

# Entrepreneurship, Innovation and Poverty Reduction in the Digital Age

Examining Gariki Market District Enugu

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**Abstract:** The huge need for the study of entrepreneurship research in sub-Saharan Africa both out of necessity and the opportunity it offers to create small and medium scale enterprises (SMEs) is not debatable. The widespread poverty and unemployment in the region among youths particularly women is a social concern. Poverty reduction through entrepreneurship has become a sure and efficient path to thread especially in Nigeria. Engagement in Innovation/digital entrepreneurship is essentially relevant element for economic growth, development and poverty reduction in Nigeria. The study was guided by two research questions and descriptive design, mean and standard deviation were used. The instrument was a structured questionnaire on 4-point scale of SA, A, D and SD and also VHE, HE, LE and VLE. The validity of the instrument was done by three experts from marketing and Business School. Reliability of the instrument yielded 0.84 Cronbach alpha. The sample size of 120 were selected through purposive random sampling. The findings of this paper revealed that necessity entrepreneurs are more rampant due to digital skill shortfalls. From the findings innovative entrepreneurship is key for job creation and reduction of poverty in Nigeria. The study recommends that a system be designed to build capacity of necessity entrepreneurs to become innovative generating new products and services to take advantage of market opportunities in today's digital age.

**Keywords:** *Entrepreneurship, Necessity Entrepreneur, Opportunity Entrepreneur, Poverty Reduction and Digital Age.*

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## I. INTRODUCTION

Entrepreneurship has become the preemptive route in an era when unemployment especially youth unemployment rate and poverty are skyrocketing in Africa particularly in Sub-Saharan Africa (SSA). The clamour for entrepreneurship research in developing countries has become necessary both out of necessity and the opportunity it paves creation of enterprises to tackle unemployment. Nigeria's unemployment rate stands at 33.3% with youth unemployment reaching as high as 44% (National Bureau of Statistics (NBS), 2020) Save Our Soul (2021) reports that nearly half of SSA live below the poverty line. Nigeria with 20% of the population of SSA, is one of the countries with highest number of people living in extreme poverty globally. Most African countries have not undergone positive demography transition either stabilizing their population or slowing the growth. Equally many Africa countries have not experience economic growth proportionate or surpassing the

population growth resulting to chronic unemployment and poverty. According to Aluko (2017), the most significant factor that has complicated the problem of unemployment is the slow growth of the economy. The large number of the severely poor people has increasingly been recognized as an issue for both governments and entrepreneurs. (Steven, John, David & Jiang (2018). Bruton, et al. (2015) suggested poverty reduction through entrepreneurship as sure and efficient path to change the poor's attitudes and behaviors from a passive mode, to a more active mode.

The generation of enterprises among the desperately poor may provide the means for the poor to change their own lives, (Steven et al 2018). NBS(2024)documents that 12.96 million Nigerians were employed for wages out of 88.9 million labour force. This showed that only an insignificant number were employed for wages, the remaining 71.2million were self-employed. Self employment setting up small medium scale enterprises (SMEs) as a means of livelihood

has become paramount for survival for many citizens. Most Nigerians start businesses primarily due to lack of other options in the labour market. The urgent need to survive drives majority of startups in the country. Necessity entrepreneurs (NEs) may relatively sustain their personal needs without adding much value to the economy.

Opportunity entrepreneur (OPs) on the other hand start business to take advantage of market opportunities. Opportunity entrepreneurship fuels innovation and encourages healthy competition that in turn lead to development of new products, services and industries. Akin and Bula(2012) revealed that opportunity entrepreneurship is a source of innovation and change as it spurs improvement in productivity and economic competitiveness. Entrepreneurship that make effective and long-lasting contribution to employment and sustainable development in the country must be driven by innovation (Iwueke and Blessing, 2014). Global Entrepreneurship Monitor and World Economic Forum (WEF)(2015) in collaboration affirmed an innovative entrepreneur as the one introducing new product or service which is new for the vast majority of consumers in a market because very few of the existing producer offer it. Digital technologies represent an area of opportunity with great potential for entrepreneurs in the digital age. Entrepreneurs need to leverage new technologies to create enterprises and develop solution to keep up with development in the digital world. Innovative entrepreneur creates new products and services capable of satisfying the various needs of different demographic. Innovative entrepreneurship can enable the marginalised social group expressing their views and impact society as they contribute significantly to the economy. Indeed, entrepreneurship is being practiced by large and often old enterprises. However, this paper is focus on small businesses expansionary capacity through innovative ideas especially adopting digital system.

#### ➤ *Statement of the Problem*

Entrepreneurship is vital to tackling unemployment for teeming population particularly youth and women. United Nations estimates indicate that youth between 15 and 24 years number 1.21 billion representing 15.5 per cent of the global population. The population is projected to rise especially in 47 countries categorised by UN as least developed including 32 countries within sub-Saharan Africa. Many Nigerians in their productive age are unemployed, underemployed or employed in the informal sectors. The estimates also showed that 30% of young women are currently not employed, in education or training (NEET) against 12% young men. Adult unemployment rates is high irrespective of years wasted searching for non-existing jobs. The traditional job creation is no longer enough to resolve unemployment crisis. High unemployment pose a challenge in realising SDGs of reducing inequalities by alleviating poverty and grow the country's GDP. Nigeria GDP in 2024 was much smaller than many other Africa countries like Algeria(\$267 billion), Egypt (348 billion) and South Africa (\$373 billion) compared Nigeria's \$253 billion. Nigeria's SMEs contributes 48% to National GDP and also accounts for 96% businesses as well as 84% employment. At least 39654385 micro, small and medium enterprises (MSMEs) operated in Nigeria in 2020

against 41543028 million that were in existence in 2017 suggesting some declines at 4.5%. (Moniepoint MFB, 2015)

The Fate Institute (2022) documents that most entrepreneurs in Nigeria fall within the age group of 15-29 with (43%) of business share. The group according to the same report makes up second largest age group engaging in SMEs. Research shows that over 20% of SMEs fail in the very first year, and nearly 50% of small businesses fail within the first five years (Bureau of Labor Statistics,2021). Innovative entrepreneurship has become necessary given the unemployment, inequality and poverty challenges Nigeria is grappling with in last two decades.

SMEs in Nigeria have significant hindrance accessing affordable and stable online marketing services as result of the frustration created by lack of digital expertise and limited internet connectivity. These inhibiting issues result to decreased customers reach, lack of business profitability, and inability to compete in the modern marketplace.

Successful businesses and enterprises are run by entrepreneurs who have enormous entrepreneurial culture and innovative. The integration of new, emerging and frontier technology in entrepreneurial activity provide the opportunities to spread and scale up technological solutions. A culture of innovation will significantly drive the survival of existing and startups as it enables entrepreneurs to think differently, develop new ideas and seek out untapped opportunities. Innovation allows small businesses to compete with large companies, expand their customer bases and increased revenue. Profitability is one of the major key factor for long term survival and viability of small business enterprises. Profitable businesses can significantly result to poverty reduction by generating employment opportunities for citizens, providing source of income, boosting local industries and enabling upward social mobility and poverty alleviation. The major objective of this study is to explore the level of entrepreneurship and innovative entrepreneurially activities in Gariki market district. The following research questions were raised.

- What are the major motivation for most business startups at Gariki market?
- To what extend have the entrepreneurs at Gariki market adopted the digital changes to reach more customers to maximize sales for poverty reduction?

## II. LITERATURE REVIEW

### A. *Theoretical Framework*

The innovative entrepreneurship theory also called innovation theory is one of the most popular theories of entrepreneurship used all around the world. The theory was propounded by one famous scholar Joseph Schumpeter in 1934 who noted that creativity or innovation is the key factor in any entrepreneur's field of specialization. He argued that knowledge can only go a long way in helping an entrepreneur to become successful. However, Schumpeter viewed innovation along with knowledge as the main catalysts of successful entrepreneurship. He was convinced that innovation was necessary if an entrepreneur was to

accumulate a lot of profits in a heavily competitive market. Many entrepreneurs support this theory, and hence its popularity and practicability.

### B. Conceptual Framework

Entrepreneurship has contributed to the country's economic growth and reducing the rate of unemployment in the country. Gries and Naude (2011) defined entrepreneurship as "the resource, process and state of being through and in which individuals utilize positive opportunities in the market by creating and growing new business firms". It is this person's skills, ability to see business opportunities in the environment as well as support and motivation of the person's environment that trigger the decision to start up a business (GEM 2018, p. 17). Drucker (2014) affirmed this pointing out that entrepreneurship cannot exist without entrepreneurs. Waged employment guarantees steady in flow of money, safety particularly those with various insurance for staff but entrepreneurship has no such certainty. Entrepreneurs strive with faith and optimistic behaviour "To be sure, people who need certainty are unlikely to make good entrepreneurs. Nigeria has a healthy entrepreneurial culture as many individuals are involved in entrepreneurial activities. However, as observed by Acs (2016) individuals in both developed and developing nations are involved entrepreneurial activity mostly out of necessity. NEs relates to individuals who start business as result of their inability to secure no other viable option or other legitimate income source only to start up small business to generate income, (Brewer & Gibson 2014). Countries like France, Japan and Spain particularly after Covid 19 pandemic experienced widespread labour market upheaval with upward of one -fifth of those entering self employment primarily because of no better alternatives for work available to them (Bosma & Kelley, 2019). GEM reports quoted by (Bosma, Hill, Ionescu-Somer, Kelley, Gurrero & Schott, 2021) suggest that necessity may be playing an even more prominent role in driving entrepreneurial activity around the world. The situation became more precarious in developing countries like Nigeria with high rate of poverty. NE represents an inferior class of entrepreneurial activity, as it consistently do not increase human capital (Calderon, Iacovane, & Juarez, 2017). Most enterprises established out of necessity are more likely to maintain a domestic focus rather than expanding into new, overseas market opportunity, (Jari-Sedeghi, Sukumar, Pagan- Castan, & Dana, 2021). Though NEs are important to initiate enterprises, transiting to opportunity entrepreneurs with more growth oriented drive contribute to the nation's economy more. OPs are those opportunity- driven entrepreneurs who sought to either earn more money or be independent, as opposed to maintain income, (GEM, 2013). They normally start business as career option by perceiving unexploited or underexploited business opportunity in the market. OPs display certain level of traits to enable them succeed.

### C. Key Characteristics of Opportunity Entrepreneurs

In today fast-paced, evolving business world, entrepreneurial characteristics are needed in the country to act as catalyst for innovative entrepreneurship and industrialization. Such characteristics include:

#### ➤ Competencies

Competencies are ingredient of entrepreneurial activity. Individual competencies are the combination of learnable behaviour comprising of can do spirit, skill, knowledge, practical experience and natural drives of a person in order to effectively accomplish a clear goal within a specific context. Mitchelmore & Rowley, (2010) assert that competence has a causal link with innovation and performance. Entrepreneurs should have a solid understanding of their industry and competition before startups. Barazandeh Parvizan, Alizadeh and Khosravi (2015) point out that competencies are mostly skills that can be improved.

#### ➤ Recognition of Opportunities

The main point notable is that entrepreneurship entails recognition of opportunities. A business opportunity can be defined as the possibility of introducing a new product in the market with a profit or favourable situation in which entrepreneurs create new solutions to satisfy needs (Companys and McMullen, 2007). Similarly, Schumpeter opined that entrepreneurs add value "by exploiting a new invention or, more generally, untried technological possibility for producing new commodity or producing an old one in a new way, by opening up a new source of supply of materials or a new outlet for products, by reorganizing an industry". Business opportunity require action for formation and harnessing the gains of the opportunity. The perception of opportunities is linked to business development because it facilitates companies' creation and investment (Adelino, Ma and Robinson 2017)

#### ➤ Risk Taker

The individual identifies opportunity to be pursued and takes the risk. Wennekers and Thurik (1999) opined that entrepreneurship is an opportunity for individuals to multitask and operate under uncertainty. Ricard Cantillon also emphasized the risk taking component of entrepreneurship citing the entrepreneur as the person buying at certain prices and selling at uncertain prices bearing the risk of the transaction. The entrepreneur overcome enormous fear to take the risk or persevere in the mid of challenge. Many small business in start up stage in Nigeria suffer business failure, youth particularly young women give up as they encounter failure to focus on family or continue their search for white collar jobs. The lack of resilience and courage to forge ahead dampen the drive to risk investing in uncertain situation. Fear of failure is attributed to be one of the psychological obstacles underlying prospective entrepreneurs withdrawal decisions in the start up process or the decisions of not actualising the initial entrepreneurial intentions (Hunter et al, 2021). This negative attitude was succinctly captured by Charles Edison thus:

"Many of life's failures are people who did not realise how close they were to success when they gave up".

Fear of failure undoubtedly is a disincentive to innovative entrepreneurship in Nigeria.

Gurteen (1998), affirmed that knowledge, creativity and innovation are hindered by many factors, including the fear of failure. Dei Rio Cortina (2012), also maintained that the fear of failure discourages the development of innovative and sustainable venture. fear of failure depicts the negative emotion that results to entrepreneurs having less positive views about opportunities. The reasons for the startups failure may not be unrelated to risk of losing their meagre capital and suffering great financial insecurity. Acquisition of leadership skills and courage matter irrespective of the ability to foreseen opportunity.

#### ➤ Leadership Ability

High level of leadership is vital to manage matters from formation. The entrepreneur must possess the ability to aptly create and sacrifice under conditions of uncertainty to the point the person's self confidence propels followers belief and trust in the leadership. leadership skill is a necessary factor to motivate entrepreneurs to keep planning and pushing amidst seemingly barriers. The entrepreneur must take leadership to successfully navigate through uncertainty, make decision and adopt innovation while maintaining great team collectively involving from planning to customer stage. Leadership goes hand in hand with a relentless optimism about the world. Entrepreneurial leaders are not just risk managers; they are ambidextrous and are experts at navigating uncertainty,(Prof Jay Rao). In rapidly changing business landscape, adaption is fundamental for startups. Entrepreneurial leaders are quick to adapt to new circumstances and make required adjustments. This approach stimulates innovation that entail developing new products, services and processes.

### III. CREATIVITY, INNOVATION AND ENTREPRENEURSHIP

Innovation The concept innovation originated from latin word innovare, which is made of in, which means "into" and novus meaning "new" Innovation is defined as the commercial or individual application of something new, a new product, new process or method of production is what entrepreneurs do, creating value from ideas thereby driving the change that create values. Entrepreneurs see change as the norm and as healthy. Usually, they do not bring about the change themselves. *The entrepreneur always searches for change, responds to it, and exploits it as an opportunity,* (Drucker,).Interrelationship between Innovation and entrepreneurship encapsulated herein:

Innovation is the specific tool of entrepreneurs, the means by which they exploit change as an opportunity for different business or different services. It is capable of being presented as discipline, capable of being practiced. Entrepreneurs need to search purposefully for the sources of innovation, the changes and their symptoms that indicate opportunities for successful innovation. And they need to know and apply the principle of successful innovation (Drucker,1985,p.19)

Innovative entrepreneurship is most likely relevant element for economic growth and development in Nigeria. Small Medium Enterprises (SMEs) performances are enhanced through innovation. . Innovation makes it possible to produce something better, massive and more cheaply. Drucker (1985) argued that innovation should be seen in economic or social lenses rather than in the angle of technology. Innovation in this sense is not basically new invention but rather how to take advantage of opportunities and changes. Schumpeter (1934) collaborated this viewpoint pointing out that entrepreneurs undertake creative destruction; a situation wherein they innovate through making decisions to introduce new means of production, new products and new forms of organisation.. innovation is therefore critical for entrepreneurship, Drucker portrayed it as a discipline (and it is the knowledge base of entrepreneurship) a diagnostic discipline requiring systematic examination of the areas of change that typically offer entrepreneurial opportunities. Accordingly, The ability to adopt to innovation and changes may ensure that there is successful entrepreneurial activity and avenue to compete in the world market. Today in Nigeria Opportunity entrepreneurs are could take advantages of technology in agriculture, wholesale/retail trade and education/health businesses. As of October 2024, there were 5.56 billion internet users worldwide which amounted to 67.9 per cent of global population. Also of this total 5.22 billion or 63.9 percent of world's population were social media users (Statista, 2024). Entrepreneurs could adopt E-commerce platform such Alibaba, Amazon, Jiji and Konga to sell online. Agriculture is integral part of Nigeria's economy, and entrepreneurs who adopt to vertical farming, genetically resistant crops, precision agriculture, AI pest control, smart irrigation are likely to mass produce. There is an increasing domestic and international demands for the nation's agricultural products especially as the country becomes part of Africa Continental Free Trade Area (AFCFTA). Fonio (Acha) a gluten-free grain with many nutritional benefits produced only on small scale in Nigeria can be commercialized, and export to countries like U.S.A, Europe etc (Timi Oke,2025). There is equally export opportunities in hibiscus flowers, Moringa, cassava, the popular Nsukka pepper, honey etc which entrepreneurs can leverage on their demands and add value through quality products and packaging for domestic supply and export. In livestock production entrepreneurially knowledge of automated livestock monitoring and sustainable aquaculture is equally important.

Wholesale/retail business which is one of the major area for startup can be innovative leveraging technology, searching for niche markets by identifying specific users need and cater for them. Smart warehouse, augmented reality shopping, personalised customer analytic, digital trade platforms and delivery optimization have brought about ease in customer service. This present a great opportunity for innovative entrepreneurship. Financial services have also been enhanced through digital banking, AI lending, crowdfund platforms, fraud detection and Reg tech solution for compliance decentralized finance.

Supply management has been made easier, businesses can track the entire journey of a product on blockchain, thereby keeping their goods authentic and traceable. This enhances consumer trust, reduce counterfeiting and improves general supply chain capabilities, (Khan, 2024). In today's digital age, privacy of data are top in the mind of businesses, consumers and citizens blockchain technology facilitates resolution of privacy issues. Healthcare businesses are area in which blockchain solutions aid safely store and share research data to determine measurement and compare across multiple healthcare service providers without disrespecting patient privacy. According Rushford Business School, the use of blockchain technology could enable business to save money by reducing transaction processing times and decreasing the friction encountered using time consuming manual processes like data collection, manipulation, reporting and audit. Entrepreneurs within the coal camp spare parts can also leverage on these technology and the blockchain as the Nigerian government has approved a National Blockchain Policy since May, 2023.

#### IV. METHODOLOGY

The study adopted descriptive survey design. The population of study constitute of business cluster within

Gariki market district. Purposive random sampling technique was used to select the sample size of 120 from three strata involving traders dealing with Hibiscus flower, Nsukka pepper and honey and were used for generalization. The instrument for data collection was structured questionnaire on 4 point likert scale of strongly agreed (SA), Agreed (A) Strongly disagreed (SD), and Disagreed (D). Also VHE, HE, VLE and LE were used. The validity of the instrument was done by two experts in business school and another from marketing department. The reliability was established using Cronbach alpha 24 copies of the instrument were administered to small scale business owners at Ogbete/Ogui market district to test their reliability which provided overall reliability value of 0.84 that Nworgu (2015) stated to be quite high. The research questions were answered using the mean and standard deviation.

In interpreting the responses a threshold of 2.50 was used as the norm for decision-making for item because four-point scale was used for the study. Items having a mean of 2.50 or higher were then declared acceptable while items lower than 2.50 were regarded as unacceptable. Additionally, mean values between 1.00 and 1.49 are of very low extent, 1.50 and 2.49 are of low extent, 2.50 and 3.49 are of high extent and 3.50 and 4.00 are very high extent.

Table 1 Mean and Standard Deviation Rating of Motivations for SMEs Start Up at Gariki Market Enugu.

S/N	ITEM STATEMENT	SA	A	D	SD	N	MEAN	SD	DECISION
1.	Inability to secure paid employment	80	25	10	5	120	3.5	0.67	Accept
2.	The need to support family	79	20	16	5	120	3.44	0.87	Accept
3.	Pursuing personal passion	14	26	80	-	120	2.43	0.69	Unaccept
4.	Desire for independence and time flexibility	8	22	83	7	120	2.26	0.66	Unaccept
5.	Leveraging market/digital opportunities	9	21	82	8	120	2.25	0.69	Unaccept
4.	Looking for side business to increase income	82	26	9	3	120	3.56	0.62	Accept
Grand Mean						120	2.91		

Table 1: shows the mean ratings of SMEs owners regarding their motivation for business startups ranging from 3.44 to 3.56 the motivations were primarily due lack of paid as well as sustenance of self and family. Only very insignificant number within the mean less than 2.50 started business for personal passion and market/digital opportunities in Gariki market. It was concluded that most entrepreneurs started business out of necessity.

Table 2: Mean and Standard Deviation Rating of Innovation/Digital Trade and Poverty Reduction SMEs Owners at Gariki Market Enugu.

S/N	ITEMS STATEMENT	VHE	HE	LE	VLE	N	Mean	SD	DECISION
1.	Level of digital knowledge among Most SMEs owners is high	20	20	55	25	120	2.29	0.98	LE
2.	SMEs owners here are creative and add value to products using digital technology thereby reaching wider market.	5	15	65	35	120	1.92	0.76	LE
3.	Digital application enables SMEs owners add value to already existing products producing at cheaper cost and accumulating profits.	65	45	5	5	120	3.42	0.76	HE
4.	SMEs owner use online platforms to access wider range of Products that may not be available in local market	8	27	65	20	120	2.19	0.79	LE
5.	Using digital platform by SMEs owners can connect them with Financial institutions for loans or grants for expansion and more jobs	84	15	18	3	120	3.5	0.84	VHE
6.	Using digital delivery allows SMEs owners serve more people and increases income	84	16	15	5	120	3.49	0.87	HE
7.	SME owners only deal with old products and sell to old customers in old markets and make less profits.	84	16	13	7	120	3.46	0.90	HE
8.	Most SMEs owners do not explore new methods of Production, digital trade, no research hence the are poor	80	20	15	5	120	3.46	0.86	HE
Grand mean							120	2.97	

Table 2 reveals that items 1 2 and 4 have mean score of 2.29 1.92 and 2.19 they have corresponding standard deviation of 0.98, 0.76 and 0.79 respectively. The stated mean values are below 2.50 and are of low extent. Items 3,6,7 and 8 have mean values of 3.42,3.49,3.46 and 3.46 corresponding

to standard deviation 0.76, 0.87,0.90 and 0.86 respectively. The stated mean scores are above 2.50 and are all within high extent. Only item 5 with mean value of 3.5 and corresponding standard deviation of 0.84 showed very high extent. from the

above ratings the entrepreneurs are aware of the need for digital trade for poverty reduction.

## V. DISCUSSION OF FINDINGS

The results showed that many entrepreneurs in Gariki market believe that entrepreneurship is sufficient in providing many with employment helping them to be independent and self-employed lowering the level of unemployment in the country, assisting many people in having a source of income thereby reducing poverty among citizens and lowering economic problems in Nigeria. This is corroborated by Bruton, et al. (2015) suggestion that poverty reduction through entrepreneurship is a sure and efficient path to change the poor's attitudes and behaviors from a passive mode, to a more active mode. However, the findings supported the findings by Acs (2016), that majority of individuals in developing nations are involved entrepreneurial activity mostly out of necessity. This explain that though the entrepreneurial culture in the country is high especially in many South East area majority especially among youths and women are driven by necessity. The finding also showed a shortfall of digital skills among most of the entrepreneurs in Gariki market though there is an honest agreement among the respondents that digital economy is rapidly transforming the employment landscape across industries but they are still to acquire necessary digital skills. This viewpoint is noted by Ebimowei et al (2024) that basic digital skills is required for many entrepreneurs to take advantage of today's entrepreneurship opportunities including capacity to operate computers, set up online accounts and profiles. This is consistent with Apata (2024) assertion that like many other developing countries, Nigeria is witnessing in-depth understanding of digital enabled entrepreneurship that result to poverty reduction. Overall entrepreneurs in Gariki agreed that platform centric business activities deliver crucial insights for improving financial performance. There is undeniable positive relationship between the development of a country and digital trade.

Finally, they acknowledged that entrepreneurship leads to employment creation and poverty reduction for sustainable development.

## VI. CONCLUSION

Innovative entrepreneurship contributes to the economic growth and poverty reduction. Basic entrepreneurship practices where poor women and young ones are employed entrepreneurship practices contribute to poverty reduction when it creates employment through the startup of new entrepreneurship or the expansion of existing ones and they increase wealth by new markets, new industries, new technology new institutional firms, new jobs and net increases in standard of living. Entrepreneurs play vital role in economic development. Entrepreneurs serve as the catalyst in the process of industrialization and economic growth when align their entrepreneurial orientation with digital skills. Technological advancement alone cannot lead to economic development unless digital opportunities are put to economic use by entrepreneurs. Society with more

entrepreneurs who adopt to innovation in tandem with changes in consumer taste, needs and others will definitely advance economically and contribute to improved standard of living to the populace. Such country is highly likely to become financially dependent and above all may not need the help of other countries.

## RECOMMENDATIONS.

- Inculcating entrepreneurial culture to shift the mindset of youths and SMEs owners seeing entrepreneurship as survival means to recognising enormous opportunities in digital trade.
- Starting as team: undeniably starting enterprises single-handedly can be tedious. Entrepreneurs of like mind, equally visionary will better coordinate themselves in small groups between 5-10 to start with legally written agreement. This will help them establish clusters that can be easily be used for digital capacity building and collaborative learning
- Provision of necessary infrastructure: providing adequate infrastructure will reduce startups struggles especially electricity, good internet networks

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