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## **AN EMPIRICAL STUDY ON THE IMPACT OF ENTREPRENEURSHIP TRAINING ON SMALL BUSINESSES IN BIDA METROPOLIS**

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### **ABSTRACT**

The systematic process for developing and empowering a high performance entrepreneurs can best be obtained by training. Training is a means of getting better result through agreed frame work of planned goals, standards, and competency requirement. The process of obtaining this development level can be done in short and long term bases depending on the nature of choice of trade or type of trade. Bida Town played host to a wide range of artisans, ranging from black smith works, furniture, fashion design, Hair dressing saloon etc. This paper examined the best practices among Bida entrepreneurs and their enterprise when they are well exposed at the instance of training for provision of excellent services, and results oriented achievements of greatness for self-economic empowerment. Sixty Five (65) Entrepreneurs of various enterprise levels were selected, by the use of accidental sampling technique to examine the level of their training exposure and its benefits. Fifty eight (58) Questionnaires were returned. Findings revealed that the impact of Entrepreneurship training of apprentice in small business contribute immensely to economic development and eventual technological transformation. The paper concludes that apprenticeship training is a compulsory tutelage for strategic positioning and management of a going concern such as furniture making, fashion and design, hair dressing saloon, knitting (wool work), brass/bronze (black smith) work, technicians (TV/Radionics) etc. Recommendations were given which include the need for proactive policy measures for successful take-off of new enterprise. Government should step in, to provide attractive business policy to encourage entrepreneurs and new business start - up.

**Keywords:** Entrepreneurship, Apprentice, Training, Programme, Entrepreneurs

## **INTRODUCTION**

The intake of apprentice for training and future takeover of the business enterprise has led to an increase in productivity and expansion of various entrepreneurial acts within Bida town. Small scale business entrepreneurs are most able to influence visible development within their host environment. Therefore have been recognized as instruments for economic development, the study gives an insight on the improvement that can be made by small business through training. The challenge of this study is to examine the impact of entrepreneurship training on small business management, a case study of Bida Business Environment. Entrepreneurs are charged with running of economic system of actions which is designed to meet the need of the larger consumers. The process of acquiring training exposes an entrepreneur to a systematic knowledge development. An apprentice that will succeed must exhibit strong personal characteristics of determination and consistency of attention on learning the act of the trade after making good choice of business to pursue.

Garavan (2009) stated that a training need is as a result of shortage of skills or abilities, which could be reduced or eliminated by means of training and development. Lack of training as it where hinders an individual or an employee in the fulfillment of his/herself desire /responsibilities or prevent an organization from achieving its objectives. Training needs analysis identifies training need that an individual, employee, department or organization may require in order to achieve self empowerment or help the organization to perform effectively. The aim of every training opportunity is to ensure such training addresses existing problems, as it should be tailored towards attaining set objectives, and to be delivered in an effective and cost – efficient manner. Michael (2006) posits, that “Training is that which involves the use of formal processes to impart knowledge and help people to acquire the skill necessary for them to perform their jobs satisfactorily. The impact of training on an entrepreneur activity will be based on the relevance of such training to the entrepreneur/trade in question. As much as types of entrepreneurship abounds, so is its training

requirements. The main function of an entrepreneur is to create wealth and the extent to which this can be possible is in the understanding of market specifications, and measurement (the economies of demand and supply).

## **METHODOLOGY**

The researcher adopted both primary and secondary source of data evaluation to elicit the information needed for the study. Under the primary source, correlated questionnaires were administered to respondents at various entrepreneurs' shops around Bida town. Just as under secondary source textbooks, personal interview, observation and records of business owners under study were consulted to provide the much needed theoretical and empirical knowledge for the study.

## **THEORITICAL FRAME WORK/REVIEW OF RELATED LITERATURE**

### **The Concept and Impact of Entrepreneurship Training and Development**

An entrepreneur produces goods and services and at the same time creates job opportunities to the youth thereby empowering them economically. Entrepreneurship training includes all activities in which people engage in to improve their wellbeing and at the same time help sustain the economy in the long run. For an individual to launch self in business enterprise, he needs to be trained in the trade of choice. There are guides to every particular business. Training as studied here is a channel through which knowledge can be gotten for a resourceful entrepreneurship. The position of apprentice under training process leverages on two tenets for the entrepreneur (the master or trainer). In the process of rendering the training services to the apprentice, He is also able to achieve his organizational goal which is in most cases foremost to him.

The following are essential to becoming a good apprentice entrepreneur under training;

1. Apprentice/Entrepreneur adherence to the principles of the trade,
2. Having an open mind and the ability to anticipate change as an apprentice,

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3. The understanding of the local content character (market consideration and environment/ knowledge of potential customer needs), etc,
4. Apprentice ability to demonstrate his interest and learning ability in his/her choice of trade.
5. The willingness to be resourceful and ability to great impact on your line of trade.

### **Qualities of a Successful Entrepreneur**

- a. Behavior: showing a demonstrable character, Understanding and having an open mind towards learning environment
- b. Leadership style: ability to demonstrate confidence with every contact while exhibiting loyalty and respect.
- c. Responsibility: taking responsibility as a challenge; an entrepreneur aiming for success must be responsible for his actions.
- d. Decisiveness: every action has a counter foil reaction. Under varying circumstances decisions must be made.
- e. Organization: this attribute is paramount as entrepreneur is expected to be able to present issues in a logical order.
- f. Perseverance: having focus and being steadfast, the entrepreneur must be a positive thinker.
- g. Industriousness: every entrepreneur aiming for self sufficiency must understand the importance of time commitment and hard work (capacity building and utilization).

One of the factors guiding the decision to enter into a particular business is the training experience such a person is having. It then means that one cannot venture into a business simply because he or she can raise the required fund for setting up such business, a certain level of knowledge must be present to the entrepreneur. Training experience and considerable level of exposure has great implication to the success of an entrepreneur. For seek of national development the challenges of unemployment calls for adequate training of the youth in various areas of human enterprise such as human relations, business management, and not just on skill acquisition or new

technology. Training and counseling in essence brings the renewing of the mind and knowledge to the trainee in the most available practical format. Bida business environment provides a wide range of opportunities and it will be a rewarding experience to come closer home to examine the common benefits/impact of well sustained training and eventual output of value added product and its patronage or entire misfortune of business failure. Mullins (2010), Opined that inadequate training can have adverse effect on establishing and running an enterprise. Ghosh (2000), stated clearly that an organization which aspires to grow must be in tune with the changing needs of the society. It then means that training is inevitable, as it is the main instrument through which entrepreneur performance and the demand of a growing society can find a meeting point. Improvement on skill, knowledge, attitude, ability and interest are all what training does to the human capital, this means that training is not of college education alone, it is more of vocation. Training is the use of systematic and planned instructions/activities to promote learning.

### **TRAINING TECHNIQUES**

Training techniques involves the use of formal process to impart knowledge and help people acquire the skill necessary for them to perform their jobs satisfactorily. Training describes a response an enterprise undertakes to promote learning. It is required for situations that need a more direct expert approach. Mullins (2010), relates the McKinsey 7-S framework, which is Strategy, Structure, Systems, Style, Staff, Skills, and Shared values. They are necessary components that most fit at different point of entrepreneur's success and would form bases for training and development.

#### **Training can be Observed in a Combination of:**

- 1 Telling and showing
- 2 Explanation and demonstration

Explanation should always be done stating from zero level and simple format that must be as direct to the point as possible, disclosing what must be looked for. Explaining first thing first from the known to the unknown. Demonstration becomes

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unavoidable if it is a doing skill. This can be done at a normal speed, slow speed and can always be repeated for clear understanding. Training technique should be relational to all that may be expected of the apprentice at the end of the internship. The understanding of content requirement cannot be down played. Training must cover all that are necessary for the survival and sustenance of the enterprise. Entrepreneurial venture has growth and profit maximization as primary objective. That means he has to square up seriously with competitors, new entrants, while identifying a certain market need to fill. He arises as a result of the need to fill in a services link or making available a new product or services that can satisfy a given need. The existence of every business starts with an idea generation, and much easier when the timing is right, with a great product and unsaturated/untapped market. As the entrepreneur gains stability, the related problems of management becomes more obvious.

### **EFFECTIVE TRAINING PRACTICE**

For training to be effective it must pay emphasizes on individual skills. The purpose of such training are also to be clearly defined in terms of technical knowledge expected and terminal influence such as may be desired of an entrepreneur at the end of the training period. This will be in relation to the factors listed below, according to Michael (2006).

1. Identify training needs.
2. Decide what sort of training is required to satisfy these needs
3. Use experienced and trained trainers to implement training
4. Follow up and evaluate training to ensure that it is effective
5. Examine and relate end resource against earlier intention.

The apprentice on gaining his freedom starts and manages the organization of his/her business. This is not a simple task. He has in mind what he proposes to do. He must raise capital which must be appropriately apportioned. For the regulation of the best business practice, the enterprise must be well

planned, placed in good management control under his supervision. This requires a lot of tact and enthusiasm as results are expected at the end of every transaction period. The entrepreneur must always try to improve on his skill all the time for the management of the business. Bida provides vast opportunity to all intending entrepreneur even as the already existing enterprises are making reasonable progress, especially those that are in less saturated market. Snell (1999) described entrepreneurship as the act of forming a new enterprise of value and a process of stimulating people to be high performers. An entrepreneur by his activities within the environment of his operation provides certain services and makes progress as he plans, redefines and takes relevant decision at the same time intercepting the hazards of the enterprise.

Based on the survey collected, data analysis was carried out to extract resourceful information.

**TABLE I: Gender Distribution of Apprentice under Training in Selected Enterprise within Bida Town**

RESPONSE	FREQUENCY	PERCENTAGE
Female	28	48
Male	30	52
<b>Total</b>	<b>58</b>	<b>100</b>

**Source:** Field Survey, 2017

Table I shows gender interest in skill acquisition and development. The table displayed almost the same for male and female participation/interest as 28 female respondents which is 48 percent are in training alongside 30 male respondents, (52 percent) at the same time. Only small marginal difference.

**TABLE II: Related Age Distribution of Apprentice**

RESPONSES IN YEARS	FREQUENCY	PERCENTAGE
10-20	34	59
20-30	15	28
30- above	9	13
<b>Total</b>	<b>58</b>	<b>100</b>

**Source:** Field Survey, 2017

Table II shows the distribution of the respondents according to age variables, revealing that the likely time of being admitted into any trade of choice for training are most preferred to be after primary school. It can be seen that between the age of 10 to 20 years of age 34 apprentice which give 59 percent are in training, while for age bracket of 20 to 30 years, there are 15 apprentice representing 28 percent and for 30 -above, we have 9 apprentice, just 13 percent.

**TABLE III: Education Background of Entrepreneurs within the Metropolis**

<b>TYPE</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
Vocational Training	18	31
Vocational/SSCE	35	60
Tertiary Education	5	9
<b>Total</b>	<b>58</b>	<b>100</b>

**Source:** Field Survey, 2017

From the table above, 31 percent representing 18 respondents have only vocational training before setting up the enterprise of their own while 60 percent of the entrepreneurs have their secondary school and vocational training before there set up. These leave just 9 percent representing 5 entrepreneurs as having attained tertiary education before setting up business of their own.

**TABLE IV: Apprentice View on Training Methods**

<b>RELATIVE ACCEPTANCE AGE</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
Highly Satisfactory	32	55
Satisfactory	16	28
Fairly Satisfactory	10	17
<b>Total</b>	<b>58</b>	<b>100</b>

**Source:** Field Survey, 2017

Table IV reveals a high satisfaction with training methods as showed above. Out of the 58 respondents, 32 representing 55 percent gives a high positive response, just as 16 respondents making up 28 percent are just satisfied with the learning methods. 10 trainees representing 17 percent are fairly satisfied.



**TABLE V: How can you Evaluate the Effectiveness of Training Methods?**

<b>RESPONSE</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
Highly Effective	39	67
Fairly Effective	11	19
Effective	8	14
Non Effective	0	00
<b>Total</b>	<b>58</b>	<b>100</b>

**Source:** Field Survey, Dec. 2013

The table above give an evaluation that 39 trainees representing 67 percent approving training methods to be highly effective with 11 trainees which is 19 percent are not totally in support that training methods are effective but fairly effective. 8 trainees representing 14 percent could not agree less as they maintained that the training methods where just effective.

**TABLE VI: Do Entrepreneurs (Master) Give their Interns/Apprentice the Opportunity to Exhibit/Express their Learning Skill while in Training?**

<b>RESPONSE</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
Yes	41	71
No	17	29
<b>Total</b>	<b>58</b>	<b>100</b>

**Source:** Field Survey, 2017

Apprentice agrees that they receive adequate care and are given ample opportunity to practice with less delicate jobs from their masters. The table above presents 41 respondents which is 71 percent agreeing strongly, even as 17 respondents representing 29 percent is disputing the fact, saying it is not most likely.

**TABLE VII: In What Ways do you Think Apprentice can be Encouraged?**

<b>RESPONSE</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
Financial Support on graduation	15	26
Provision of working tools on graduation	18	31
Both	25	43
<b>Total</b>	<b>58</b>	<b>100</b>

**Source:** Field Survey, Dec. 2013

It was collated as shown above that 25 respondents which is 43 percent are of the opinion that apprentice should in one way or the other be given a form of assistance in either finance or work materials or both to enable easy take-off on successfully completion of training or apprenticeship, and 18 respondents representing 31 percent of trainees prefer the provision of working tools to having financial grant, to avoid initial danger of financial misappropriation. Amazingly, 25 respondents (43 percent) out of the total of 58 were sure apprentice gets a gift of both finance and working tools. Even though it is always not enough.

**TABLE VIII: Do Entrepreneurs Give the Right Skills and Knowledge for Future Takeover on the Side of the Apprentice**

<b>RESPONSE</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
Yes	46	79
No	12	21
<b>Total</b>	<b>58</b>	<b>100</b>

**Source:** Field Survey, 2017

The table above affirms yes for skill acquisition and transfer by entrepreneurs. Here 46 respondents/trainees representing 79 percent are positive that entrepreneurs are doing their best to producing young and talented entrepreneurs. 12 respondents which give 21 percent however disagree completely.

## **CONCLUSION**

One major influence on impact of entrepreneur apprenticeship training, development and strategy management are on account that the total man power (apprentice) of an enterprise is well positioned in term of training and general exposure to

the external environment and market. Apprenticeship training is a compulsory tutelage for strategic positioning and management of a going concern such as furniture making, fashion and design, hair dressing saloon, knitting (wool work), brass/bronze (black smith) work, technicians (Tv/radionics) etc. Entrepreneur apprentice training entails aptitudes abilities, skill demonstration and individual ability to perform specific job as training or when necessary. Result oriented training must have the desired effectiveness as a matter of reflection of intentions. The right shape of empowerment must take into consideration the possibilities of the host environment and individuals concerned. Bida provides an amiable combination of both. The economy of any geographic area comes from the development of the individuals and groups in the region. This may be achieved by strengthening the small scale business sector making sure it functions effectively in order to reduce the menace of unemployment, poverty, hunger and poor standard of living. Bida environment by this instance is building confidence in their youth through entrepreneurial apprenticeship training and empowerment.

## **RECOMMENDATIONS**

1. An entrepreneur should engage in acquiring a right kind of skill that will help them analyze the pros and cons of chosen business, the strategy to achieve the mission, purpose, and objectives of the concern while dealing with the forces that pose threats to its operations and survival.
2. For success in any choice of business enterprise training is key, just as information from table III above reveal that there should be a level of training for easy business running. Education and training together will give a better sense of argument, reasoning and understanding becomes more acute.
3. Small business skill acquisition contributes towards the achievement of economic empowerment; hence it is a key recommendation for technological transformation. Therefore the position of apprenticeship training should be encouraged.
4. For a nation to have an even economic development, it must embrace the entrenchment of small scale enterprise

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these then means that government should play a role that will encourage the teaming unemployed youth towards self-employment.

5. The trainers' character and behavior in the process of training is very important and can help determine how fast an apprentice learns. The entrepreneurs (masters) just like the apprentice should be encourage by external body like government in their ability to provide this much needed skill transfer.
6. There should be a proactive policy measures for successful take-off of new enterprise. Government should step in to provide attractive business policy and also put policy in place to encourage backward integration of entrepreneurs' interns.

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