

**APPLICATION OF STRATEGIES FOR IMPROVING SMALL SCALE
ENTERPRISE IN ELECTRICAL/ELECTRONICS IN KEFFI,
NASSARAWA STATE**

BY

OKPARA HENRY

2007/27264BT

**A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT
OF INDUSTRIAL AND TECHNOLOGY EDUCATION
SCHOOL OF SCIENCE AND SCIENCE EDUCATION,
FEDERAL UNIVERSITY OF TECHNOLOGY,
MINNA.**

**IN PARTIAL FULLFILLMENT OF THE REQUIREMENTS OF THE AWARD OF
BARCHELOR OF TECHNOLOGY (B.TECH) IN INDUSTRIAL
AND TECHNOLOGY EDUCATION**

SEPTEMBER, 2012

CERTIFICATION

I, Okpara Henry 2007/27264BT an undergraduate student of the department of industrial technology education certify that the work embodied in this project is original and has not been submitted in part or full for any other diploma or degree of this or any other university.

Name

Signature and Date

APPROVAL PAGE

This project has been read and approved as meeting the requirements for the award of B. Tech Degree in Industrial and Technology Education of the Department of Industrial and Technology Education, School of Science and Science Education, Federal University of Technology, Minna.

Supervisor

Sign/Date

Head of Department

Sign/Date

External Supervisor

Sign/Date

DEDICATION

This research work is dedicated to God Almighty and to my nephew Samuel Chidera Okpara (aka prof.)

ACKNOWLEDGEMENTS

In the name of God, the most gracious, most merciful, unto Him all praises is due. I acknowledge the leadership of my supervisor in person of Dr S.A Ma'aji, you are not just a lecturer but a great entrepreneur worthy of emulation may God Almighty grant you more wisdom. To my H.O.D Dr E.J Ohize, my ever loving lecturer and close friend Mr. Opeyemi Alowode for his guidance, advice and correction during this research work, my ever dynamic lecturer mallam G.A Usman, for his guidance and necessary assistance through out the course of my study. I hereby wish to express my sincere thanks to A.M Idris, Mr. Raymond Emmanuel, Mr. Kalat Istifanus, Mr Moses T. Saba., Mallam Abdulkadir Muhammad, mallam Abdul B. Kagara and all the staff of ITE department for their support through out my academic period.

To my family members, my Dad chief Eugene Okpara and, my Mum, lolo Elizerbeth Okpara words cannot express who you are to me, but I want to say a big thank you for your support towards the successful completion of my course, u stood for me in all. To my uncle R.C.N Okpara thank you sir. To my cousins, nephews and nieces, I love you all.

I express my profound gratitude to my brothers and sisters; Ambrose, Gibson, Evans, Uche, and Ethel. I also appreciate and thank the effort of my colleagues; Jackson E Okocha, Femi V. Adedoyin, George Gani, Sunday Philip, Ajayi Abayomi, Lekwachukwu, Upelle Mary, Oludie Folashade, Ajayi Tolu Marithama aka ATM, and my entire course mates.

To my friends: Clement Okafor, Chimezie Paul Nwaogwu, Sule Sadiya, Bashiru Pada, Obukokoh Andrew (you are one of your kind) . I appreciate you all.

ABSTRACT

This research was designed to study the application of strategies for improving small scale enterprise in electrical/electronics in keffi, Nassarawa state. This research study sought to investigate The state of the entrepreneurship in Keffi, Nassarawa state, The problems encountered by the electrical/electronics entrepreneurs in Keffi, Nassarawa state and The strategies for improving small scale enterprise in electrical/electronics in Keffi, Nassarawa state. Three research questionnaire and three hypotheses were formulated to guide the study. 39 items questionnaire was used to collect data for the study. The target for the population consists of apprentices and buyers of electrical/electronics products in Keffi. Data obtained were analyzed using frequency, mean, standard deviation and t-test statistics. The null hypotheses were tested at 0.05 level of significance. The findings revealed that most of the shop owners lacked entrepreneurship skills. The implication of the findings were discussed and recommendations made to enable them learn and enhance entrepreneurship skills.

TABLE OF CONTENTS

CONTENTS	PAGES
Title page	i
Certification	ii
Approval page	iii
Dedication	iv
Acknowledgement	v
Table of contents	vi
List of tables	vii
Abstract	viii

CHAPTER 1

INTRODUCTION

Background of study	1
Statement of the problem	4
Purpose of the study	5
Significance of the study	5
Scope of the study	6
Assumption of the study	6
Research question	6
Hypotheses	7

CHAPTER II

REVIEW OF RELATED LITERATURE

Concept of Strategic Planning	8
The Environment of Small Business	12
Incidence of Strategic Planning in Small Business	13
Marketing Concept	16
Summary of the Study	20

CHAPTER III

METHODOLOGY

Research design	21
Area of study	21
Population	21
Sample	22
Instrument for data collection	23
Validation of the instrument	23
Administration of the instrument	23
Method of data Analysis	24
Decision Rule	25

CHAPTER IV

PRESENTATION AND ANALYSIS OF DATA

Research question I	27
Research question II	28
Research question III	29
Hypothesis I	30
Hypothesis II	32
Hypothesis III	33
Findings	34
Discussion of findings	35

CHAPTER V

Summary of the study	42
Implication of the study	43
Conclusion	44
Recommendations	44
Suggestion for further study	45
Reference	46
Appendix A: Introduction Letter	48
Appendix B: Formula used in the study	49
Appendix C: Questionnaire	52

LIST OF TABLE

TABLE	TITLE	PAGE
1.	Showing the table of population	24
2.	Mean responses of apprentices and buyers on the state of Entrepreneurship skills in Keffi, Nasarawa state.	29
3.	the mean responses of apprentices and buyers on the problems encountered by the entrepreneurs in electrical/electronics in Keffi, Nasarawa state	30
4.	the mean responses of apprentices and buyers on the strategies for improving small scale enterprise in electrical/electronic in Keffi, Nassarawa state.	31
5.	t- test analysis of apprentices and buyers regarding the state of the entrepreneurship skills in Keffi, Nassarawa state.	32
6.	t- test analysis of apprentices and regarding the problems encountered by the electrical/electronic entrepreneur in Keffi, Nassarawa state of Nigeria	34
7.	t- test analysis of apprentices and buyers regarding the strategies for improving small scale enterprise in electrical/electronic in Keffi, Nassarawa state.	35

CHAPTER ONE

INTRODUCTION

Background of the study

Lack of proper marketing background, ineffectiveness of advertisement, poor timing, incorrect positioning of electrical/electronics products in the market, lack of understanding of the present taste of consumers i.e. embracing new technology and many more have been identified to be the major problems affecting the sales of electrical/electronics products in Keffi, Nassarawa state. The application of strategies for marketing electrical/electronics products will not only enhance the sales of electrical/electronics products but will also bring expansion and great returns to the sales persons under this subject. A brief explanation of few concepts under this topic i.e. The Application of Strategies for Improving Small scale Enterprise in Electrical/electronics will give a better understanding of the topic. Marketing is a total system of interacting business activities designed to plan, create, price, promote and distribute want-satisfying goods and services to present and potential customers. (McCarthy,1968) defined marketing as the performance of business activities that direct the flow of goods and services from producer to consumer or user in order to satisfy customers. Also (Kotler,1980) defined marketing as getting the right goods and services to the right people at the right place at the right time, with the right promotion and communication. According to (Osuagwu and Gbadamosi,1998), marketing has been seen as a part of management which deals with identifying, analyzing, choosing and fulfilling client/consumer needs and wants at a benefit (e.g. profit). They pointed out that

marketing is concerned with creating marketing opportunities, segmenting and selecting target markets and developing a competitive marketing mix strategy.

Furthermore, marketing is a strategic function that deals with ensuring that a business satisfies consumer/client needs profitably and at the same time performs more than its competitors. It involves finding out what the clients/consumers want, then planning, creating or developing a product or service that will satisfy those wants and lastly determining the best way to price, promote and distribute that product or service.

It is my modest attempt to analyze the application of market segmentation strategy for marketing both new and old products with reference to Electrical/Electronics in keffi, Nassarawa state of Nigeria. The research work aims at revealing the relationship between the different market product and a sale of new product. It also looks at influencing factors in consumer buying process and the consumer cares service rendered.

The research is aimed at developing application of strategies for improving small scale enterprise in Electrical/Electronics in Keffi, the capital of Nassarawa state. Application means to request for something or the practical use of something. Strategy means part of a plan that is meant to achieve a particular purpose or to gain an advantage. Improving means to be better than before. Enterprise means a company or business (OALD).

A small-scale business is a form of business organization which is usually set up by entrepreneurs who also provide all the needed capital, take decisions as well as shoulder the entire responsibility for the management and administration of the business. They assume all the risk and are solely responsible for the success or failure of the entrepreneurial business venture. The ownership and control of the business are vested upon the entrepreneur who enjoys all the

profits which are carried if the business is successful and suffers all the pains of failure of the business.

The capital needed for a small-scale business is not more than one million naira, which does not include land premises. In other words, it has a working capital of not more than ten million naira. It also requires a workforce of not more than twenty employees. Any individual or a group of individuals, companies or co-operators can establish it. (Okorie, 2005).

Based on these definitions above, this research is developing practical ways or plan of doing small scale business in Electrical/Electronic in sales of goods. Sales of goods as in the finished products of electrical electronics. For example, television, Radio, CD, DVD, Electrical accessories e.t.c.. It is very important to note that electrical and electronics products are indispensable products that every aspect of human life requires. It helps in transfer of information as in radio waves via television and radio communication. It helps in producing energy for carrying out work done for example heater for boiling water or steaming water, electrical motor for carrying goods, grinding of our consumable etc. It helps to illuminate our environment as in the electric lamp (bulb) etc. It helps in regulating the room temperature and preservation of our consumable for examples electric fans and electric refrigerator. The field of electrical electronics is wide but the research is limited to electrical and electronics products, old and new products with better method of marketing them. Market segmentation has been defined by many scholars in the field of marketing management. (Koteler and Armstrong 1998) defined market segmentation as the process of dividing market into smaller groups of buyers, distinct needs characteristics and behaviors which might require separate product and marketing strategies. According to (Morden 1987) market segmentation is the analysis of a particular total market demand into its parts so that sale of products can be differentiated. The aim and purpose

is to design a market mix (Product, place, price and promotion) that precisely matches the needs and wants of individual in a selected segment which are; Geographical, Demographic (Socio-economic), Personally or psychographic

Essentially, a market is a group of individual or organization who share one or more similar characteristics that cause them to have relatively similar product's needs. Advertisement on its own is a marketer's activity that is of great importance. Advertisement can be defined as a technique used to communicate information and idea to group of people in order to change or re-enforce an attitude again. It can be as a paid for communication addressed to public for some part of the public with the purpose of importing information to consumers and developing attitude which includes acting beneficial to the sponsor through the sales of a product or service.

(Marcus and Tauber 1997) also define advertisement as the impersonal communication about idea or product by market activities. Therefore, it is to implement product appropriate channel as a catalyst acquitting the consumer with the means by which one may be satisfied and ultimately to reduce consumer or client action which will not benefit the source of the communication process. Advertisement also plays a major information role in our economy because; Products are available in such a wide variation, new products are offered in such a great number, existing products must be called to the attention of new consumer who is added to the market. Its competitors must step up on their advertisement or other sale effort to avoid the possible loss of market position. Therefore, identification of market and buyers motives should be the salient consideration in developing any advertisement program. Advertisement also contributes to economic growth and turn levels to create new and improved products through expenditure for research and development.

Statement of Problem.

The main emphasis in the sales of electrical and electronics products in Keffi is the acquisition of strategies required for self reliance. Marketing tools such as advertisement, promotion, timing, politeness, good marketing background e.t.c are not effectively applied. The problem which necessitates the study include among others:

1. Fake or inferior goods supply in electrical/electronic
2. Incorrect positioning of the product in the market.
3. Lack of good consumer care services.
4. Ineffective advertisement.
5. Over-estimation of the market.
6. Poor timing
7. Understanding the present taste of the consumer i.e. embracing new technology.

It is therefore the task of the researcher to find out if the above problems and a lot more are responsible for the negative attitude in the market segmentation.

Purpose of the study.

The purpose of this study is to determine the application of strategies for improving small scale enterprise in electrical/electronics in Keffi, Nassarawa state. Specifically, the study sought to determine:

1. The state of entrepreneurship skills in Keffi, Nassarawa state
2. The problems encountered by electrical/electronics entrepreneurs in Keffi, Nassarawa state.
3. The strategies for improving small scale enterprise in electrical/electronics in Keffi, Nassarawa state.

Significance of the study

This research is very important for nation building and development. The importance of the study cannot be over-emphasized because electrical/electronics products play vital role in the world we are living today. It is the architect of all other development, products and services in the world today. Without electrical/electronics appliances, work cannot be effectively done in our various areas of specialization, starting from our offices to our homes. Illumination is very necessary and without electric bulbs or light, vision will not be so clear especially in a building. Medical professions need it in detecting and diagnosing patients, example, monographic for cancer patient. Communication i.e. ICT cannot do without electrical/electronics, in fact, it is electrical/electronics gadgets they use in carrying out communication and information. It has made the world a global village (WWW) World Wide Web. In our schools and lecture theatre, electrical/electronics play vital role in knowledge acquisition and dissemination via computer power point, program instruction and lighting for good illumination. Basically, the main beneficiaries of this study are the small scale business persons, those who intend to do business but with the fear of the effective strategies to adopt.

Scope of the study

The research is restricted to the application of strategies for improving small scale enterprise in electrical/electronics in Keffi, Nassarawa state.

The research will be conducted among buyers (Consumers) and apprentices i.e. the sale persons under which electrical/electronics products are sold specifically in Keffi, Nassarawa state.

Assumption of the study

In the course of this research, the following assumption were made:

1. The entrepreneurs under this study were considered fit to provide valid information that will give a viable data for this research work.
2. The chief executive officer was considered proper to provide reliable information as regard electrical/electronics.

Research Question

The following research questions were formulated to suite this study:

1. What is the state of the entrepreneurship skills in Keffi, Nassarawa state.
2. What are the problems encountered by the electrical/electronics entrepreneurs in Keffi, Nassarawa state.
3. What are the strategies for improving small scale enterprise in electrical/electronic in Keffi, Nassarawa state.

Hypothesis

The following null hypothesis were formulated and tested at 0.05 level significance

Ho₁: There is no significant difference in the mean responses of electrical/electronics apprentices and buyers on the state of the entrepreneurship skills in Keffi, Nassarawa state.

Ho₂: There is no significant difference in the mean responses of electrical/electronics apprentices and buyers on the problems encountered by the electrical/electronics entrepreneurs in Keffi, Nassarawa state.

Ho₃: There is no significant difference in the mean responses of electrical/electronics apprentices and buyers on the strategies for improving small scale enterprise in electrical/electronics in Keffi, Nassarawa state.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

The literature related to this is reviewed under the following sub headings

Concept of Strategic Planning

The Environment of Small Business

Incidence of Strategic Planning in Small Business

Marketing Concept

Summary of the Study

Concept of Strategic Planning

Strategic planning was defined operationally by three elements of the strategic planning process: environment awareness, the existence of idea or formal documentation of a future strategic course of action, and awareness of both short and long term implications of strategies. Environmental awareness is a concept from business management by which businesses gather information from the environment, to better achieve a sustainable competitive advantage. To sustain competitive advantage the company must also respond to the information gathered from environmental scanning by altering its strategies and plans when the need arises. Strategic planning consists of planning processes that are undertaken in firms to develop strategies that might contribute to performance (Tapinos, 2005). Key aspects of strategic planning are: a long-time horizon, formality, the use of planning instruments, and frequent control of plans. Strategic planning can contribute to performance by generating relevant information, by creating a better

understanding of the important environment, and by reducing uncertainty (Hodgetts and Kuratko,2001).

Strategic awareness implies the ability to make an assessment of the total implications of any particular change (Gibb and Scott,1985). This means not only awareness of the immediate implications of any new development but also reflection on the longer term repercussions. In order to gain insights into strategic awareness of owner managers, who had projections about their strategic action, they were asked to talk about: the implications of their future projects on their time and life style; the firm's capital assets; employees; raw materials; and marketing.

Small Business

Small-scale industries can play an important role in the economic advancement of many countries. Historically, the small-scale enterprises have formed the base of industrial structures and facilitated the process of industrialization in most countries irrespective of their stages of development. In the light of scarce resource endowments and other socio-economic realities of developing countries, this sector typically comprises over ninety percent of all industries. Small business is a field that is often mentioned but since it covers a wide range of activities its concept and definition vary enormously from one place to another, from one country to another and from one author to another. There is no universally accepted definition of small-scale industries. But the term 'small-scale industry' is used everywhere, both in developed and developing countries, to denote the character of a particular type of industry. In fact, the definition has undergone changes over time in most countries. Even in a single country the definition varies from time to time. Some scholars use qualitative criteria and attempt to define them in terms of functional characteristics like specialization in management, access to capital market etc.

One study on small business sector has identified more than 50 different definitions in 75 countries (ILO,1977). However, publications in the field of small business do not usually make any distinction between different types of small business, be they manufacturing, service or retail, since the difference between them is almost non-existent as far as the characteristics of the enterprises and entrepreneurs as well as their pattern of functioning are concerned. (Carland, 1984) defined small business in line with the “Canadian Federation of Independent Business” but denied small business’s ability to engage in new marketing and innovation. According to them, “small business enterprise does not engage in any new marketing and innovation practice”. On the other hand, (Barnett and Machness, 1983) defined small firms as those which are characterized by: (1) A lack of specialist services to advise management; (2) The necessity for senior people to get involved in all aspects of running the business; (3) Only one or two people are usually involved in significant decision making; (4) A lack of time for the senior men to think about the development of the firm. Some argue that the least objectionable way to define “small business” would be “to sort out firms according to the number of employees or persons engaged”.

A small business may be defined as a business with a small number of employees. The legal definition of "small" often varies by country and industry, but is generally under hundred employees in the United States (US) while under fifty employees in the European Union (In comparison, the American definition of mid-sized business by the number of employees is generally under five hundred while two hundred and fifty is for that of European Union). Barnett and Mackness,1983).

These businesses are normally privately owned corporations, partnerships, or sole proprietorships. However, other methods are also used to classify small companies, such us

annual sales (turnover), assets value or net profit (balance sheet), alone or in a mixed definition. These criteria are followed by the European Union, for instance (headcount, turnover and balance sheet totals) (Levitsky,1988).

(Histrich and Dronvsek, 2002) emphasized that the field of small business is close to entrepreneurship as the latter, recognizes the importance of the manager, who is very often the owner. However, entrepreneurship and small businesses were largely neglected within the field of management and economics until the late 1970s and early 1980s. With the 1970s, being a decade of structural crises that hit mostly large companies, small businesses came to be regarded as the answer to structural changes and employment problems (Huse and Landstrom,1997). One of the key triggers to shift the emphasis from large to small organizations was Bolton Report (1971), which drew attention to the economic importance of small firms. As a result, interest in entrepreneurship and small business increased significantly in many European countries and education programmes were created in several European universities (Huse and Landstrom, 1997). Keeping this in mind, (Levitsky,1988) defined small businesses as those enterprises which employ no more than 5-10 workers, including the owner and family. They engage in non-corporate income generation and use less than one hundred and fifty thousand naira (1,500,000) equivalent of total capital; the starting capital is often less than one hundred naira (150,000)

Others defined small enterprises as establishments with ten to forty nine persons whereas the cottage and household industries as establishments with one to nine persons, thus excluding cottage or household units from small business enterprises.

The Environment of Small Business

The environment of small business is often defined by the type of business or service rendered, and in most instances the opportunities for small business are defined by the characteristics of a community. Small business comprises many local enterprises, service companies, and professional organizations that constitute more than half of all non-farm employment in the United States. This profile of small business is remarkably similar among most free-market nations. Small businesses include merchandisers to which we turn for a significant amount of our daily purchases. It also includes “practices” and “personal service” enterprise of doctors, accountants, tailors, interior designers, and many others to whom we turn for personal needs. There are also a substantial number of small manufacturers, wholesalers, distributing companies, and vendors who focus on specialized niches to provide everything from local bakery goods to space telecommunication equipment. Many of these entrepreneurs are small by choice. They probably have opportunities to expand into new markets or to develop into larger organizations, but they prefer the autonomy of a small business and subsequently avoid rapid expansion.

The independent business person has quite a different role from that of a high-growth entrepreneur or corporate business manager. As a risk-taking owner of an entrepreneurial venture, innovation and growth require the organizational abilities to gather resources and establish new venture teams. Corporate business managers become professional specialists, focusing on specific tasks or responsibilities, such as tax accounting, design engineering, or advertising. Small business owners must wear many “professional hats” at once. They may hire a few people, but they behave more as an autonomous owner than as a professional manager. The

owner will also assume the risks associated with financing and operating a new business, but those risks are seldom related to innovation development.

Incidence of Strategic Planning in Small Business

Even though some studies Watts and Ormsby, (1978) have provided frustrating results as to the relationship between strategic planning and performance of small business, and that there is a tension between normative statements and the findings of empirical research Hanlon and Scott, (1993), increasing evidence has confirmed that strategic planning has a positive effect on the performance of small businesses Schwenk and Shrader, (1993). Another view is that formal strategic planning provides a structure for decision making, helping small business to take a long term view. Others have claimed that formal strategic planning enables organization to better prepare for and to deal with the rapidly changing environments that most of them face.

Furthermore, strategic planning is supposed to yield objectives that provide criteria against which organizational attainments can be measured (Orpen, 1993). (Lyles, 1993) argued that as small business owners adopt a more formal planning process, the breadth of strategic planning can most certainly influence the growth of the company and provide a framework for enhancing this or it can also help maintain the existing size and capability of the firm Gibb and Scott, (1985). However, their excessive focus on formalization and ignorance of the value of strategic thinking and awareness has held a controversial explanation of the planning performance relationships.

Research indicated that strategic planning in small business is informal, unstructured, and irregular, supported by insufficient and ineffective information, usually obtained through informal sources, and reactive rather than proactive (Gibb and Scott, 1985); Flavel, (1991).

Although managers in small firms engage in strategic thinking, such deliberation is seldom formal (Gibb and Scott, 1985), Mintzberg, (1994). Many reasons have been identified for the absence of formal strategic planning in small business. These include lack of time, cost, expertise, information, training, education and skills of owner-mangers Robinson and Pearce, (1984); Shrader, (1989). A number of authors have suggested that a formal strategic plan may not be suitable for small business as they believe that high level of formality may often fade away important innovations and suppress creativity and spontaneity. They also argued that strategy may often emerge outside the formal process of planning and that the emergent strategies are often successful and may be more appropriate than planned strategies. In the absence of an explicit strategic planning process in small business, the importance of the awareness of environment and that of strategy - the ability to make an assessment of the total implications of any particular change - have been found to be crucial to the development and survival and growth of small business (Gibb and Scott, 1985).

This means that environment awareness, making timely changes and most importantly, the awareness of the implications of their strategic actions are more important in small business than merely formalization of their thinking and awareness. This may appear more naturally with some owner-managers. However, other inputs also influence the process. As with the study of (Gibb and Scott 1985), the data reported here that most owner-managers of small firms have ideas or portfolio of ideas of projected action to avail themselves of relevant opportunities and for dealing with the threats existed in the environment. The generation and evaluation of ideas is mainly characterized by personal judgments of owner-managers, and by insufficient information often based on limited knowledge of the market place, customers' needs, technology, and policy, especially of support policy. Their ideas, in many cases, are not clearly articulated. They are also

very often flexible, reactive and set for unspecific time horizons. Owner–managers usually do not think about alternative ideas in advance in case planned strategies would be difficult to implement as many of them are unaware of potential changes that may occur in the environment over longer periods. Owner-managers very often shift to other ideas or make changes to their original ideas once they experience intolerable changes in the environment as well as in their resources. In other words, (Mintzberg and Waters, 1985) called “entrepreneurial strategy”, which involves the features of both deliberate and emergent strategies.

Similar to the results mentioned by (Gibb and Scott, 1985), differences were also found among the firms in this study in different degrees in terms of the awareness of the implications of present ideas. Even though owner-managers are capable of anticipating the possible implications of their strategic actions for a reasonably longer time period, however, in many cases, their breadth of anticipation is limited in terms of time and area covered. (Gibb and Scott 1985) and (Mintzberg and Waters 1985) and indicate that although owner-managers are aware of relevant events in the environment, although they have strategic course of action to exploit the opportunity or to deal with the threats in it, and although they are aware of the implications of their strategic courses of action, such deliberations are reactive and seldom formalized. Although the preconceived notions of strategic planning support the idea that formal strategic planning practice heightens the owner-managers’ ability to think strategically (Porter, 1980; Lyles et al., 1993), the owner managers in this study, seemed to never use written plans to shape their future strategic orientation. They also normally do not put their future strategies courses of action in written formalized documents. They do not even perceive written plans as useful for small business firms. Some firms use written strategic plans fundamentally to fulfill the requirement of the external agencies supporting them. The future strategic orientation of the small firm is not

affected by this externally made written plan. Table1 below shows those major findings of the previous studies.

Marketing Concept

Marketing concept orientation: Another name for marketing concept orientation is customer orientation period. In this era, the needs of the customers were considered and product were created to satisfy those needs at a profits. In short, full attention was paid to the needs of the market. Furthermore, marketing concept is a business philosophy which states that customer's want-satisfaction is the economic and social justification for a company's existence. It also stresses that all company activities should be devoted to finding out what the needs of the customers are, and then creating a product or providing a service to satisfy those wants at a profit. The three fundamental beliefs of marketing concept as pointed out by Osuala (1988) are :

- i. All company planning and operation should be customer-oriented
- ii. Profitable sells volume should be the goal of a firm and not just volume for the sake of volume alone
- iii. All marketing activities in a firm should be organizationally coordinated. Lastly marketing concepts is the idea that products should be designed and created to fill a customer need and provide a profit.

Marketing Strategy Orientation: marketing strategy is an overall plan for the use of the elements of the marketing mix to carry out a marketing programme. Under this orientation, the company that is market oriented should pay great attention to the resources of the company and the activities of competitors

Marketing Mix: This is the blending of the product planning, distribution strategy, promotion and price to meet needs of a specific market. It is a terminology which is used to describe the combination of the four (4) inputs or ingredients that constitutes the core of a firms marketing system. These four (4) inputs are product, price, promotion and place. They are commonly referred to as the 4Ps of marketing mix.

- i. Product: managing the products involve planning and developing the right product and/or services to be marketed by the company.
- ii. Price: In price, the management must determine the right base price for its products. It must then establish policies concerning discount freight payment and many other price related variables.
- iii. Promotion: This is the component which is used to inform, invite, persuade and convince the marketing concerning the company's products.
- iv. Distribution: This involves decisions about the distribution for the products and identification and selection of the appropriate marketing channels which goods can pass through to reach the final consumer.

Market Segmentation: Marketing segmentation refers to the identification of markets which require separate sales approaches. It is the process of dividing the total heterogeneous market or segments, each of which tends to be homogeneous in all significant aspects (Stantom,1981). Furthermore, Kotler (1988) defines market segmentation as the act of dividing market into distinct groups of buyers who might require separate products, services or ideas. Conditions for effective market segmentation are:

- i. Accessibility: This measures the degree to reach market segment can effectively reached and served.

- ii. Measurability: This refers to the degree to which the size and purchasing power of the market segment can be measured.
- iii. Actionability: This refers to the degree to which effective marketing programmes can be formulated for attracting and serving a particular market segment.
- iv. Substantiability: This refers to the degree to which a segment is large and profitable enough to attract investing in them.

Feasibility Study: This can be defined as the investigation which is carried out to determine whether an intended business venture will be practicable, viable, feasible and profitable. According to Gana (2002) a feasible study is an investigation into the possible outcome of a project. It is conducted to determine whether a business should be established or not. Where the outcome of the study indicate that the desired business venture will be feasible, viable and profitable, the business will be established. On the other hand, if the findings show that it will not be viable, that business idea will be dropped. Feasibility study helps the entrepreneur in taking decision that will make the business to succeed before the said business get started. According to Gana (2002) the decisions to take include among others, the nature of the market, the available market, the target market, the type of machinery to be used, the raw materials required, the financing plan and the management plan.

A feasibility study report acts as a planning documents, which allows for easy decision making as regards what to do when the business is set up and what to do when its begins to operate. Therefore, the person who wants to write this report should be knowledgeable in all the different areas to be covered in the report. However, the

entrepreneur should possess the following skills before an effective feasibility study is made. These skills include:

- i. **Marketing Skill:** This skill is necessary because there is a need to determine how the products will get to final consumer at a profit and whether or not such a product can actually satisfy their unsatisfied wants and needs.
- ii. **Financial Skill:** This skill is needed to identify the different Sources of finance that are open to different types of business organization in the nation.
- iii. **Management Skill:** The management skill required by a writer of feasibility study report includes; the ability to plan, forecast, control, staff, direct, e.t.c. the business to succeed.

These skills help the entrepreneur to have the correct assessment of all aspects of the intended business before it is started. Such aspects of the business he must assess include:

- a. The cost of the business
- b. Market analysis
- c. Determination of source of study
- d. Expected profits, etc.

These help the entrepreneurs to determine the viability, feasibility and profitability of a proposed business project. It gives the entrepreneurs a useful guide the moment he begins to think about business expansion. It is normally used to support any application for loan or financial assistance. It therefore, provides a basis for prospective lenders to take decisions on whether or not to assist the entrepreneurs.

Summary of related literature

For the application of strategies for a small scale enterprise, it has been observed that there are key strategies to be adopted to improve any small scale enterprise in electrical/electronics. These important strategies as reviewed above are: environmental awareness, resource acquisition, information, managerial skill etc. strategic planning provides structure for decision making, helping small business to take a long term view. It also enables organization to better prepare for and to deal with the rapidly changing environment that most entrepreneurs of small business face. Strategic planning yields objectives that provide criteria against which organizational attainments can be measured. The authors also pointed out that strategic plan in a small business are informal, unstructured and irregular supported by insufficient and ineffective information usually obtained through information sources and reactive rather than proactive.

CHAPTER THREE

METHODOLOGY

This chapter describes research design, area of study, population, sample, instrument for data collection, validation of the instrument, administration of the instrument, method of data analysis and decision rule.

Research Design

In carrying out this study, survey research design was used. The survey research design is considered the best design for this study because of the type of information needed for this investigation. Olaitan and Nwoke (1999) define a survey research as a descriptive study in which the entire population or representation sample of the entire population is studied by collecting and analyzing data from the group through the use of questionnaire. Therefore the survey design was considered suitable since the study will seek information from a sample that was drawn from a population using questionnaire. In the course of this study, this project was focused on electrical/electronics shops in Keffi.

Area of study

The study was conducted in Keffi local government of Nassarawa state to determine the application of strategies for improving small scale enterprise in electrical/electronics in Keffi.

Population of the study

The target population for the study was illustrated on table 1

Table1: the table below shows the population of electrical/electronics shops in keffi local government of Nassarawa state.

Shops	Apprentices	Buyers
Unity supper market Ltd No 27 keffi roundabout, beside FMC Keffi Nassarawa	5	25
Unity electrical/electronics stores authorized marketer of LG products No 25, keffi roundabout beside FMC keffi	5	25
Ochiwar electrical/electronic business intrprise opposite Anglican church, keffi Nasswrawa state.	6	20
Home of electrical/electronics shop 15, abduljafar plaza. Keffi Nassarawa state.	4	25
Manize electronic shop opposite makwala, keffi Nassarawa state.	5	25

Sample of study

A total number of one hundred and twenty (120) buyer and twenty five (25) apprentices were randomly selected from the study as sampled:

Instrument for data collection

The instrument for data collections was questionnaire designed by the researcher. The questionnaire contained 39-items questions which sought responses to the research questions. The questionnaire contains two sections, A and B. Section A contains personal data of both apprentices and buyers of electrical/electronics products while section B comprises of 35-items under the following sub-learning or section: what is the state of entrepreneurship skills in Keffi, Nassarawa state, what are the problems encountered by the entrepreneurs in Keffi, Nassarawa state, what are the strategies for improving small scale enterprise in Keffi, Nassarawa state. Questions and responses made is on a four-point rating scale of strongly agree (S.A), agree (A), Disagree (D) and Strongly Disagree (S.D). In the questionnaire, respondents were requested to indicate by ticking (✓) against the most appropriate options in the space provided in the response column

Validation of instrument

The instrument was designed and constructed by the researcher and was given to the project supervisor and two other professionals in the department of industrial and technology education; to make the necessary correction

Administration of the instrument

The researcher administered the questionnaire to the respondent and collected back the completed questionnaire. All the questionnaires were collected back from the respondents. The questionnaires were administered to electrical/electronics apprentices and buyers and the respondents reported no difficulty in understanding the items of the instrument.

Method of data analysis

The data to be collected by the researcher was analyzed using mean, standard deviation and T-test as statistics tools. The mean was used to determine the level of agree and disagree of research questions, while T-test was used to test the hypothesis of the study.

Formulae used for data analysis:

$$\text{Mean } X = \frac{\sum fx}{\sum f}$$

$$\sum f$$

$$X = \text{Mean}$$

$$\Sigma = \text{The sum of}$$

$$X = \text{The Score}$$

$$F = \text{The Frequency of each point in the scale}$$

Standard Deviation

$$SD = \frac{\sqrt{\sum f(x - \bar{x})^2}}{\sum f}$$

$$X = \text{Mean}$$

$$\Sigma = \text{The Sum of}$$

$$X = \text{The Score}$$

F = The Frequency

t – test formula

$$t - \text{test} = \frac{X_1 - X_2}{\sqrt{\frac{S_1^2}{N_1} + \frac{S_2^2}{N_2}}}$$

Decision rule

To determine the acceptance level of 2.50 is the decision points. The item with mean response of 2.50 and above were considered to be accepted while an item with a mean response of 2.49 and below were considered to be disagree or rejected.

For testing hypothesis of any item that has it calculated t-value above the t-critical which is 1.96 is considered rejected.

CHAPTER FOUR

PRESENTATION AND DATA ANALYSIS

This chapter deals with the presentation and analysis of data with respect to the research questions formulated for this study, the result of this data analysis for the research questions are presented as follows.

Research Question 1

What is the state of entrepreneurship skills in Keffi, Nasarawa State.

Table 2: Mean responses of apprentices and buyers on the state of entrepreneurship skills in Keffi, Nasarawa state.

N1= 120 , N2=25

S/N	ITEMS	X ₁	X ₂	X _t	Remarks
1	Ability to identify both old and new electrical and electronics products	3.65	3.72	3.69	Agree
2	Ability to apply strategies in marketing electrical and electronics products	3.38	3.60	3.49	Agree
3	Competency of individuals in enhancing electrical and electronics products.	3.13	3.56	3.35	Agree
4	Ability to understand marketing strategies in electrical and electronics	3.07	3.56	3.32	Agree
5	Low techniques in managing an enterprise	3.38	3.44	3.41	Agree
6	Inability to convince customers	3.08	3.04	3.06	Agree
7	Insufficiency of both old and new electrical/electronics products	3.33	3.00	3.17	Agree
8	Are the sales personnel exposed to the practical entrepreneurship	3.38	3.28	3.33	Agree
9	Are electrical and electronics shops fully equipped with modern appliances	3.33	3.40	3.37	Agree
10	Limited internet facilities are available for sales personnel to access new innovations	3.17	3.04	3.11	Agree
11	Poor demonstration of marketing strategies for sales personnel	3.18	3.04	3.11	Agree
12	Are sales personnel using the 4P's in marketing	3.31	3.60	3.46	Agree
13	Insufficient knowledge of entrepreneurship skill	3.29	3.32	3.31	Agree
14	Politeness of sales personnel in marketing	3.12	3.20	3.16	Agree
15	Unfriendly attitude towards customer	3.32	2.36	2.84	Agree

Key

N1 = Number of buyers (120), **N2**= Numbers of apprentices (20), **X** = Mean of buyers

X2 = Mean of apprentices, **Xt** = Average mean of buyers and apprentices

The data presented in Table two revealed that the respondents agreed with all the items with mean score ranging between 2.84-3.69

Research Question 2

What are the problems encountered by the entrepreneurs in electrical/electronics in Keffi, Nasarawa state

Table 2: the mean responses of apprentices and buyers on the problems encountered by the entrepreneurs in electrical/electronics in Keffi, Nasarawa state.

N1=120, N2=25

S/N	ITEMS	X ₁	X ₂	X _t	Remarks
16	Inadequate supply of electrical and electronics products	3.23	3.00	3.12	Agree
17	Poor delivery of electrical and electronics products	3.00	3.00	3.00	Agree
18	Unstable power supply	3.04	3.16	3.10	Agree
19	Location of business area	3.23	2.84	3.04	Agree
20	Inadequate number of qualified sales personnel	3.22	3.72	3.47	Agree
21	Electrical and electronics stores not equipped with current products	3.21	3.40	3.31	Agree
22	Poor marketing background	3.29	3.64	3.47	Agree
23	Poor relationship between entrepreneurs and customers	3.21	3.76	3.49	Agree
24	Large population of sales personnel	3.33	3.76	3.55	Agree
25	Fake electrical and electronics product	3.21	3.28	3.25	Agree

The data presented in table three revealed that the respondents agreed with all the items with mean score ranging between 3.00-3.55

Research Question 3

What are the strategies for improving small scale enterprise in electrical/electronics in Keffi, Nassarawa state.

Table 3: the mean responses of apprentices and buyers on the strategies for improving small scale enterprise in electrical/electronic in Keffi, Nassarawa state.

N1=120 N2=25

S/N	ITEMS	X ₁	X ₂	X _t	Remarks
26	Provision of power back up to electrical and electronics stores	3.27	2.72	3.00	Agree
27	Equip stores with electrical and electronics gargets	3.25	3.56	3.41	Agree
28	Expose entrepreneur to market their products	3.08	3.40	3.24	Agree
29	Internet facilities should be provided for entrepreneur use	3.32	3.12	3.22	Agree
30	Employ qualified consultants to give lectures on entrepreneurship skills	3.09	3.68	3.39	Agree
31	Make funds available for buying needed electrical and electronics products	3.34	3.64	3.49	Agree
32	Conducive environment for marketing electrical and electronics products	3.29	3.20	3.25	Agree
33	embarking on marketing seminars to acquire skills for entrepreneurship	3.23	3.60	3.42	Agree
34	Establish good relationship between customers and entrepreneur	3.32	3.72	3.52	Agree
35	Entrepreneur should provide services that satisfy customers need	3.05	3.24	3.15	Agree
36	Warehouse should be close to the market	3.48	3.40	3.44	Agree
37	Entrepreneur should be able to identify and analyse customers need	3.42	3.20	3.31	Agree
38	Should be able to use media to advertise their products	3.24	3.28	3.26	Agree
39	Should be able to use www for promotion of their product.	3.28	3.40	3.34	Agree

The data presented in table four revealed that the respondents agreed with all the items with mean score ranging between 3.00-3.52

Hypothesis 1

There is no significant difference in the mean responses of electrical/electronics apprentices and buyers on the state of the entrepreneurship skills in Keffi, Nassarawa state.

Table 5: t- test analysis of apprentices and buyers regarding the state of the entrepreneurship skills in Keffi, Nassarawa state.

N1=120, N2=25

S/N	ITEMS	X ₁	X ₂	SD ₁	SD ₂	T-cal	Remarks
1	Ability to identify both old and new electrical and electronics products	3.65	3.72	0.49	0.45	-0.70	NS
2	Ability to apply strategies in marketing electrical and electronics products	3.38	3.60	0.71	0.57	-1.68	NS
3	Competency of individuals in enhancing electrical and electronics products.	3.13	3.56	0.92	0.70	-2.63	S
4	Ability to understanding marketing strategies in electrical and electronics	3.07	3.56	0.82	0.50	-3.92	S
5	Low techniques in managing an enterprise	3.38	3.44	0.65	0.50	-0.52	NS
6	Inability to convince customers	3.08	3.04	0.81	0.87	0.21	NS
7	Insufficiency of both old and new electrical and electronics products	3.33	3.00	0.66	1.10	1.45	NS
8	Are the sales personnel exposed to the practical entrepreneurship	3.38	3.28	0.70	0.96	0.49	NS
9	Are electrical and electronics shops fully equipped with modern appliances	3.33	3.40	0.76	0.63	-0.49	NS
10	Limited internet facilities are available for sales personnel to access new innovations	3.17	3.04	0.84	0.77	0.76	NS
11	Poor demonstration of marketing strategies for sales personnel	3.18	3.04	0.88	0.82	0.77	NS
12	Are sales personnel using the 4P's in marketing	3.31	3.60	0.68	0.49	-2.50	S
13	Insufficient knowledge of entrepreneurship skill	3.29	3.32	0.79	0.61	-0.21	NS
14	Politeness of sales personnel in marketing	3.12	3.20	0.98	0.75	-0.46	NS
15	Unfriendly attitude towards customer	3.32	2.36	0.76	0.97	4.66	S

Key

N1 = Number buyers (120), N2 = Numbers of apprentices (25), S.D1= standard deviation of buyers, S.D2 = standard deviation of apprentices, t= t-test value of apprentices and technical buyers, S= Significant, NS= Not significant.

The analysis in this table 4: showed that the t-cal values of all the 15 items were below the t-cal except for 4 items 3, 4, 12 and 15. Therefore, the null hypothesis was rejected for each of the four items while it was accepted for each of eleven items. Hence the opinion of the respondents differed in four items but did not differ in eleven items in relation to the state of entrepreneurship skills in Keffi, Nassarawa state.

Hypothesis 2

There is no significant difference in the mean responses of electrical/electronics apprentices and buyers on the problems encountered by the electrical/electronics entrepreneurs in Keffi, Nassarawa state.

Table 5: t- test analysis of apprentices regarding the problems encountered by the electrical/electronics entrepreneurs in Keffi, Nassarawa state.

N1=120, N2=25

S/N	ITEMS	X ₁	X ₂	SD ₁	SD ₂	T-cal	Remarks
16	Inadequate supply of electrical and electronics products	3.23	3.00	0.87	0.85	1.23	NS
17	Poor delivery of electrical and electronics products	3.00	3.00	1.04	0.80	0.00	NS
18	Unstable power supply	3.04	3.16	1.10	0.61	-0.76	NS
19	Location of business area	3.23	2.84	0.81	0.97	1.88	NS
20	Inadequate number of qualified sales personnel	3.22	3.72	0.81	0.45	-4.29	S
21	Electrical and electronics stores not equipped with current products	3.21	3.40	0.82	0.57	-1.39	NS
22	Poor marketing background	3.29	3.64	0.84	0.48	-2.85	S
23	Poor relationship between entrepreneurs and customers	3.21	3.76	0.96	0.43	-4.48	S
24	Large population of sales personnel	3.33	3.76	0.49	0.43	-4.44	S
25	Fake electrical and electronic product	3.21	3.28	0.87	0.66	-0.45	NS

The analysis in this table 5: showed that the t-cal values of all the 10 items were below the t-cal except for 4 items 20, 22, 23, and 24 Therefore, the null hypothesis was rejected for each of the four items while it was accepted for each of six items. Hence the opinion of the respondents differed in four items but did not differ in six items in relation to the problems encountered by the electrical/electronics entrepreneurs in Keffi, Nassarawa state.

Hypothesis 3

There is no significant difference in the mean responses of electrical/electronics apprentices and buyers on the strategies for improving small scale enterprise in electrical/electronic in Keffi, Nassarawa state.

Table 6: t- test analysis of apprentices and buyers regarding the strategies for improving small scale enterprise in electrical/electronic in Keffi, Nassarawa state.

N1=120, N2=25

S/N	ITEMS	X ₁	X ₂	SD ₁	SD ₂	T-cal	Remarks
26	Provision of power back up to electrical and electronics stores	3.27	2.72	0.78	0.92	2.79	S
27	Equip stores with electrical and electronics gargets	3.25	3.56	0.78	0.57	-2.31	S
28	Expose entrepreneur to market their products	3.08	3.40	0.81	0.69	-2.04	S
29	Internet facilities should be provided for entrepreneur use	3.32	3.12	0.83	0.77	1.17	NS
30	Employ qualified consultants to give lectures on entrepreneurship skills	3.09	3.68	0.95	0.55	-4.21	S
31	Make funds available for buying needed electrical and electronics products	3.34	3.64	0.47	0.48	-2.85	S
32	Conducive environment for marketing electrical and electronics products	3.29	3.20	0.80	0.75	0.54	NS
33	embarking on marketing seminars to acquire skills for entrepreneurship	3.23	3.60	0.63	0.49	-3.26	S
34	Establish good relationship between customers and entrepreneur	3.32	3.72	0.67	0.45	-3.68	S
35	Entrepreneur should provide services that satisfy customers need	3.05	3.24	0.87	0.81	-1.05	NS
36	Warehouse should be close to the market	3.48	3.40	0.72	0.69	0.52	NS
37	Entrepreneur should be able to identify and analyze customers need	3.42	3.20	0.87	0.63	1.48	NS
38	Entrepreneurs should be able to use media to advertise their products	3.24	3.28	0.81	0.92	-0.20	NS
39	Entrepreneurs should be able to use www for promotion of their product.	3.28	3.40	0.69	0.57	-0.92	NS

The analysis in this table 6: showed that the t-cal values of all the 14 items were below the t-cal except for 7 items 26, 27, 28, 30, 31, 33 and 34. Therefore, the null hypothesis was rejected for each of the seven items while it was accepted for each of seven items. Hence, the opinion of the respondents differed in seven items but did not differ in seven items in relation to the strategies for improving small scale enterprise in electrical/electronic in Keffi, Nassarawa state.

FINDINGS

Based on the data collected and analyzed, the following findings were made according to the research questions raised for the study.

Findings related to the state of the entrepreneurship skills in Keffi, Nassarawa state.

1. Ability to understand marketing strategies in electrical and electronics.
2. Low techniques in managing an enterprise.
3. Insufficient knowledge of entrepreneurship skill.
4. Limited internet facilities are available for sales personnel to access new innovations.

Findings related to the problems encountered by the electrical/electronics entrepreneur in Keffi, Nassarawa state.

1. Inadequate supply of electrical and electronics products.
2. Poor delivery of electrical and electronics products.
3. Poor marketing background.
4. Electrical and electronics stores not equipped with current products

Findings related to the strategies for improving small scale enterprise in electrical/electronic in Keffi, Nassarawa state.

1. Entrepreneurs should be able to use media to advertise their products.
2. Conducive environment for marketing electrical and electronics products.
3. Expose entrepreneur to market their products.
4. Embarking on marketing seminars to acquire skills for entrepreneurship.

DISCUSSION OF THE FINDINGS

The discussions of the findings are based on the research questions raised for the study.

Findings from table 1 indicated inadequate supply of electrical and electronics products. this is as stated by Watts and Ormsby, (1978) who said with quality goods provided frustrating results as to the relationship between strategic planning and performance of small business, and that there is a tension between normative statements and the findings of empirical research (Hanlon and Scott, 1993), increasing evidence has confirmed that strategic planning has a positive effect on the performance of small businesses (Schwenk and Shrader, 1993). Another view is that formal strategic planning provides a structure for decision making, helping small business to take a long term view. Others have claimed that formal strategic planning enables organization to better prepare for and to deal with the rapidly changing environments that most of them face.

The finding revealed low techniques in managing an enterprise. (Carland, 1984) defined small business in line with the “Canadian Federation of Independent Business” but denied small business’s ability to engage in new marketing and innovation. According to them, “small

business enterprise does not engage in any new marketing and innovation practice”. On the other hand, Barnett and Machness (1983) defined small firms as those which are characterized by: (1) A lack of specialist services to advise management; (2) The necessity for senior people to get involved in all aspects of running the business; (3) Only one or two people are usually involved in significant decision making; (4) A lack of time for the senior men to think about the development of the firm. Some argue that the least objectionable way to define “small business” would be “to sort out firms according to the number of employees or persons engaged”.

The findings also revealed that insufficient knowledge of entrepreneurship skill. This is in line with Histrich and Dronvsek (2002) emphasized that the field of small business is close to entrepreneurship as the latter, recognizes the importance of the manager, who is very often the owner. However, entrepreneurship and small businesses were largely neglected within the field of management and economics until the late 1970s and early 1980s. With the 1970s, being a decade of structural crises that hit mostly large companies, small businesses came to be regarded as the answer to structural changes and employment problems (Huse and Landstrom,1997). One of the key triggers to shift the emphasis from large to small organizations was Bolton (1971), which drew attention to the economic importance of small firms. As a result, interest in entrepreneurship and small business increased significantly in many European countries and education programmes were created in several European universities (Huse and Landstrom, 1997). Keeping this in mind, Levitsky (1988) defined small businesses as those enterprises which employ no more than 5-10 workers, including the owner and family. They engage in non-corporate income generation and use less than one hundred and fifty thousand naira (1,500,000) equivalent of total capital; the starting capital is often less than one hundred naira (150,000)

Findings from table 2 of this study confirm that Poor delivery of electrical and electronics products. Research indicated that strategic planning in small business is informal, unstructured, and irregular, supported by insufficient and ineffective information, usually obtained through informal sources, and reactive rather than proactive Gibb and Scott, (1985); Flavel, (1991). Although managers in small firms engage in strategic thinking, such deliberation is seldom formal Gibb and Scott, (1985), Mintzberg, (1994). Many reasons have been identified for the absence of formal strategic planning in small business. These include lack of time, cost, expertise, information, training, education and skills of owner-mangers Robinson and Pearce, (1984); Shrader, (1989). A number of authors have suggested that a formal strategic plan may not be suitable for small business as they believe that high level of formality may often fade away important innovations and suppress creativity and spontaneity. They also argued that strategy may often emerge outside the formal process of planning and that the emergent strategies are often successful and may be more appropriate than planned strategies. In the absence of an explicit strategic planning process in small business, the importance of the awareness of environment and that of strategy - the ability to make an assessment of the total implications of any particular change - have been found to be crucial to the development and survival and growth of small business (Gibb and Scott,1985).

The study also reveals that Poor marketing background. This is in line with Tapinos, et.al, (2005). Key aspects of strategic planning are: a long-time horizon, formality, the use of planning instruments, and frequent control of plans. Strategic planning can contribute to perform once by generating relevant information, by creating a better understanding of the important environment, and by reducing uncertainty (Hodgetts and Kuratko,2001). Strategic awareness implies the ability to make an assessment of the total implications of any particular change (Gibb

and Scott,1985). This means not only awareness of the immediate implications of any new development but also reflection on the longer term repercussions. In order to gain insights into strategic awareness of owner managers, who had projections about their strategic action, they were asked to talk about: the implications of their future projects on their time and life style; the firm's capital assets; employees; raw materials; and marketing.

One study on small business sector has identified more than 50 different definitions in 75 countries ILO, (1977). However, publications in the field of small business do not usually make any distinction between different types of small business, be they manufacturing, service or retail, since the difference between them is almost non-existent as far as the characteristics of the enterprises and entrepreneurs as well as their pattern of functioning are concerned. These businesses are normally privately owned corporations, partnerships, or sole proprietorships. However, other methods are also used to classify small companies, such as annual sales (turnover), assets value or net profit (balance sheet), alone or in a mixed definition. These criteria are followed by the European Union, for instance (headcount, turnover and balance sheet totals) (Levitsky,1988).

Findings from table 3 of this study confirm that entrepreneurs should be able to use media to advertise their products. Gibb and Scott (1985), the data reported here that most owner-managers of small firms have ideas or portfolio of ideas of projected action to avail themselves of relevant opportunities and for dealing with the threats existed in the environment. The generation and evaluation of ideas is mainly characterized by personal judgments of owner-managers, and by insufficient information often based on limited knowledge of the market place, customers' needs, technology, and policy, especially of support policy. Their ideas, in many

cases, are not clearly articulated. They are also very often flexible, reactive and set for unspecific time horizons. Owner–managers usually do not think about alternative ideas in advance in case planned strategies would be difficult to implement as many of them are unaware of potential changes that may occur in the environment over longer periods. Owner-managers very often shift to other ideas or make changes to their original ideas once they experience intolerable changes in the environment as well as in their resources. In other words, Mintzberg and Waters (1985) called “entrepreneurial strategy”, which involves the features of both deliberate and emergent strategies. Gibb and Scott, (1985). This means not only awareness of the immediate implications of any new development but also reflection on the longer term repercussions. In order to gain insights into strategic awareness of owner managers, who had projections about their strategic action, they were asked to talk about: the implications of their future projects on their time and life style; the firm’s capital assets; employees; raw materials; and marketing. Furthermore, strategic planning is supposed to yield objectives that provide criteria against which organizational attainments can be measured Orpen, (1993). Lyles, (1993) argued that as small business owners adopt a more formal planning process, the breadth of strategic planning can most certainly influence the growth of the company and provide a framework for enhancing this or it can also help maintain the existing size and capability of the firm (Gibb and Scott, 1985). However, their excessive focus on formalization and ignorance of the value of strategic thinking and awareness has held a controversial explanation of the planning performance relationships.

The findings also indicated that embarking on marketing seminars to acquire skills for entrepreneurship. Marketing concept orientation: Another name for marketing concept orientation is customer orientation period. In this era, the needs of the customers were considered

and products were created to satisfy those needs at a profit. In short, full attention was paid to the needs of the market. Furthermore, marketing concept is a business philosophy which states that customer's want-satisfaction is the economic and social justification for a company's existence. It also stresses that all company activities should be devoted to finding out what the needs of the customers are, and then creating a product or providing a service to satisfy those wants at a profit. The three fundamental beliefs of marketing concept as pointed out by Osuala (1988) are:

- iv. All company planning and operation should be customer-oriented
- v. Profitable sells volume should be the goal of a firm and not just volume for the sake of volume alone
- vi. All marketing activities in a firm should be organizationally coordinated. Lastly marketing concepts is the idea that products should be designed and created to fill a customer need and provide a profit.

Marketing Strategy Orientation: marketing strategy is an overall plan for the use of the elements of the marketing mix to carry out a marketing programme. Under this orientation, the company that is market oriented should pay great attention to the resources of the company and the activities of competitors

Marketing Mix: This is the blending of the product planning, distribution strategy, promotion and price to meet needs of a specific market. It is a terminology which is used to describe the combination of the four (4) inputs or ingredients that constitutes the core of a firms marketing system. These four (4) are product, price, promotion and place. They are commonly referred to as the 4Ps of marketing mix.

- v. Product: managing the products involve planning and developing the right product and/or services to be marketed by the company.
- vi. Price: In price, the management must determine the right base price for its products. It must then establish policies concerning discount freight payment and many other price related variables.
- vii. Promotion: This is the component which is used to inform, invite, persuade and convince the marketing concerning the companies' products.

Distribution: This involves decisions about the distribution for the products and identification and selection of the appropriate marketing channels which goods can pass through to reach the final consumer.

Similar to the results mentioned by Gibb and Scott (1985), differences were also found among the firms in this study in different degrees in terms of the awareness of the implications of present ideas. Even though owner-managers are capable of anticipating the possible implications of their strategic actions for a reasonably longer time period, however, in many cases, their breadth of anticipation is limited in terms of time and area covered. Gibb and Scott (1985) and Mintzberg and Waters (1985) and indicate that although owner-managers are aware of relevant events in the environment, although they have strategic course of action to exploit the opportunity or to deal with the threats in it, and although they are aware of the implications of their strategic courses of action, such deliberations are reactive and seldom formalized.

CHAPTER V

SUMMARY, CONCLUSION AND RECOMMENDATION

Based on the findings of the study, this chapter deals with the summary, conclusion and recommendation

Summary of the study

This chapter attempts to give a summary of the purpose and the most important findings of the study. This also outlines some recommendations based on the findings of the study. It also hoped that the recommendations made in this study will be of value to those concerned. The view of literature of this topic covers the original objectives and benefit of the techniques of the application of strategies for improving small scale enterprise in electrical/electronics in Keffi, Nassarawa state. A review of related literature shows that entrepreneurship has come to form a basis for acquisition of skills and development that can embrace all diverse process which aimed at transforming business men more effectively to social and economic development of a nation. Human resources can then be improved through purposeful and training with serious emphasis on skills acquisition.

A research methodology provides the evidence that several factors were responsible for the effects. The study covered five shops of electrical and electronics in Keffi. A sample population of 145 buyers and apprentices. Survey approach was carried out to develop the instrument for the study. Questionnaire was validated by the supervisor.

A mean of 2.50 was chosen as a decision point, the table was developed in the presentation of the data relevant to each research questions 1, 2 and 3. The findings that emerged from the analysis further study were presented.

Implication of the study

The study is that the required strategies will enable the entrepreneurs of electrical and electronics enterprise become self reliant, motivated, equipped and enterprising. Another finding from the research shows that the entrepreneurship skills would bring job opportunity, profitability, expansion, innovation and awareness among business men, building correlation between buyers (customers), sales person and industrial sector. The result has implication where by manpower development through entrepreneurship skills by electrical and electronics sales persons is undoubtedly very important and crucial to the overall development of a nation like Nigeria. The finding from research question 2 also revealed the constraints that lead to the problems encountered by the entrepreneurs in electrical and electronics in Keffi.

The findings from research question 3 also revealed that the strategies for improving small scale enterprise in electrical and electronics in Keffi are: marketing seminars for the acquisition of skills, good relationship between customers and buyers, provision of power back up to electrical and electronics stores, conducive environment for marketing electrical and electronics products, advertisement, equipping stores with latest electrical and electronics gadgets among others.

Conclusion

Based on the findings of the application of strategies for improving small scale business enterprise, there are a lot of factors that enhances the improvement of small scale enterprise. These include provision of power back up to electrical and electronics stores, employing qualified consultants to give lectures on entrepreneurship skills, availability of funds for buying needed electrical and electronics products, good relationship between entrepreneurs and customers. Based on the findings of the study, the application of strategies for improving small scale enterprise in Keffi. For the success of the business, the entrepreneurs must plan and apply the necessary strategies required at any point in time.

However, if the plane and strategies are not followed judiciously, desired result will not be attained. To improve a small scale enterprise in electrical and electronics, the entrepreneurs have a great part to play. He must monitor his environment and be careful in identifying what his market (customers) need. In other to evaluate the outcome of entrepreneurship at the planning stage, it has been concluded that it must be clearly stated what constitutes a successful implementation of strategies. Consultants should as a matter of fact be called on to analyze one's business at least twice a year.

Recommendation

The operation of entrepreneurship lies on proper implementation. Thus, it becomes necessary that something must be done to enhance adequate running of any business.

Based on the findings, the following recommendations were made:

1. Provision of power back up to electrical and electronics stores
2. Sales person should always attend marketing seminars to acquire skills
3. Good relationship should be established among customers and sales person
4. Equipping the stores with current electrical and electronics gadgets
5. Employing qualified consultants to give lectures on business strategies.

Suggestion for further studies

The following were suggested for further research:

1. Strategies for effective implementation of practical skills among electrical and electronics small scale enterprise
2. The investigation into ways of improving the entrepreneurship strategies among electrical and electronics enterprise.
3. Techniques of enhancing entrepreneurship skills needed by a small scale enterprise.

References

- Barnett , T.R., Mackness, J.R. (1983,) An Action Research Study of Small Firm Management, Journal of Applied System Analysis,
- Blton , J.E. (1971) Report of the Committee on Inquiry on Small Firms, CM 4811, Her Majesty's Stationery Office, London,.
- Carland , J.W, (1984) Differentiating Entrepreneurs from Small Business Owners, The Academy of Management Review, Vol.9, No.2, , pp.354-359.
- Flavel , R.W.(1991) Strategic Management: Does It Enhance in Business Enterprise Performance Unpublished Master of Philosophy dissertation, The Flinders University of South Australia,.
- Hanlon , D., Scott , M.G. (1993), Strategy Formation in the Entrepreneurial Small Firm,
- Hodegetts , R.M., Kuratko , D.F. (2001) Effective Small Business Management, Dryden, Fort Worth,TX,.
- Huse , M., Landstrom , H. (1997) European Entrepreneurship and Small Business Research: Methodological Openness and Contextual Difference, International Studies of Management and Organisation, Vol.27, No.3, , pp.3-12
- Histrich , R.D., Drovsek , M., Entrepreneurship and Small business research – European Perspective, Small Business and Enterprise Development Journal of S, Vol.9, No.2, 2002, pp.172-222.
- ILO, Small Enterprise Development: Policies and Programmes, Management Development Series,No.14, 1977, Geneva, p.8.
- Levitsky, J. (1988) Summary Report, World Conference on Micro- enterprises, Washington D.C., p.12.
- Lyles , M.A.(1993), Formal Planning in Small Business: Increased Strategic Choices, Journal of Small Business Management, pp.38-50,
- Mintzberg , H., Waters, J.A. (1985), Strategies, Deliberate and Emergent, Strategic Management Journal, Vol.11, No.1, pp.62-72.
- Mintzberg , H.(1994) The Rise and Fall of strategic Planning, Prentice Hall, Hertfordshire, UK,

- Orprn , C. (1993), Strategic Planng, Scanning Activities and the Financial Performance of Small Firms, Journal of Small Business and Entrepreneurship, Vol.11, No.1, pp.62-72.
- Porter , M.E., (1980). Competitive Strategy: Techniques for Analyzing Industries and Competitors, Free Press, New York,
- Robinson , R.B., Pearce , J.A., (1984) Research Thrusts in Small Firm Strategic Planning, Academy of Management Review, Vol.9 (1), , pp.128-137.
- Schwenk , C.R., Shrader , C.B., (1994), Effects of Formal Strategic Planning on Financial Performancein Small Firms, A Meta – Analysis, Entrepreneurship Theory and Practice, Vol.17, No.3, pp.53-64.
- Tapinos, (2005) The Impact of Performance Measurement in Strategic Planning, International Journal of Productivity and Performance Management, Vol.54, No.5/6, pp.370-384.
- Watts , L.R., Ormsby , J.G., (1990)“The Contribution of Operational and Strategic Planning to Small Firm Performance”, Paper presented at the 19th annual meeting of the Western Decision Sciences Institute, in Schwenk.
- C.R., Shrader , C.B.(1978) Effect of Formal Strategic Planning on Financial Performance in Small Firms: A Meta-Analysis, Entrepreneurship Theory and Practice, Vol.17, No.3, , pp.53-64.E.J. McCarthy
- E.J. McCarthy, (1968) Publication of Basic Marketing; A real Approach to Marketing, the first edition pp.64-67
- Philips Kotter, (1980) Principles of marketing, first edition pp.54-58
- Osuagwu and Gbadamusi, (1998), Evolution of Marketing pp. 6-8
- Dr. Philip Kottler and Gray Armstrong, (1998). Principles of Marketing, second edition pp. 56-60
- Gibbs and Scott,(1985) Incidence of Strategic Planning In Small Business; An over view pp. 131-136
- Barnett and Macuess, (1983) The Universe and Dr. Einstein. Pp. 162
- Bolton Report,(1971) International Journal of Contemporary Hospitality- International Small Business Journal –sage Publications
- J. R. Flavel, (1991), Dishaveled Flavel Mansion Published.
- Henry Mintzberge, (1994). The Fall and Rise of Strategic Planning – Havard Biz Review Jan- Feb 1994
- Robinson and Pearce, (1984)- Strategic Planning. Emphasis and Planning, Published in a Journal of Business Strategies 13, No.1
- Shrader, (1989) Pre-start Up Planning and Survival of New Business pp. 123-31

Henry Mintzberg and J.A Waters(1985) Strategies- Deliberate and Scribed pp.87-93

R.C Osuala, (1988) Tittle of Proposed Dissertation pp.55-58

k. Santon,(1981) Fundamental Of Marketing 15th edition pp.69-71

Kotler (1981) Marketing Management pp.55-61

Olaitan, S.O. and Nwoke, A. (1999) Reaserch in Vocational and Technical Education, Onitsha;
Noble Graphic Press pp. 42-46.

FORMULA

$$\text{Mean } X = \frac{\sum fx}{\sum f}$$

$$\sum f$$

$$X = \text{Mean}$$

$$\Sigma = \text{The sum of}$$

$$X = \text{The Score}$$

$$F = \text{The Frequency of each point in the scale}$$

Standard Deviation

$$SD = \frac{\sqrt{\sum f(x - \bar{x})^2}}{\sum f}$$

$$\sum f$$

$$X = \text{Mean}$$

$$\Sigma = \text{The Sum of}$$

$$X = \text{The Score}$$

$$F = \text{The Frequency}$$

t – test formula

$$t - \text{test} = \frac{X_1 - X_2}{\sqrt{S_1^2 + S_2^2}}$$

$$\sqrt{S_1^2 + S_2^2}$$

N_1 N_2

X_1 = Mean Score of buyers

X_2 = Mean Score of apprentices

S_1^2 = Variance of buyers

S_2^2 = Variance of apprentices

N_1 = Number of buyers

N_2 = Number of apprentices

Hypothesis 1, item 1, Standard deviation for buyers responses

X	F	FX	$x - \bar{x}$	$(x - \bar{x})^2$	$F(x - \bar{x})^2$
4	10	40	0.40	0,160	1.600
3	4	12	-0.60	0.360	1.440
2	1	2	-1.60	2.560	2.5600
1	0	0	-2.60	6.760	0.00000
	$\Sigma f = 15$	$\Sigma fx = 54$			$\Sigma f(x - \bar{x})^2 = 5.600$

$X_2 = \frac{\Sigma fx}{N} = \frac{54}{15} = 3.60$

$\Sigma f = 15$

$$S_2^2 = \frac{\sum f(x - \bar{x})^2}{\sum f} = \frac{5.600}{15} = 0.35$$

$$\sum f = 15$$

$$SD_2 = \sqrt{\frac{\sum f(x - \bar{x})^2}{\sum f}} = \sqrt{\frac{5.600}{15}} = \sqrt{0.35} = 0.59$$

$$\sum f = 20$$

Hypothesis 1, item 1, Standard Deviation for apprentices response

X	F	FX	x - \bar{x}	(x - \bar{x}) ²	F (x - \bar{x}) ²
4	79	316	0.35	0.12	9.678
3	40	120	-0.65	0.42	16.900
2	1	2	-1.65	2.72	2.723
1	0	0	-2.65	7.02	0.000
	$\sum f = 120$	$\sum fx = 438$			$\sum f(x - \bar{x})^2 = 29.300$

$$X_1 = \frac{\sum fx}{\sum f} = \frac{438}{120} = 3.65$$

$$\sum f = 120$$

$$S_1^2 = \frac{\sum f(x - \bar{x})^2}{\sum f} = \frac{29.30}{120} = 0.24$$

$$\sum f = 120$$

$$SD_1 = \sqrt{\frac{\sum f(x - \bar{x})^2}{\sum f}} = \sqrt{\frac{29.30}{120}} = \sqrt{0.24} = 0.49$$

$$\sum f = 120$$

t - Calculated =

$$\frac{\bar{X}_1 - \bar{X}_2}{\sqrt{\frac{s_1^2}{N_1} + \frac{s_2^2}{N_2}}}$$

$$= \frac{3.65 - 3.72}{\sqrt{\frac{0.49}{120} + \frac{0.45}{25}}}$$

$$\frac{-0.07}{\sqrt{0.0020 + 0.0081}} = \frac{-0.07}{\sqrt{0.0101}} = \frac{-0.07}{0.10} = -0.70$$

FEDERAL UNIVERSITY OF TECHNOLOGY MINNA,
SCHOOL OF SCIENCE AND SCIENCE EDUCATION
DEPARTMENT OF INDUSTRIAL AND TECHNOLOGY EDUCATION

QUESTIONNAIRE FOR ELECTRICAL/ELECTRONICS APPRENTICES AND BUYERS IN
KEFFI

This research work is on the application of strategies for improving small scale enterprise in electrical/electronics in Keffi, Nassarawa state

Introduction: please provide the following information before completing the questionnaire.

Section A

Personal data

Status: apprentice []

buyer []

Section B. C and D below are research questions and their items. Kindly indicate by a tick i.e. [✓] against each statement in the appropriate Colum which described the extent to which you agree with statement by using the following key:

SA—Strongly Agree

A—Agree

D—Disagree

SD—strongly disagree

SECTION B:

Research question 1

What is the state of entrepreneurship skills in Keffi, Nasarawa state.

S/N	STATEMENT OF ITEMS	SA	A	D	SD
1	Ability to identify both old and new electrical and electronics products				
2	Ability to apply strategies in marketing electrical and electronics products				
3	Competency of individuals in enhancing electrical and electronics products.				
4	Ability to understanding marketing strategies in electrical and electronics				
5	Low techniques in managing an enterprise				
6	Inability to convince customers				
7	Insufficiency of both old and new electrical and electronics products				
8	Are the sales personnel exposed to the practical entrepreneurship				
9	Are electrical and electronics shops fully equipped with modern appliances				
10	Limited internet facilities are available for sales personnel to access new innovations				
11	Poor demonstration of marketing strategies for sales personnel				
12	Are sales personnel using the 4P's in marketing				
13	Insufficient knowledge of entrepreneurship skill				
14	Politeness of sales personnel in marketing				
15	Unfriendly attitude towards customer				

SECTION C

RESEARCH QUESTION 2

What are the problems encountered by the entrepreneurs in electrical/electronics in Keffi, Nasarawa state

S/N	STATEMENT OF ITEMS	SA	A	D	SD
1	Inadequate supply of electrical and electronics products				
2	Poor delivery of electrical and electronics products				
3	Unstable power supply				
4	Location of business area				
5	Inadequate number of qualified sales personnel				
6	Electrical and electronics stores not equipped with current products				
7	Poor marketing background				
8	Poor relationship between entrepreneurs and customers				
9	Large population of sales personnel				
10	Fake electrical and electronic product				

SECTION D

RESEARCH QUESTION 3

What are the strategies for improving small scale enterprise in electrical/electronic in Keffi Nassarawa state.

S/N	STATEMENT OF ITEM	SA	A	D	SD
1	Provision of power back up to electrical and electronics stores				
2	Equip stores with electrical and electronics gargets				
3	Expose entrepreneur to market their products				
4	Internet facilities should be provided for entrepreneur use				
5	Employ qualified consultants to give lectures on entrepreneurship skills				
6	Make funds available for buying needed electrical and electronics products				
7	Conducive environment for marketing electrical and electronics products				
8	embarking on marketing seminars to acquire skills for entrepreneurship				
9	Establish good relationship between customers and entrepreneur				
10	Entrepreneur should provide services that satisfy customers need				
11	Warehouse should be close to the market				
12	Entrepreneur should be able to identify and analyze customers need				
13	Entrepreneurs should be able to use media to advertise their products				
14	Entrepreneurs should be able to use www for promotion of their product.				

