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Establishing unconsidered factors that anchor the thrive of micro and small
Enterprises in Developing and under Developed Economy revised edition

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1. ABSTRACT

The focus of this paper is to microscopically, identify and analyze unconsidered factors in developing and underdeveloped countries that continue to impinge the successful expansionist mission of micro and small scale Enterprise. It also seek to further produce an in-depth analysis of identified causes that promote sustenance performance of micro and small enterprise, lacking Entrepreneurial character to expand in developing and underdeveloped economy

2. INTRODUCTION

The Economy suffer stagnancy when dominated with the activities of Small Business Owners in Africa, became a hypothetical statement to be proved, hence the essence and the purpose of this paper was to further conduct research studies on the unconsidered variables that continue to anchor the thrive of Micro and small –Enterprises, lacking Entrepreneurial character to expand in such economy, despite several International and local interventional programmes designed on annual bases to support the growth and expansion of Enterprise in the developing and underdeveloped countries of Africa. An effort was made to define the word ‘Small business owner’ and an Entrepreneur, to set-up a conceptual framework that will guide the empirical works and deduction out of the findings. *Small Business Owners (SBO)* was defined as the kind of business executives who establishes ventures for the purpose of subsistence. While *Entrepreneurs* were the kind of business executives with the greatest motive of profit making driven under expansionist agenda within a set time frame.

I undertook a lot of literature reading on SMEs growth and contribution in Africa which had a lot of interesting solutions to provide for sustainable economic growth in developing countries

but due to the nature of the subject to analyze and argue on, presented the need to narrow my secondary data collection. Based on my observation, research into micro and small scale Enterprise challenges and proposed theory on the way forward, has been the most research subject in the faculty of developmental economics in both developing and under developed countries. Yet such proposed transformation is not realistically making any significant impact. However, the selected literatures that were reviewed and considered significant in my studies and had direct influence in my exposition, were highlighted for readers' further in-depth reading at the column of the appendix of this paper. Analyzing why small businesses are not making any significant progress, even though, they are known to be populating many economy's in Africa, Akpan E. (2011) posit that the cause emanate from inadequate capital, poor information on availability of opportunities, poor knowledge of existing regulations, poor infrastructure, poor knowledge of the market and lack of cross border policy and strategies for entrepreneurship development. His research elaborates further on the easy barrier to permit any one to become Small business owner but the difficulty to grow per some of the forces outlined above. Sadaka P.(2011), empirically justify the key role the small scale enterprise play to the Keyan Economy, such that the sector contribute 50% of new jobs but the sector has not performed creditable well and hence not played the expected vital and vibrant role in the economic growth and development of Kenya but to my surprise, his data indicate that 77% of the Kenya Small Scale ventures growth challenges were purely attributed to managerial competency but not finance, contrarily to the report of other African countries mostly in ECOWAS region of West Africa. Usman, A. (2012) Threw further support to Sadaka's works in the Gombe State of Nigeria, that the case of Nigerian Entrepreneurs that lack access to financial support was not as a result of lack of accessibility per his empirical studies but the level of awareness of small scale enterprise

to the kind of micro finance packages available for ventures, was very low in Gombe State. Considering ventures that are not responding to growth, yet casting a lot of blame to the environmental challenges of Africa, researchers should have expected to see, a disinterest of people in such line of action to equip themselves with job employment but Osotimehin et al., (2012) deduce from their empirical studies, that the rise of small scale enterprise is due to people's quest to be self employed as a best alternative in long term projection. And further posit that small and medium scale enterprise growth in Nigeria has been prevented by structural and environmental challenges. Furthermore, recommended that regular seminar organized for potential and actual small scale enterprise operators on how to plan, organize, direct and control their businesses with a good advice for effective marketing and good management customers' relations at all times is necessary. (Yusuff et al., 2012) espoused the difference in behavior of women and men in small enterprise management and growth which was attributed to their individual access to strategic resource and socialization process in running business and further warn that the chance of small businesses making it past the 5th year mark is very slim in Africa. The same paper empirically attests that the rate of failure of small scale businesses in developing and under developed countries is higher than in the developed world. Akabueze (2002) succinctly stated that it would seem reasonable to expect that small businesses would grow and flourish but the rate of business failure continue to increase because of obstacles affecting business performance which include lack of financial resource, lack of management experience, poor location, laws and regulations, general economic conditions, as well as critical factors such as poor infrastructures, corruption, low demand for products and service, poverty, Inability of control costs and problems of dumping of cheap foreign products and others.

Elikem-Ocloo et al.,(2014) posit, globalization increase in competitive pressure and rapid technological changes have brought the business world to a point in history such that SMEs sector in Africa are hardest hit and now experiencing new challenges in the attempt to globalize their operations and become competitive. Craig and Douglas (1995) suggest that in order for the SMEs to survive in the 21st Century they must confront all the encompassing forces that pervades the global environment.

Yip (1995) asset that for a firm to survive, is to remain responsive to the local markets, while at the same time achieving global efficiency through integrating and coordinating operations across local markets and allowing for the transfer of learning from operations in one part of the world to another across the world markets. Pasricha(2005) further suggest that the world has become a global market-place that is open to everyone and conclude that it is a state whereby national boundaries turn totally porous. Elikem-Ocloo et al.,(2014) proved empirically the extent of globalization challenges affecting Micro, Small and Medium Scale enterprise in their order of ranking using Kendall's Coefficient as listed below;

1. Increased competition
2. Changing technology
3. Poor Infrastructure
4. Insufficient market know-how
5. Unfavorable government policies & regulation

All the renowned publications that has delve deep into the challenges impinging on micro, small and medium scale enterprise arrived on common grounds of financial accessibility difficulty, deficit in management competency for micro small and medium scale enterprise, infrastructural

and the environmental challenges and proceeded by enunciating remedies to the challenges yet improvement has not been encouraging, as it would have been expected.

3. METHODOLOGY & EMPIRICALS

Then the question that emanate from critical thinkers were, what is still wrong to resolve, to enable a smooth implementation that will cause a sustainable transformation out of this findings, a means to recover the African continent from its present economic fragility. This led to the discovering of yet unconsidered variables to be studied through the research findings. Which led to the step of measuring and evaluating it effect to the stagnation of the micro and small scale enterprises.

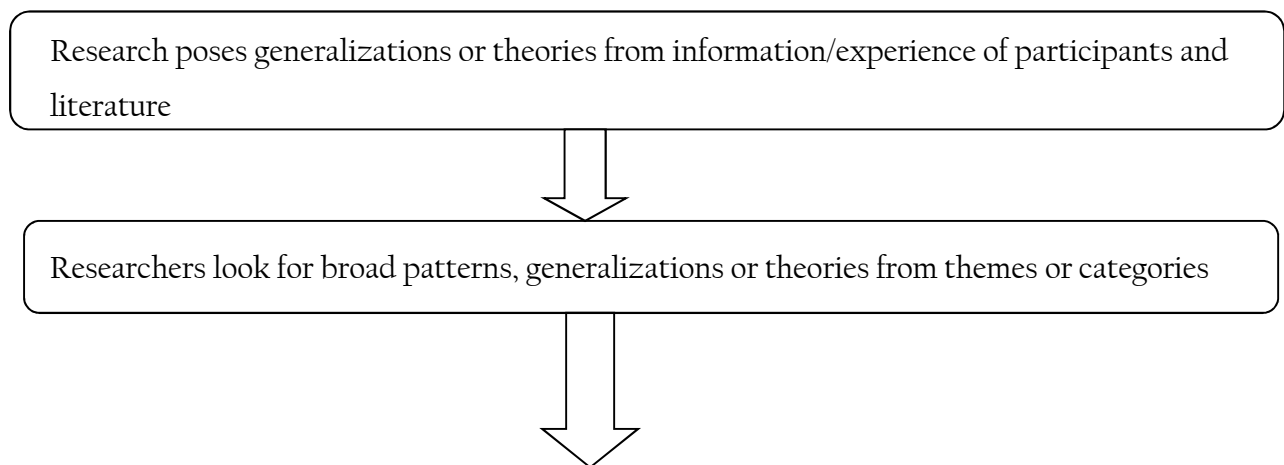
The research studies was to elucidate the following five major factors as an identified variables that play a major role in promoting small business owners rather than Entrepreneurs in developing and underdeveloped countries, which has not been critically studied to understand it correlation impact to micro and small scale ventures and assist in decision as well as policy direction

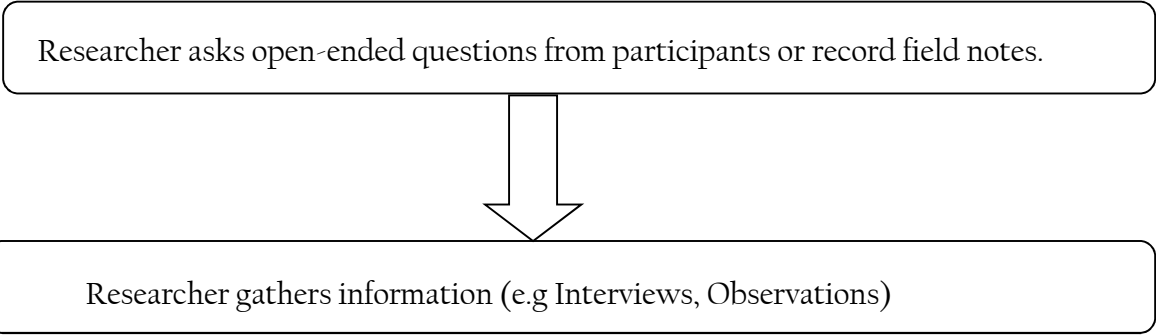
The factors were identified as follows

1. Tax Legislation
2. Investment Policy
3. In-depth Consuming market
4. Predictability of Economic market
5. Efficiency of the Labour market

This research is to establish a qualitative understanding and description of the experience nature of Entrepreneurs and Small Business Owners within the rubric of developing and underdeveloped countries. In response to the above purposeful research is the problem of finding qualitative solution to the performance of the operators, as a methodological road map to realize the preposition of this research through a qualitative research approach by phenomenological study of the grounded theory adapted to record, describe, analyze and theorize the experience of the Entrepreneurs and Small Business Owners of the sampled economy in Africa. The qualitative research approach allowed for the development of a deeper understanding of the existing problems within the phenomenon and allows for converging of new ideas with the old (Trochim, 2006). According to Strauss (1987) grounded inquiry by careful analysis of the data, involves the examination of field notes, study of the transcribed interviews sentence by sentence, coding of each sentence or phrase, sorting the codes, making comparisons among the categories and ultimately constructing a theory by this approach. Phenomenological researchers are able to focus on unraveling elements of experience, their interrelationships for a theory to be developed. This enables the researcher to understand the nature and the meaning of an experience in reference to a particular group of people within a particular setting (Glaser and Strauss, 1967). Only what we know from perception can be counted as bases for scientific knowledge (Bretano, 1973). This perceptual approach emphasizing subjectivity and discovery of the essence of experience and providing a systematic and disciplined methodology for knowledge derivation is called Phenomenology (Husserl, 1965). This is because it uses only data available to consciously arrive at its scientific propositions. This is the most logical approach to establish the objectivity of research findings because what we know is what appears before us in consciousness (Husserl, 1965).

Thus the subjective experience of people is the most objective means of establishing scientific knowledge (Epistemological Assumption) (Creswell, 2013; Wolcott, 2008; Guba and Lincoln 1998). Mostakas (1994) additionally underscores that Phenomenological research is the only means for capturing subtle meanings and personally held beliefs without imposing external thought complexes on the participants. Grounded theory is more distinctive from priory theoretical orientations because its practice is underlined in the assumption that a theory should be grounded in data from the field in actions, interactions and social process of people (Creswell, 2013), juxtaposing with the literature or scholarly work on the kind of challenges facing micro, small and medium scale enterprise unravel within the African market, the grounded theory thus became an imperative design to use, especially when a theory is not available to explain or understand the process under investigation. The research design is based on the “Grounded Theory” approach in a bid to explore, understand and describe the experience of Small Business Owners and the circumstance leading to their escalating in numbers in the sampled economy under the context of developing and underdeveloped countries. The focus of the grounded theory research is to initially unravel the elements of experience (Moustakas, 1994). So the research was designed to follow the basic steps for an inductive logical qualitative study as demonstrated below;





Source; (Creswell, 2009)

A Semi- structured questionnaire system was modeled for this research to give meaning to the phenomenological and inductive nature of the research studies to arrive at the propositions or theories only based on Decartes (1912; 1988) Self –Evidence and Kant (1966) three source of knowledge; sense (Phenomenological empirically given in perception); Imagination (Necessary to arrive at a synthesis of knowledge) and apperception (Consciousness of the Identity of things). Thus the only means of ensuring comprehensive self-report was to give the research participant the latitude of an open-ended questionnaire to freely express themselves un-ended regarding any of the phenomenon of investigation.

Table 2.
The below is the structure of the sample population size used for the qualitative studies

Countries	Respondents	Percentage
Ghana	100	10%
Togo	40	4%
Benin	45	4.5%
Nigeria	655	65.5%
Kenya	60	6%
South Africa	100	10%
	1000	100%

Field Reports 2016, Tweneboah Senzu

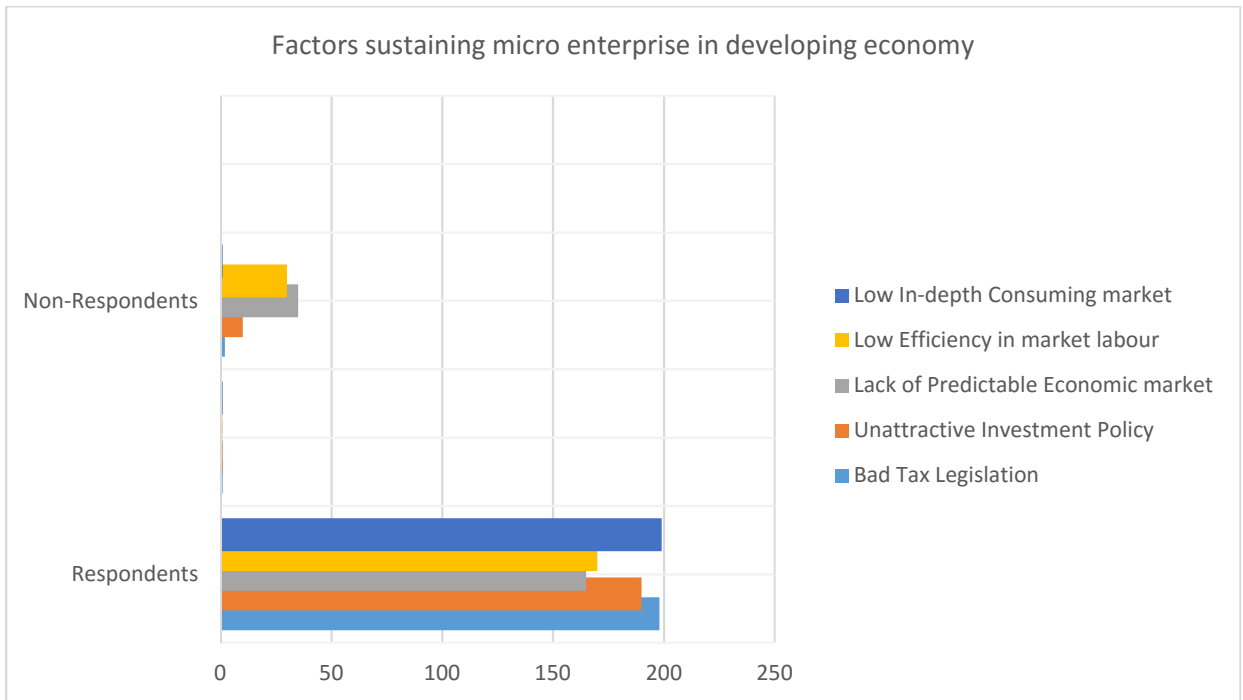
Table 3.
Classification of the population sample size

<i>Variable</i>	Respondents	Percentages
<i>Micro and Small Business Owners</i>	800	80%
<i>Entrepreneurship Ventures Owners</i>	200	20%
<i>Total</i>	1000	100%

Field Report 2016, T. Senzu

The first effort of the studies, was to examine, why Small Business Owners (SBO's) had sustain the stagnancy of their business stature over 5years. And the following findings was graphically computed below as Figure A1.

Fig. A1

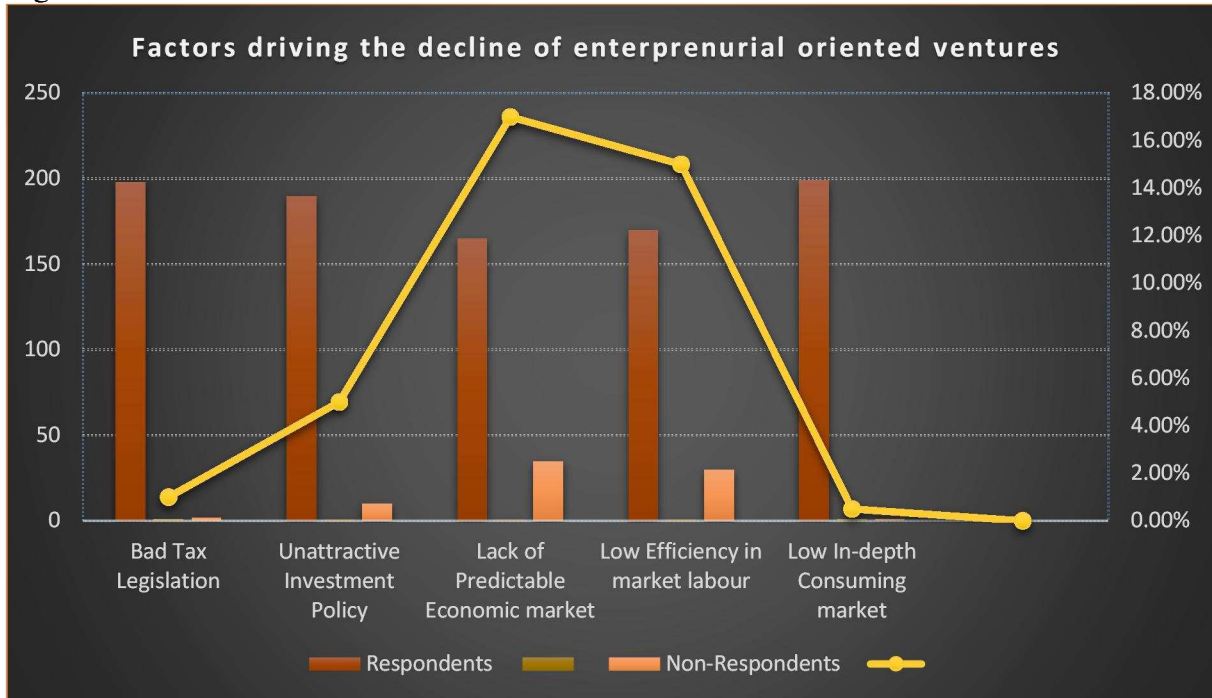


Field Report, 2016 Tweneboah Senzu

According to the field study report graphically displayed above as Fig A1, deduce that 93.8% of the respondents accepted and preferred the stagnancy of their small business due to bad tax legislation in their country, and while 97.5% of the respondents also accepted that stagnancy of their enterprise is as a result of unattractive investment policy in the country their business is located. About 85% of the respondents submitted that their business stature is very small and acceptable to re-stand all economic shocks of the market because their market lack a predictable trends of the macro economy, while 88.8% accepted that, such a choice is deliberate to enable the business to position itself in surviving all market weathers because the efficiency of the labour market is questionable. Finally 62.5% indicated that, managing a small business is very viable in their geographical location comparable to expansionist agenda, with the cause blamed on low consumption index. The local customers has a very strong taste for foreign goods comparable to indigenous produced goods, as a result local companies are forced to produce in less quantity to avoid wastage depending on the product life span which has contributed largely to the high cost of production resulting in high market price therefore to operate under lean management will require such small size stagnant businesses to aid in maintain administrative expenditure structure.

The next effort was to further examine the difficulties entrepreneurs goes through in their venture expansionist agenda sometimes resulting in venture collapse under the same variables that the SBOs encounter. The findings was graphically presented as Figure A2.

Fig. A2



Field Report, 2016. Tweneboah Senzu

The field observational report deduced that about 99% of the Entrepreneurs, who expressed their difficulty in venture expansion was driven by bad tax legislations in their geographical location, 95% submit that, the frustration lies in unattractive investment policy to back their venture ambition, while 82.5% argue that the economy they operate in their various country lack a predictive trend to make a reliable decisions towards the future. 85% of the respondents submit that expansion of enterprise is always driven by efficient labour, but the credibility of labour market in their respective geographical location is questionable therefore contribute to the difficulty to expand, with the final respondents of 99.5% establishing their worries of the indigenous rate of consumption of local goods is a serious impingement to their sustainable growth.

FINDINGS, RECOMMENDATIONS & CONCLUSIONS

Findings

A. TAX LEGISLATION;

The research findings deduce that, countries with good tax legislature that are more sensitive to private sector development, pave more room to attract investors into their domestic market. It further builds confidence for more enterprise owners to step forward to be formally registered by going through the prescribed procedures for government recognition.

This also strengthens the formal business societies in the private sectors category, because people see the advancement and expansion of the business in connection with being recognized by government.

Studies from sampled African countries whereby taxation was seen by the private sector as government means of extortion, had many of their economic market chocked with numerous micro informal enterprises, lacking the “will” by the owners to seek formal registration to attract government recognition of the venture operations. As Figure A1 & 2 graphically represent the degree of effect of “bad tax legislation” on the business existence. Owners responded through the questionnaire especially with figure A1 expressing their lack of willing to expand, is as a result of the nature and structure of the tax legislation of their country

Face to face Interview reveals that, it was a deliberate desire of the owners to run the business in such micro level to shadow the financial transactions of the business from government, and were very appreciative of their business performance on such a micro-scale level with the reason that if it could support their basic financial demands on monthly bases, while they continue to pursue government main stream employment programmes for remuneration purposes, that was

enough to meet their expectation instead of stress to battle with government agencies on constitutional fees extortions. Which the graphical report of Figure A 1 & 2 above justify this exposition.

Some of the Interviewees asserted and cited reference of businesses collapsing in our sampled population size within the chosen countries based on their genuine effort to step-out to be formally registered as an enterprise recognized by government, only ending the spring growth of the venture to be winded-up through taxation, including other form of government charges without not considering the business climate, whether favorable or not. As claimed by some of our respondents, they stood, watching how they were been excruciated by auditors known to be the only certified personnel of government, who had their own criteria of setting-up taxation fee for businesses; lacking transparency, underscore the support of the respondents to the interview exercise as extortion.

The field studies presented some new findings like how tax incentives from developing and under developed economy are highly utilized by external business entrepreneurs, in this instance foreign-business counterpart operating in the domestic market rather than the expectation of domestic enterprises taking full advantage of such opportunities. Observational report indicated most home grown businesses had bad enabling environment to thrive and meet standards set-up for such tax incentives, yet they are in competition with foreign businesses grown from fertile soil or foreign lands, therefore making it uneasy to meet requirement of expansion designated to qualify a business to benefit from such incentives. The second variable under this factor that scored very high on our survey rating card was lack of understanding by the domestic business executives on taxation administration and modulation. Most of them felt their taxes were not properly utilized by government to morally commit them persuasively to

pay. Most feedback, projected the tax agents known to be government officers, as extortion agents for the central government, using the law and power to plunder them as indicated by Benjamin Franklin known to be among the founding fathers of the United State of America in his famous quote “In this world nothing is certain than death and taxes”.

B. INVESTMENT POLICY

Investment Policy was another important factor, which went through a critical study and analysis, the studies examined how Investment policy in developing and under developed economy is structured, and from the findings indicated that, it structuring is one of the major factors that makes Small Business enterprise attractive venture against entrepreneurially oriented ventures. It was observed that, there was a gap between the Investment Policies and it related laws in connection to real needs of businesses emerging from the local market in developing economies.

Most of their Investment Policies seems to be adopted and unrealistic to address local needs pragmatically. And those countries noted to have striven to build quality policies that could address challenges, were having institutions built with human characters that deny the realistic implementation of policies from paper to the material market.

These created a situation of lack of capital for start-up project that are viable. And to have a scenario whereby government is in competition with the domestic businesses, on accessibility to fund in the domestic narrow capital market, created stress and frustration to generate funds within the local market by local businesses; which worth not the value to scale one’s business on entrepreneurship perspective. Furthermore due to lack of financial infrastructures to build a

deep capital market that will support industries, fundraising efficiency became an effort of government Investment initiative solely in most developing economy. This has forced most of the local enterprises to build their businesses on commerce precisely import-selling ventures, which is supposedly seen as the most attractive enterprise in such economy. According to the report from our targeted population sample size, majority of the developing countries possess unattractive Investment promotion and protection agreement (IPPA) programmes, for instance lack of free transferability of capital, Profit and dividends, and quality Insurance programme against non-commercial risks, contributed to strong reasons resulting in the narrowing capital market of such labeled economy, hence noted to be very difficult to attain cheap capital to start viable ventures and proceed to the level of expansion according to the desired and interest of the business owners.

Finally the presence of stress and frustrations to go through, in other to complete the procedural documentations to access capital for growth and expansion also contributed enormously to the reason behind the existence of numerous micro and small scale enterprises in such labeled economy which the owners expressed their satisfaction of the stage of their growth and the marginal return; if it comes with peace and no government interference with scrupulous fees as asserted by 99% of the identified Small Business owners (SBOs).

It was also observed that, in a situation whereby government actions deliberately interfered in the market operations as a player not as a regulator, creating room for cronyism hence suffocating the free and fair market competition for capital accessibility, resulted in an environment whereby independent business executives could not function efficiently without a political support, therefore those who still seek to be independents as business owners has to remain small for the purpose of subsistence.

C. IN-DEPTH CONSUMING MARKET

The next findings was based on how easy a local consumer prioritize a domestic goods and service, and very committed to own it, as the best option in comparative to other superior quality brands of the same kind of goods and service from foreign market.

Even though the In-depth Consuming market index differ from country to country, it became analytically clear from the studies, that success of all domestic businesses is highly driven by home based support. And best approach in conditioning of the mind of the consumers by government in this labeled economy, is to appreciate, promote and prioritize quality product of the local market as means to drive the small business owners to position themselves on the paths of entrepreneurship, a pathway that will establish credibility and respect from domestic consumers and such could amplify the growth of most Small Business Owners (SBOs) into Entrepreneurship category. Further findings depict that, there was no clear economic policy direction to rely upon from the targeted sample population size, as a guide to the “consuming market index” of the labeled economy. Market that had most of their consumers sensitive to pricing, one would have expected a policy direction, that causes raw material for the local industries cheaper for production purposes, to give government the authority to regulate prices mechanism, when businesses are escalating beyond the price threshold set-up. As well as a different policy for market observed with consumers, that pursued quality brands as interest regardless of pricing dynamics, could have been empowered with a policy that places premium on qualify produce from Industries to meet or possible exceed consumer expectation as a means to strengthen consuming power of the local market under the labeled economy of our research studies.

It was noted that such policy gap existence, created insecurity of investment to business operators, as a high risk in venturing into entrepreneurship ventures and therefore preferred to remain as Micro or Small Scale Enterprise owners, due to lack of support from home grown consumption. This gap also resulted in a situation whereby Industries stand the risk of producing product that is displaced from consumer priorities resulting into a lost venture effort.

D. PREDICTABILITY OF THE ECONOMIC MARKET

Proper and reliable scientific forecasting is not likely possible in most of the developing and under developed economy. Such make Investment into venture highly uncertain. It is observed that for any serious investor to have confident in a venture and proceed to commit funds, will rely on a quality data to make decisions which is noted to be non-existing in most developing economies. The findings depict that such challenges emanate from poor policy direction and lack of government understanding to reconcile the capital and labour market in their politico economic environment, causing most local businesses to rely on pseudo-management practice.

On the issues of pseudo management practice which appeared as a highly scoring indicator from the field studies, were based on elicitation of respondents who claimed that “predictability of the economic market” to them, as claimed is only ascertain through spiritual intervention, the only means that is able to safe-guard their investment, which underscored why most African businesses could not extricate business success from voodooism or supernatural interventions which is known to be contrarily in developed economy.

Analyzing from the 100% sample population of the business executives, it was noted, most business owners were into pseudo-management, and accepted that, spiritual consultation was

paramount in their business management processes, during the period of seeking for partners, staffing, locating business office and even decision making on daily affairs of the business growth, 79% were identified to be micro scale enterprise and 22% were entrepreneurs but could qualify their businesses as a Minor entrepreneurship ventures with the definition of the *Minor Entrepreneurship venture* according to this paper, are the classified businesses, which has not passed the minimum deadline of 5years spot period, used as the standard scale of this studies to measure both the Micro/Small Businesses and the Entrepreneurship ventures, however this category of business owners exhibited characteristic trait of positive future expansionist prospect in their enterprise, to be classified as Minor Entrepreneurial ventures.

This underscore the reason why most micro and small business owners in developing and underdeveloped economy, invest more in their spiritual leaders to be positioned, to serve as advisors in decision making, a means to replace research and development practice for successful organizations. This became easy to establish the correlation between business executives that are pseudo-conscious and the kind of businesses they establishes. And the result just supported the cause of escalating number of such kind of small business owners in those economies. The reason was very simple, the negative effect of superstitious encouragement under pseudo-management is not highly realized when enterprise are in micro and small scale entity; as such defect, would had reveal the loopholes and system weakness in Medium and Large scale enterprise.

E. EFFICIENCY OF THE LABOUR MARKET

It was exposed from the field report that recruitment of staffs for most of the small businesses were pursued on spirituality perspective lacking sound human resource management principles.

The field report projected an average of 97% micro & small scale enterprise against 3% of entrepreneurship firms that subscribed to the fact that their staffs recruitment is highly based on recommendation from their church pastors or spiritual priest and further explained that the names of their potential staff, are submitted to the altar for prayers to finally select the ones spiritually approved. This was note to expose the enterprise to the whims and caprice of the priest in this context.

Findings from the studies indicated, most of the business owners saw the engagement of extra labour hands to expand the business as a threat, due to lack of confidence they had in their labour market, which is seen to be dominated with university graduate of book knowledge with no experience to deliver in the real competitive market environment. About 82% of the Small Business owners, further established the fear against the character of numerous graduate job seekers, lacking passion for hardworking but much focused of fame and materialistic pursuit under the context of modernization, resulting in most of this personnel prone to mismanagement of organizational resources when given such opportunity to handle organizational management affairs.

The employed graduate perspective in office ranking and wages was more driven on certificate of education attained, which was contrarily to the private sector owners perspective of paying wages for the labourers engaged. The private business man or woman expected the qualified graduate to be in the position to contribute in experience and expertise to address the growth and profit objective of their organizations. This gab of misunderstanding was creating an environment whereby the graduate perceived private sector employments as whole risky and unsecured with a willing spirit to secure job opportunities with government whose is known to be a low wage payer. Furthermore the private enterprise owners perceive current graduates as

unqualified and incompetent for the job market demands. Therefore was observed to be the contributive effect, resulting in both the Small Business Owners and the successful Entrepreneurs feeling unsecured to engage extra labour hands in the expansion of their businesses whenever there is a need to expand, because to them such a step only add-up to business pressures faced daily by business owners in their geographical location.

My research findings further set a clear gap between how Small Business Owners (SBOs) tap into labour market comparable to entrepreneurs. As earlier put-forward by this paper; the perception carried on by Small business owners(SBOs) to tap from the labour market leads to bad labour recruitment and such notions are categorize as follows;

1. Graduate are book trained but incompetent in real market operations
2. Their passion is mostly on material reward than their efficiency to productivity
3. Lacking problem solving skills rather a problem in disguised

It were the major identified sub-variables in a respondents category of 82.5% of the interviewee, to conclude that, such were the cause that makes it burdensome to add-on extra labour hands to expand and travel on the paths of Entrepreneurship. However the studies further justify the correlation of good Entrepreneurs and their ability to apply quality management on capital and efficient labour, in other to achieve the purpose of the viable business ideas. Another traced variable from findings, was the quality understanding to the laws that govern the labour market. It was observed that, due to the difficulty to understand the Labour laws, most Indigenous business owners ignored it existence for application, which sometimes resulted in future legal crushes that ends up collapsing many ventures. Therefore it was ascertain that Small Business Owners (SBOs) never viewed their enterprise effort to support the labour market in other to increase productivity effect.

This then Underscores the earlier assertion, on the relevance of quality training to Small Business Owners (SBOs) as a basic needs to guide on how to tap into the labour market resourcefully and engage efficient personnel to drive productivity, which in itself built-up confidence in the enterprise owner rather than the Pseudo-business management actions which continues to throw the surviving fate of the business to the whim and caprices of the spiritual priest who lack the technical knowhow for successful functioning of the venture.

Recommendations & Conclusion

Government in developing countries need to adapt programs and methods very attractive to draw most of the informal sector enterprise to surface and structure themselves into the formal sector, a means to be easily recognized by government and aid in tax net widening. This require government deep understanding towards it domestic market structure for a viable fiscal policy direction that will resolve bad tax legislation, unattractive investment policies, quality data availability for easy access and making decisions as private enterprise on macroeconomic progressive trends, closing the gap of academia and industry to resolve labour inefficiencies and finally government leading in the agenda for the patronization of indigenous goods & services by citizens.

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