Saudi women comprise almost half of the population, have made significant strides in educational achievement yet remain less than 5% of the labor force. A number of challenges face Saudi women seeking employment outside the home, which have cultural roots, but in recent decades Saudi women have found a new avenue to realizing their aspirations to work outside the home: entrepreneurship. This qualitative study used in-depth interview with 10 Saudi women entrepreneurs to determine the factors perceived as critical in attaining business success. The results showed that: 1) family support, 2) hard work, 3) managerial skills and good customer service, 4) business knowledge are the most factors that help Saudi women to become successful business owner.