

ABSTRACT

The purpose of this study was to find out the factors that are responsible for entrepreneurs to quit entrepreneurship and join the job industry. This qualitative study was purposefully designed to fulfil the objectives via interviewing ex-entrepreneurs and getting first-hand information from business owners themselves who had faced the problem in their tenure of business. Interviewing the respondents brought out a number of factors that had ultimately forced them to wind up their businesses. The factors were then carved out broadly categorized as internal or external factors which lead up to either managerial or financial reasons. Conducting this research was a tedious task as people are not willing to share their previous / unpleasant memories furthermore they were hesitant to share a part of their personal life experience. Due to limited resource and time the research was conducted in the city of Lahore which has limited its scope. Nevertheless it has produced credible information which can be useful for future entrepreneurs. The research has been conducted in true faith and will be very helpful for future researchers as well.

Keywords; business failure, small business, failure factors.