somewhere else (Migrationsverket, 2012).

During the 90th century, migration to Sweden started to decrease because several long-lasting wars started to end in the Middle East. People were no longer forced to leave their countries but many from Yugoslavia began to migrate to Sweden because of a new war and division of their countries (Migrationsverket, 2012).
Sweden was in 1995 an EU member but later in 1999, the European Council set the target that the EU will eventually build up a common asylum and migration policy. As a result, Sweden joined the Schengen countries, meaning that the borders between 13 countries were opened and a visa was granted within the region. An increasing number of EU citizens made their way to Sweden to work for varying periods of time (Migrationsverket, 2012).

The migration to Sweden just kept increasing and more people from Yugoslavia, Iraq, USSR, and Somalia (Africa) also began to seek asylum in Sweden. Today, Sweden has about 1,427,296 people who were born abroad and Malmö has 92,228 foreign-born persons (Malmo, 2011). Due to the fact that the size of the immigrant population has grown, the character of immigration has also changed over the years (Migrationsverket, 2012).

Now that we have discussed some facts and history about immigrants in Sweden, we will move on and find out how the immigrant entrepreneurs nowadays are; were they forced or were it by choice?

5.2 Pushed or pulled into self-employment?

After conducting all the interviews, we tried to compare the literature with our interviews and see if there were any differences or similarities between them. The literature was very helpful because it gave us an insight on how we could analyze our interviews.

We chose the Push & Pull theory because it answers the question to why ethnic entrepreneurs start their own businesses. According to many authors, the Pull factors are the positive factors that make ethnic people choose to become entrepreneurs, whilst Push factors are negative ones that force them too.

Have our respondents chosen to become entrepreneurs or have they been forced?

We started talking to Ahmed from Palestine, who has lived in Sweden for 2 years. Today he owns a big restaurant in Möllevången. Ahmed tells us that when he first came to Sweden, he worked as a dishwasher at a Swedish restaurant. The employer in the restaurant placed him behind the dishes where he could not exercise the skills he
believed he had. This he felt was unfair because he had previously in his home country owned his own restaurant where he was the chef. His hopes were to continue with that profession when he came to Sweden, but he had to accept his situation.

After having to endure his job as a dishwasher for almost 1 year, he felt that the salary was not enough and that he was capable of more. It was back then that he decided to start his own restaurant that only served Arabic food. Ahmed says: “I never want to work for someone who makes me feel smaller than I am”.

After talking with Ahmed for an hour, we finally asked him if he felt compelled, or if he chose to start on his own. He responded by saying that in his home country, status is very important and that he therefore feels that he chose to be on his own.

The Push and Pull theory certifies that status is an important factor to why immigrants start their own business. In theory, "immigrant status" is a positive factor, but we get the impression that Ahmed went into self-employment because of a negative reason; a manager who did not see his true potential or gave him a chance to show his skills. We believe that the employer placed Ahmed as a dishwasher because he had not mastered the language well. This was proven when we first met Ahmed and he asked us if we spoke Arabic because he could not speak Swedish. We believe that language is a push factor that generally makes immigrants start their own business, which fits into the theory. The theory that we mentioned earlier, describes that some ethnic groups have a disadvantage in the labor market due to a lack of fluency in the Swedish language. It is not a surprise that those who are less fluent in the language often face a restricted set of opportunities when it comes to paid-employment (Clark and Drinkwater, 2000).

Another factor that Ahmed brings up is the salary. In the Push & Pull theory, “low wages” is considered a Push factor, which our respondents have proven to be correct. Ahmed feels that most immigrants relate “a regular job” with a bad salary. This he said he could relate too because in the restaurant he used to work at as a dishwasher, only paid 50 SEK/hour which is considered to be a “low” salary in today’s society.

After the long interview with Ahmed, we finally asked him if he ever felt discriminated. He shook his head and responded with a firm no. Despite the fact that he did not speak the Swedish language he felt that the Swedish society respected him – but that he was hoping to find better possibilities to show his skills.
Ahmed’s neighbor that runs a cosmetic boutique, Araz, is from Iran. He tells us that when he came to Sweden 15 years ago he felt discriminated at his first working place. He worked in a factory for several years, but his employer fired him because he felt that Araz knowledge was not enough anymore. Araz 45 wrinkled his forehead and said “Here in Sweden, when they do not need your favors anymore, they can simply just kick you out. I could not stand this kind of discrimination; that is why I started this on my own. I do not want to live here without a job”.

Araz says that there are three important factors that help you to keep a job and be employed here in Sweden: Education, language and status. We asked him what he meant by status and he explained that: “If you work at a factory, you have a bad status according to the Persian culture, but if you are for instance a doctor it is fine to be employed and have a regular job. But if you do not have an education, the only good status is to self-employ.” Araz also felt that language is a very important factor when you start your own business.

"Language is the key to the society. I only have a high school degree, which makes me feel like I do not have a place here in Sweden. I do not feel that they would hire me right now because everything in Sweden is about paper, diplomas and education. But to run your own business, you have to be able to talk and demonstrate for your customers”

(Araz 45)

Araz opinion of what is important in the Swedish society in order to be successful may be true. But if you relate to the theory, we can see a big difference. Education and language is deemed to be a push factor, while status is a pull factor. Araz continues to talk about status and tells us that if you work as a cleaner, you usually get a good salary. But according to the Persian culture, it is a “bad” job and it would be better to self-employ even though you do not make such a good living out of it. Here you can clearly see that Araz both feels forced to start his own business but also that he chose it on his own. Araz 45 said: “I actually felt forced to self-employ, because it is much harder to be employed. Therefore I feel that education is the most important factor here in Sweden.”

The education factor that is considered by many writers and researches belong in the Push group, turned out to belong in the same category and we therefore believe that it matches with the theory.
Hussein, the man from Iraq that owns his own grocery store and salad bar, is an educated psychologist in his home country. But has not had the chance to work with the same job here in Sweden. We had made an appointment with Hussein at 13:00 that day, but we had to wait for him about a half an hour because he was running from one desk to another. He was the only one working with both the salad bar and the grocery store.

Hussein 40 said: “I came to Sweden 89’ and started to work at GB-glass. I was in the wrong industry because I was an educated man in my home country, but I wanted money so I had to work”.

He interrupted the conversation and ran to get us each an energy drink and said that he had to offer us something. He then continued to say that he got the idea to open his own business when he worked at another factory that paid very badly. “I needed money, I have a family to support and to be employed by the community or somebody else in general is bad, you have a bad salary, they treat you bad. Plus I have an education, why should a psychologist work at a factory? I’m better than that.” (Hussein 40)

We asked him why he just did not work as a psychologist here in Sweden and he looked at us and smiled. He answered: “I’m not Swedish, isn’t that enough answer for you?” We asked him to explain more.

"I have applied for jobs at several hospitals, I do have potential, I was a good psychologist in Iraq. But they don’t even call me back for an interview and every time I ask them why, they respond with different answers that I do not even believe. I know it is because I do not speak good Swedish, or that they have some prejudices against us Arabs. But thankfully I am happy now, I practically earn as much as a doctor, who needs their interviews?”

(Hussein 40)

Education is a factor that can be both a push and a pull factor depending on what perspective you look at it from (Omar, 2011). In our opinion we agree with Omar. When it is a push factor, the ethnic entrepreneurs may not have an education and the employer is not hiring them because they require a certain amount of knowledge. But if we look at it from the other way, we can find that those with a high education were pulled to become entrepreneurs because of factors like knowledge, skills and education.
This has later on made them become good entrepreneurs and salesman (Clark and Drinkwater, 2000).

But Hussein’s story does not fit what the authors above have mentioned; instead we feel that his situation is caused by the fact that he does not have a Swedish education. When asking him why he has not taken the time to do so, he responded similar to our respondent Ahmed and said: “They would probably still not hire me because of my language skills or lack of it so to speak.” (Hussein 40)

Patricia is from Poland and has a grocery store a little further away from our gentlemen. We got a whole different response from Patricia when we asked her why she had started her own business. You could instantly see that Patricia was good at what she did; she was fluent in Swedish and told us that she had come to Sweden when she was 12 years old. Patricia felt very careful when she talked to us, and we got a feeling that she was a tough person to communicate with. We still tried to catch her attention by asking why she had started her business in the beginning.

She thought for a few seconds and then sighed a little and said: “I worked in a hospital in the beginning and I liked it very much, but I could not stand my boss, he always wanted to decide over me and I felt that it was enough at some point. Now it is time for me to be my own boss”. Patricia went on telling that she never felt discriminated during her time at the hospital. Patricia 47 also said: “My boss was a tough guy, but I never felt any different from all my other colleagues.”

Patricia actually brought up a factor that the Push & Pull theory does not bring up: Being your own boss. According to Patricia, this makes things much easier, your schedule becomes flexible and you have more time for your family. This factor we would place under the Pull division, as it is a motivation for immigrants who want to start on their own. Patricia is married and has 3 children and felt that being her own boss gives her a big responsibility but also gave her the ability to decide how she wanted to divide her time.

If we compare Ahmed with Patricia, we can descry some differences. Patricia feels that she chose to get in to self-employment while Ahmed felt forced. We can therefore draw
a conclusion that Patricia was raised in Sweden, knows the language and is probably more integrated in the society because she has learned the Swedish cultures and traditions. This compared to Ahmed who recently have started learning the language and building his life over again.

The cellphone started to ring on the table and Patricia rushed off to it and talked for a couple of minutes. She said it was an important call so we thanked her for her time and went to the butcher shop in the corner, where Alexander was positioned.

"I am an old man of 50 years, in Serbia it was a tradition that you followed your family's footsteps within that business they specialized in. Back in the days it was very good to be a butcher in Serbia, it gave you a good status. It meant you belonged to the finer class in the village. Not everybody could afford to eat meat...My great great grandfather was a butcher and so was my dad and even though I have moved to Sweden, I have carried with me the tradition” (Alexander 50)

Alexander said that in his younger days he was employed by another man that owned a butcher shop, but he did not like having someone telling him what to do, as Patricia also mentioned earlier. “I remember when I worked there; I received 40 SEK/hour.”

Alexander agreed with our other respondents that having your own business pays more than a "regular" job if you do not have an education. When we brought up the subject discrimination, he instantly responded that everybody discriminate each other here in Sweden, no matter where you come from. But that he never felt discriminated by earlier bosses and is well aware that he has to respect his 3 employees.

“Here in Sweden you have to build yourself up, either by studying and become a doctor and work in a hospital and have a good salary or start your own business and try to do something different and new. There is nothing in between, except being a thief perhaps.” (Alexander 50)

Alexander told us that he has three sons and a daughter and that he hopes that his children have a better life than him and that they feel like home here in Sweden. “My oldest son is 25 years old; he has been studying here in Sweden to become a car mechanic. He has betrayed our tradition in the family to become a butcher, but I hope that one of my other sons will work with meat. I would love for them to educate themselves to and get a better salary than their old dad.”
Tradition seemed to be of importance for certain ethnic entrepreneurs. Alexander wanted to maintain the tradition in the family because he saw it as something nice to pass from generation to generation. The Push and Pull theory does not explain this factor, but we believe it is an important one, because we feel that many immigrants feel that they choose to start their own business because they have this tradition in the family. But it can also be a push factor because they may feel obliged to maintain the tradition, as Alexander mentioned one of his sons “betrayal” by choosing another profession.

We asked all our respondents the same final question: “Have you decided to start on your own business or did you feel forced to start?” Ahmed 30 nodded his head and said: “I have been forced to start on my own.” Araz 40 responded similarly but developed the answer a bit: “I am in the wrong business, but I have to show Sweden that I am not one of those immigrants who are at home and watch TV and smoke a hookah every day.”

Patricia was sure of her answer and that she definitely chose her profession and that she loves it. While Alexander and Hussein gave us vague answers; Hussein 40 looked away for a moment and said: “It is a difficult question, but I just want to say that it is both, I felt forced but I chose it as well. I have an education but Sweden did not want to hire me, so I chose to start on my own and not to go seek other employments”. Alexander answered the question by saying that he actually did not know whether he had or not.

To conclude, all of our respondents have had different answers to our questions. We can confirm that most of them see language as a very important factor. It has been a threat to them, not being able to master the Swedish language. The question is if you really need language to be employed? Araz 45 answers to this question by saying: “Language is the key to the society”. That is when we start wonder if Sweden wants their population, no matter where they come from, to feel forced to become entrepreneurs when it actually should be a choice. Sweden is a country with democracy, so one should get to choose what you want to do within ones rights and obligations.

Discrimination was a factor that we thought our respondents would speak more of, but most of them did actually not feel discriminated. We thought that discrimination would be the first factor that all the respondents would use a push factor to starting their own business. You have read and heard a lot these days that immigrants feel discriminated, but our respondents did not see that as a threat and that made us happy.
Both Push and Pull factors are the answer to the question to why immigrants feel forced or have chosen to self-employ. This we could tell because all of our respondents mentioned at least one factor from the Push and Pull theory.

Our respondents did not touch or even talked about; “Ethnic enclave” and “Religion”. “Ethnic enclave” turned out not to be a relevant factor in our study, because we chose a place like Möllevången where different nationalities live together, while in theory enclaves are a population with the same background where everybody live together and speak the same language, and starts a business where everybody shop from the same place.

Religion we considered to be something personal so we did not get in depth with it, because it can be a very sensitive subject. On the other hand, we still believe that during this age and time, you do not follow faith to the letter. Clark and Drinkwater (2000) wrote that Muslims want to be businessmen as the Prophet Mohammed was. We believe more that you follow some qualities of your prophet, and not what he worked with several years ago. Sweden is a country where different religions are gathered and who does not support only one religion.

Our results match previous research as Omar, (2011) that said that both the Push and Pull factors can affect the motivation for an immigrant to become an entrepreneur. It can depend on different factors like how you live, how long you have lived in Sweden and so on. But everybody has the right to try on new things that they feel they are good at. Araz says:

“Sweden is a country with a lot of love, but they have to help us immigrants with believing in ourselves, for us to be able to do what we want. Society must have faith in us so that we can give them our trust. That is how we can start living together in diversity. When you are doing something that you have a passion for and are not forced into it, you will do it with love. That affects our entire community.”(Araz 45)

5.3 From A to B - Starting your own business

Like Axlin (2002) said, an entrepreneur must have certain qualities to achieve success. Axlin mentions that one must have a strong goal orientation, perseverance and capacity
for involvement. The five respondents all seemed to have these qualities because one could see their strong perseverance to succeed in their area. They were all involved and hoping to improve whatever they had started.

When we asked how Patricia from Poland had started on her own she told us that in the beginning, 15 years ago, she got an idea to start a restaurant with Polish cuisine. A while after starting that project she had to realize that the idea was not so good, and today she believes it was due to lack of demand in the market. She wanted to develop the idea so she went from Polish food to goods instead. This explains Axlin’s theory that one must be able to go through failures to be able to rejoice over successes. Patricia was stubborn enough to know that this is a business with great change and never gave up whenever things started to get rough. She had a Plan B as the theory of Axlin mentions.

Another quality that Axlin mentions is that entrepreneurs should dare more, take risks and depend on your own because you have to manage everything. These qualities could be seen in Araz, the entrepreneur from Iran who took great a risk when he started his business. Araz 45 said: "I wanted to sell something that had not previously been sold in this market…and I thought of cosmetics. I sell products that do not exist in Sweden, for example, these creams from Iran; this gives me a little more advantage. You cannot find this everywhere.”

Araz did not have any employees so he depended only on himself. So he took a great risk with opening his business, with being on his own and starting something that was new to the area.

To conclude, the five respondents did have all the qualities that an entrepreneur should have. The most important quality for the ethnic entrepreneurs seems to be that they dare to take risks and do something that is new to their market, which shows that they are great risk takers.

The classical model and Gibbs & Richie’s models seems to be the most common theories when it comes to starting your own business (Axlin, 2002; Gibb and Ritchie, 1982 and Scott, 1999). Below you can see the two models next to each other so one can compare the two. They are not identical, but have the same message. These two models explain the stages before starting a business, what to think about and what to do.
When asked to how our ethnic entrepreneurs started their own businesses, our respondents replied that they did not follow a specific model. We told them about the Classical model and Gibbs & Ritchie’s that claim that everything starts with an idea that develops into a decision which later turns into a plan that eventually becomes a business.

Restaurant owner Ahmed from Palestine looked like a question mark when we mentioned the classical model for him. He joked away our question and said: "I had no budget or strategy, my only goal was to survive for the day." When we later formulated the question for him and where the idea came from to sell Arabic cuisine, he replied that there was no idea but that he was spontaneous to his approach:

"I sell food that I know people like, in my home country they love this kind of food, and being able to offer this to people who have never tasted it is a pleasure for me ... I had no plan; I just try to keep up with current trends and satisfy people with exotic foods." (Ahmed 30)

Ahmed replied very short to our question and we got the impression that he really did not start with a strategy, but with a passion for food. When we later moved on to Araz from Iran, we received a similar answer:

“"I saw that there was no market for make-up in this area, and therefore I wanted to take a risk and bring products from my home country that I knew were not possible to find here in Sweden. My first customers were from Iran because they recognized and had missed these products here. But later it developed and I received more customers so I started to sell all kinds of products. I now wanted to sell the same products as other stores but at a lower price.” (Araz 45)
When we asked our other respondent Hussein, who’s originally from Iraq, the same question we received a similar response from as we did from Araz. Hussein 40 said "I’ve had this grocery store for 15 years. When I started there were no similar products in the area. When people wanted Arab goods only available in their home countries, they knew that Hussein had it."

Hussein mentioned that he was one of the first in the area to have unique products, products only found in other countries. But now that Möllevången has developed, he had to think in new ways. Hussein 40 said: “I had already managed to attract Arab consumers, now I wanted to attract other cultures, so I figured out something that could attract other customers too; Salad!”

After 10 years, Hussein had just recently decided to open a salad bar, wall to wall to his grocery store. He wanted to make his store more modern and to more fit the Swedish society. You could see the vast difference in the stores with one side containing exotic spices and Arabian goods, and on the other side the fresh vegetables where the queue to buy a small salad stretched out on the street. Hussein 40 said: "When I started planning to open a salad bar, the goal was to reach more customers with different backgrounds. I wanted people to buy a soda from one side and a salad from the other. Then I started thinking about my budget, it is very important to know where your money goes and what benefits you have."

Alexander, our respondent from Serbia was just like the rest of the respondents and claimed that he had started his business with no plan whatsoever. Alexander 50 said "I worked as a child in my father's butcher shop in Serbia, where he taught me the small secrets in this tough industry. That's why I want to continue the tradition to the next generation. My mind has always been to work within this industry, there was no plan or strategy but merely a lifestyle I have grown up with. Everybody wants meat, so it was easy for me to establish a new business here in Sweden. First I had a little business, but later on I have developed more and even though I have run this butcher shop for 26 years it is still in development."
Patricia is today well-known in Möllevången and many customers visit her daily for her foreign goods, she has everything from food to cosmetics and pastries. When we asked her if it was a strategy to have so many different items in the store, she replied that the range was developed over time as people demanded them.

"I figured that there are many Balkans and Polish people here in Malmo. We have many common foods and there was no variety of international products in the market. So I felt that I could try to sell such goods, instead of turning them into dishes, because that clearly did not work out. In the beginning I had a small budget to work with which only made it possible for the international products, but now that the business has developed the products have done the same. (Patricia 47)

After analyzing the respondent’s answers, we can see a pattern; they do not follow a special model. The Classical model begins with one simple idea and later develops to a decision. Later on you look at the budgeting and marketing strategy which leads to starting your own business. In the Gibbs & Ritchie’s model it starts by finding the motivation to a new idea, validating that idea and later negotiating to get into business which later all leads to the birth and survival of your own business. As you can see both have the same points but they differ in choice of words.

After interviewing our respondents, we found out that they do not follow these models, but that they in fact do have their own steps of starting their own business. So we created our own steps:

“Stages of starting your own for ethnic entrepreneurs”

1. Finding products that your minority group is missing.
2. Budgeting
3. Starting your own business
4. Turning to other consumers than your minority group
5. Survival
The difference between these steps and the Classical model and Gibbs & Ritchie’s model is that the “Stages of starting your own for ethnic entrepreneurs” is being used before, while and after starting your own business. The literature that brings up subjects about starting your own often uses the Classical and Gibbs & Ritchie’s model. These two models only show what an entrepreneur thinks in the beginning of the starting up.

The first point of “Stages of starting your own for ethnic entrepreneurs” is about pleasing what your friends and minority group’s demand. “I sell products that do not exist in Sweden, for example, these creams from Iran; this gives me a little more advantage.” (Araz 45)

The second point is finding out how much money you can spend on your business. This does not have to be your marketing strategy but gives an instinct on how much products and services you can provide. This means that the amount of money controls how you continue with building up your business. Alexander says that before he started his business, he felt that his budget ruled what he wanted to do: "I started with a small budget and tried to adapt my ideas to the sum I had then. Had I been rich, my ideas would not be what they are today. I might even have enlarged the idea to a restaurant, where we would only sell our own meat straight from the slaughterhouse.” (Alexander 50).

The third point is the starting of your business and lies between the financial status and attracting other customers. The only difference is that it lies in the middle and not as the last point as the Classical model and Gibbs & Ritchie’s model.

Hussein 40 says: “I had already managed to attract Arab consumers, now I wanted to attract other cultures, so I figured out something that could attract other customers too; Salad!” Hussein is a great example of this point since the starting of the business had already begun but he wanted to attract other consumers. So with the money he had from the first idea he could now invest in a new direction for his business.

The fifth and final point explains the entrepreneur’s way to hold together their business. To keep and to continue satisfy their consumers.
To conclude, the five respondents do not start their own business like the literature suggests. They are instead more spontaneous in their process. They are not as structured and organized in their planning. They just do what feels right and what the market demands. Due to this they have attracted new minority groups and kept them interested. They may have faced obstacles along the way at some point during the startup of their business, but they have continued and yet they remain where they are today, with plans to develop even more.
6. Conclusion

In this chapter a summary of the study and a conclusion is presented. In addition to this one can also find, critical review, practical implications and suggestions for future research.

6.1 Summary of the dissertation and conclusion

The object of this study was to examine why people with an ethnic background become entrepreneurs in Möllevången and how they started their businesses. The qualitative data have been conducted between February-May 2012 in the regions of central Malmö, in a place called Möllevången. Our aim was to answer our main question: How and why do people with an ethnic background become entrepreneurs in Möllevången?

To achieve the purpose of our study, we chose to do a qualitative study where we interviewed five entrepreneurs that all had an ethnic background, namely: Iraq, Poland, Palestine, Serbia and Iran. They may differ in origin but they have one thing in common; they all run a small business. The qualitative research was supported by theories of choice, namely Push & Pull, the Classical model and Gibbs and Ritchie’s model. These theories suggest how the five respondents thought in the beginning of opening their businesses. We have used semi structured interviews when interviewing our respondents in hope to get an as real reflection of what they have been through as possible. The search for our respondents was randomly done and due to time limitations we chose only five persons to interview and this allowed us to go in to depth in their stories. By speaking with them we could see their true stories and later compare reality with literature. Were they forced to self-employ or was it by choice?

The findings from the qualitative data showed us that the five respondents with an ethnic background were pulled into entrepreneurship. This because they expressed a will to either satisfy a certain consumer demand, maintain their status, be their own boss, maintain a family tradition or make more money. While some people felt pushed into entrepreneurship by factors like; low wages, language barriers, discrimination or maintaining a family tradition. Both push and pull factors seemed to be of significance
to our respondents and they all agreed that both factors fit them, hence, in a way they were both pulled and pushed towards self-employment.

Regarding to how they started their businesses, the result point to the face that entrepreneurs necessarily do not follow the Classical and Gibbs and Ritchie’s model. They used instead something that we called “Stages of starting your own for ethnic entrepreneurs”.

6.2 Critical review
The purpose of this study was to investigate how and why people with an ethnic background become entrepreneurs in a place like Möllevången.

Some critical reflections from this study are that the theory Push & Pull contained of several factors to why immigrants self-employ. We chose only a few of them. If more factors were chosen, the outcome of the respondents’ answers would maybe be greater or different.

We could also have used another area, but we chose Möllevången because we wanted to find different nationalities and we knew that Möllevången was a place of diversity. Maybe if we would have used the city of Malmö as a whole area, our findings would differ. The results from the interviews may therefore suggest limited generalizations, but not to a whole population.

6.3 Practical implications
This study was restrained by area and limited to our respondents’ background. Earlier studies have presented research about ethnic entrepreneurs in a larger scale; choosing a city as a whole, or a country or a certain ethnicity. That is why we decided to choose a small area in Malmö, Sweden. Earlier studies had focused on a specific nationality or religion, but we wanted to focus on all kinds of nationalities to represent Möllevången as an area of diversity.

Earlier scholars have claimed that ethnic entrepreneurs are both pushed and pulled into self-employment. We found similar answers. The conclusion to this study may be of some value to former studies; this because it contributes to a deeper understanding since
a smaller area and a small group of people made this study more personal and gave it depth. It also gives a positive view of a place like Möllevången, a view from the hardworking entrepreneurs and their story.

Old studies have mentioned the same factors in the Push and Pull theory as we have. When analyzing our respondents’ answers we found that tradition could be added to the Push and Pull theory. This was a factor that had not been enlightened in former studies. But tradition does attract attention and enlightens an important subject. People should not have to be forced to self-employ. We feel that it should be by choice. That is why this study wants to remind the Swedish society that there are people who in this society want to achieve great things in life, but never have had the opportunity because of different obstacles.

6.4 Future research
In the future it would be interesting to perform this study on a larger scale with a larger number of respondents and a greater area to examine. Further studies could also focus on a specific nationality and therefore get into the depth of their stories. Another subject that would be of interest is to compare one nationality to another and examine if there are differences between them, and if that is the case, why? When analyzing our interviews, our respondents mentioned how they market themselves; even though this was not our research question we felt that it would be interesting to analyze their unusual strategies for success, such as working long hours, displaying many products in the window and so on.
The sounds of Möllevångstorget are beginning to calm down, stores and stands are packing things, people shout their goodbyes and rush to get home for dinner, today has been a good day. All around the market, small lamps lights up, a small proof that another day has passed, but the wonderful atmosphere lingers. The friendly people, the scents of spices and the delicious food make us long for what tomorrow has to offer.

Möllevången, See you again!
References


Stats: http://butte.edu/departments/cas/tipsheets/thinking/reasoning.html.


Appendix 1

Interview guide:

Introduction questions

- Where do you come from?
- When did you come to Sweden?
- When did you start your own business?

Main body questions

➢ How did you start your business?
- What is most important to you that you should consider, before starting your own business?
- Do you know about the Classical model and Gibb and Ritchie’s model?
- Do you think that you follow these two models?
- What qualities do you feel an entrepreneur should have?
➢ Why did you start your own business?
- Have you been discriminated at your earlier job?
- Did you have a bad salary in your old job?
- Do you think religion has affected your decision of starting your own business?
- Do you think the area you live in has affected your decision of starting your own business?
- Do you think education has affected your decision?
- Or do you think immigrant status has affected your decision of starting your own business?
- Do you think language barriers have affected your decision of starting your own business?

- Or have anything else affected your decision?

Ending questions

- Do you have anything more to add?

- Do you feel you started your own business by choice or do you feel forced?