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*Faculty of Home Economics*  
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## **Evaluating The Production and Marketing quality of Small Projects Presented For Family Supporter Woman and Its Relation with Management of The Family Income**

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كلية الاقتصاد المنزلي  
قسم إدارة المنزل والمؤسسات

## تقييم الجودة الإنتاجية والتسويق للمشروعات الصغيرة المقدمة للمرأة المعيلة وعلاقتها بإدارة دخل الأسرة

Evaluating The Production and Marketing quality of Small Projects  
Presented For Family Supporter Woman and Its Relation with  
Management of The Family Income

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تخصص إدارة المنزل والمؤسسات

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المجتمع وتنمية البيئة  
جامعة المنوفية

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## **English Summary**

Evaluate the productive quality and marketing for the small projects, which are presented to the female-headed householder and its relation with the administrative of the income of family

In the recent time so there are interesting with the women issues in a general way and its role and its role and the effect factors with it in an especial way and this interest represent in attend many conferences and symposiums on all the local, regional and international levels to discuss the status of women and its role in family and society so the female-headed householder was modern subject and phenomena for spread in the third world and on the local level with many percentages and many grades which are depend on necessary of interest with deal with it inside the plans of the development and play an effect and vital role in increase the operation of the economic and social development.

Many of the social places and from it National Council for women refers to the necessary of support the role like this type from women in sharing and executives many projects and special the small projects which was many comprehensive projects to develop for society and develop of women The small projects play an important role in benefit from the energies of the unemployment woman with trying with distribute of income and deal with justices and found in many numbers of small projects which is near to size and which work in long complete circumstances and had many things of workers compares with the small projects which work on limited number of workers.

After applicant of activity in quality inside the small project from the important activities for all of productive and marketing as it was virtual activity which need for it in this projects to face the international changes and with trying the grantee with activity and essential operation for achieving the aims and which represent in able the female-headed

householder who made one of projects to achieve the self-income for her and its family to administrate for suitable living level to get rid from poverty which reach the decrease the income to limit which not efficient to the daily essential needs for family.

The problem of research represent in answering on the following questions:

- 1- What are the important dimensions or factors which depend on everything from productive and marketing quality in small projects which advanced in the female- headed householder and relation in administrative in family income in dealing with steps which can deal in administrative of income?
- 2- Are there relation between offer the dimensions of evaluate the productive quality in small projects which is presented for the female-headed householder and administrative for the income of family?
- 3- Are their connecting relation between offer dimensions in the marketing quality in small projects, which presented for female-headed householder and its administrative for the income of families?
- 4- Are their connecting relation between dimensions through productive quality and marketing for the small projects which is presented for the female- headed householder and its administrates for the income of family about the industries ( handcrafts " cattle bleeding- house industries- rural industries"?)

The aim in the current research in evaluate the productive and marketing quality for the small projects which presented for the female-headed householder and its relation with administrative income of family, and this through:

- 1- Knowing from the dimensions importance's or characteristics which depend on every of productive and marketing quality in the small projects which is presented for the female- headed householder and its relation With administrative for the income of family through the different steps for the administrative of income
- 2- Shows the relation between the dimensions of evaluation the productive quality in the small projects which is presented for the female- headed householder with high quality ( fund- raw materials- machines and equipments- workers- [lace of administrative) and its administrative for the income of family through moving the different steps for administrative of income and this through ( determine of aims- planning's- executives and last evaluation)
- 3- Shows the relations between the evaluation of marketing quality in the small projects which is presented for the female- headed householder with high quality ( product- price- distribution place- promotion) and its administrative for the incomes of family through the different steps for administrative of income and this (determine the aim- planning- executives and lastly evaluation)
- 4- Shows the relation between the dimensions of evaluation of productive quality and marketing for small projects which is presented for the female-headed householder and its administrative for the income of families and then ( good craft industries- human industries- rural industries) in addition to these things in industries from the branch activity.

### **The Research Results :**

Through this research for dealing with the following of results:

- relation connect which was statistically between the full degree of the dimensions of evaluate the productive quantities for small projects special for the female- headed householder and full degree of the administrative of the income of family
- relation connection and its statistically on level (0.1) from the frill degree for the dimensions of the marketing quality for the small projects which special for the female- headed householder and the frill degree for the administratives of the income family
- positive relation connective which is presented and between the dimensions of evaluation of protective's quality and the steps of administrative of income of family through good craft industries " cattle bleeding" represent in relation between the quality of fund and steps of administration which included ( determine of aim, planning, executives)- quality of machines and equipments and the steps of administrative for the income of the full family ( determine the aim- planning- executive) quality of the workers and the steps of administrative of incomes of full family (planning- evaluation)
- negative relation connective which is presented and between the dimensions of evaluation of protective's quality and the steps of administrative of income of family through good craft industries " cattle bleeding" represent in relation between the quality of raw materials and steps of administration which included ( evaluation)- quality of workers and the steps of administrative for the income of the full family (executive) quality of the industries and the steps of administrative of incomes of full family (determine the aim- evaluation)
- there was connected positive relation between the dimensions of evaluate the productive quality and the steps of adminisrtives the

income of the family as the human industries represent in the relation

- between( quality of fund and steps of adminisrtives for the income of family with level (0.1) include ( planning- evaluation) quality of raw materials and planning as a step from the admistratvies of the income of family- quality of machines and planning as a step from the steps of adminisrtives of income of family- quality of workers and the steps of admistratvies of income the family (planning with level 0,1 and evaluation with level 0.5 there are place of industry and admistratvies steps for the full income family (planning, evaluation) with level 0,5
- there are connect negative relation and with statics way in dealing with the evaluation of productive quality through the human industry and the adminisrtives steps for the family which represent the relation between the quality of fund and the steps of administrative the income of family include (determine the aim- executive) - quality of raw materials and the steps of administrates of income of family include determine aim, executive and evaluation)- quality of machines and equipments and the steps of adminisrtives of income of family include( determine the aim)- quality of labor and the steps of adminisrtiaives of income of family include (determine the aim)
- there are relation negative relation and which are statistics between the dimensions of evaluate of productive quality as the home industries which represent in relation between ( quality of machines and equipments and the steps of adminisrtives of income of family include ( determine of aim, evaluation)- quality of labor and the steps of administrative of family income include (executive)- quality of the place of industry and the steps of

administratives of income of family include ( determine aim, executive)

- there are positive connect relation and deal with the quality of machines and the equipments as one the dimension for the productive quality through rural industries and planning as step from steps of administratives the income of family
- there are negative connected relation and it had no deal with the dimension of productive quality through the rural industries and the steps of administratives of income of family represent in relation between the finance quality and the steps of administration inside the family include (determine aim, planning)- quality of raw materials and steps of administratives of income of family include ( determine the aim, evaluation)- quality of workers and steps of administrative of income of family include (determine of aim, planning), quality of worker place and the steps of administratives of income of family include( determine of aim, planning) quality of place of workers and the steps inside the income of the family include ( determine the aim, planning) quality of place of industrial and the steps of administratives of income of family include ( determine of aim, planning, evaluation)
- there are negative connected relation and not reach between the dimensions of the productive quality through the rural industry and the steps of administration inside family include in the relation between( quality of fund and planning) step from steps of income of family- quality of raw materials and step from step of administrative of income of family- quality of raw materials and the steps of administratives the income of family include ( executive, evaluation)- quality of machines and equipments in addition for the



quality of labor and the place of industry and executive as step from steps of administrative of income of family

- there are negative connected relation and between the dimensions of the marketing quality and the administrative income inside family include the good craft industries " cattle bleeding" relation between the quality of product and the steps of income of family include (determine the aim, executive), quality of price and the steps of administrative the income include ( determine the aim)- quality promotion and steps of administrative of income include (determine the aim, planning, evaluation)
- there are negative connected relation and between the dimensions of the marketing quality and the administrative income inside family include the good craft industries " cattle bleeding" relation between the quality; of product and the steps of income of family include ( planning, evaluation,), quality of distribution place and the steps of administrative the income include ( determine the aim, planning, executive, evaluation)- quality of price and steps of administrative of income include ( planning, executive, evaluation) quality promotion and steps of administrative of income include (executive, evaluation)
- there are positive connected relation and between the dimensions of the marketing quality and the administrative income inside family include the good home industries ( evaluation)
- there are positive connected relation and between the dimensions of the marketing quality and the administrative income inside family include the home industries represent in relation between ( quality of fund and the steps of income of family include (evaluation,), quality of distribution place and the steps of administrative the income include (determine the aim, planning,

include ( determine the aim, executive), quality of raw materials and the steps of administrative of income of family include ( determine aim, executive, evaluation)- quality of machines and equipments and the steps of adminstatrives of income of family include (determine the aim)- quality of workers and the steps of administrative of family include ( determine the aim)

- there are negative connected relation and between the dimension of evaluate the productive quality through the home industries and the steps of administrative the income of family represent in the relation of relation between quality of machines and equipments and the steps of adminstatrives of income of family include (determine the aim, evaluation)- quality of workers and the steps of administrative of family include ( executive), quality of distribution place and the steps of administrative the income of family include ( determine the aim, executive)
- there are positive connected relation and between quality of machines and equipments as one of the dimensions productive through rural industries and planning as step from steps of adminstatrives of income of family
- there are positive connected relation and between the dimensions of the rural industries and the administrative income inside family include the home industries represent in relation between ( quality of fund and the steps of income of family include (determine the aim, planning), quality of raw materials and the steps of administrative the income include ( determine the aim, planning.)- quality of machines and equipments and steps of adminstatrives of income include ( determine of aim, evaluation) quality of labor and steps of adminstatrives of income of family include ( determine the aim, planning) quality of industry place and the steps of

- administratives of income of family include (determine of aim, planning,) quality of industry place and steps of administrative income of family include (determine the aim, planning, Evaluation)
- there are negative connected relation and between the dimensions of the rural industries and the administrative income inside family include the " quality of fund and planning's as step of the steps of income of family ,quality of raw materials and the steps of administrative the family income include (executive, evaluation,)- quality of machines and equipments and in addition of quality of labor and the administrative of place and executives as step from steps from administrative of income of family
  - there are positive connected, relation and between the dimensions of the marketing industries and steps of the administrative income inside family through the good craft industries " cattle breeding" represent in relation between quality of product and the steps of administrative of family income include (determine of aim-executive), quality of price and steps of administrative of income include (determine the aim), quality of promotion and steps of administrative of income include (determine of aim, planning, evaluation

## English Abstract

**Researcher name:** Enas Saeid Mohamed Badr

**Address of research:** evaluation of productive and marketing quality for the small industries for the female- headed householder and its relation in adminstratives income of family

**Place of research:** Department of home adminstratives and association- Faculty of house economy- Monifiaa University

**Aim of research:** determine the relation between the dimensions of evaluation between the productive and marketing quality in the small project which is presented for the female- headed householder and its relation with the adminstratives of income of family through the following steps in administrates income

**Methods of research:** using the descriptive analysis method The essential research contains from 250 female- headed householder was owner for the small project in some villages and centers in Qalyubiya Governorate from different social and economic levels and it applicant to the questionnaire of the general data for the female- headed householder the owner of the small project and survey the evaluation of productive and marketing quality for the small projects and its relation with the administrates of income of family on the essential sample of individuals and through the survey sample which contain from 48 female- headed householder owner for the small project to made the sentences of questionnaire

The most important research: there are positive relation with level (0,05) and between quality of fund as one of the dimensions of productive quality for the small projects and the full degree for the steps of adminstratives of income of family as increasing in its one as also increase in the same degree, also there are positive relation and with no statistics from the full degree for the productive quality dimensions in the

small projects and the steps of administrative of female-headed householder for the income of family include (determine of aim-evaluation) and add the full degree for the administrative of income of family as increase in the full degree for the dimensions of productive quality and increase in the same degree from one step from the previous steps for administrative of income and add the full degree and also the results show the positive relation with level (0.01) between every of the MI degree for the dimensions of evaluate the marketing quality in the projects of the female-headed householder and the full degree for the steps in administrative of income of family

Also on the level of the third hypothesis which include branch activities for the types of the small projects which practice from female-headed householder and positive relation and which is statistics and in addition for negative relation and many of some evaluation dimension from the productive and marketing quality for the small projects and steps of administrative for the income of family and for (good craft industries-house industries-rural industries) and inside the activities which practice of the female-headed householder in a small project.

## مستخلص البحث باللغة العربية

اسم الباحثة : إيناس سعيد محمد بدر

عنوان البحث : تقييم الجودة الإنتاجية والتسويقية للمشروعات الصغيرة المقدمة للمرأة المعيلة وعلاقتها بإدارة دخل الأسرة.

جهة البحث : قسم إدارة المنزل والمؤسسات - كلية الاقتصاد المنزلي - جامعة المنوفية.

هدف البحث : توضيح العلاقة بين أبعاد تقييم كل من الجودة الإنتاجية والتسويقية في المشروع الصغير المقدم للمرأة المعيلة وعلاقتها بإدارة دخل الأسرة من خلال الخطوات المتبعة في إدارة الدخل.

منهج البحث : اتبع البحث المنهج الوصفي التحليلي.

تكونت عينة البحث الأساسية من (٢٥٠) ربة أسرة معيلة صاحبة مشروع صغير ببعض قرى ومراكز محافظة القليوبية من مستويات اجتماعية واقتصادية مختلفة وقد تم تطبيق كل من استمارة البيانات العامة لربة الأسرة صاحبة المشروع الصغير واستبيان تقييم الجودة الإنتاجية والتسويقية للمشروعات الصغيرة وعلاقتها بإدارة دخل الأسرة على أفراد العينة الأساسية وقبلها أفراد العينة الاستطلاعية والتي تكونت من (٤٨) ربة أسرة معيلة صاحبة مشروع صغير لتقنين عبارات الاستبيان.

وكان أهم ما أسفرت عنه نتائج البحث : وجود ارتباط موجب ودال عند مستوى دلالة (٠,٠٥) بين كل من جودة التمويل كأحد أبعاد الجودة الإنتاجية للمشروعات الصغيرة والدرجة الكلية لخطوات إدارة دخل الأسرة بمعنى أن الزيادة في إحداها يقابلها زيادة بنفس الدرجة في المتغير الآخر، كما أظهرت وجود ارتباط موجب وإن كان غير دال بين الدرجة الكلية لأبعاد الجودة الإنتاجية في المشروعات الصغيرة وخطوات إدارة المرأة المعيلة لدخل الأسرة شاملة (تحديد الهدف - التقييم) بالإضافة لدرجة الكلية لإدارة دخل الأسرة كل على حدى بمعنى أن الزيادة في متغير الدرجة الكلية لأبعاد الجودة الإنتاجية يقابلها زيادة بنفس الدرجة في كل خطوة من الخطوات السابقة لإدارة الدخل بالإضافة لدرجتها الكلية، أيضاً تبين من النتائج وجود ارتباط موجب ودال عند مستوى دلالة (٠,٠١) بين كل من الدرجة الكلية لأبعاد تقييم الجودة التسويقية في مشروعات المرأة المعيلة والدرجة الكلية لخطوات إدارة دخل الأسرة.

كما تبين على مستوى الفرض الثالث بما يتضمن من أنشطة فرعية لأنواع المشروعات الصغيرة التي تمارس من قبل المرأة المعيلة وجود ارتباط موجب ودال وآخر غير دال بالإضافة لوجود ارتباط سالب ودال آخر غير دال بين بعض أبعاد تقييم كل من الجودة الإنتاجية والتسويقية للمشروعات الصغيرة وخطوات إدارتها لدخل الأسرة بالنسبة (للصناعات الحرفية السلعية - الصناعات المنزلية - الصناعات الريفية) وما يصنف داخلها من أنشطة مارستها المرأة المعيلة كمشروع صغير.