

# Business Techniques Awareness Among Students and Small Scale Firms in Bonde La Songwe-Mbeya



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## Introduction

In Tanzania, many individuals merely rely on business to earn their living and to attain their utility. The business introduced in Tanzania they face many challenges, which hinders these businesses to expand, grow and develop in all aspects. They lack particular business skills, techniques and general awareness on what to improve to increase production on both quality and quantity, which will expand market size of the commodities. The kinds of business that have not developed are called SMALL SCALE FIRMS. Small-scale firms is a business entity which employs and organizes less productive resources to produce goods and services which have low quality and less quantity due to their less managerial and control skills. To the students' side, they are still financial dependent to their parents since they fear to engage in and kind of business activities as they lack awareness, techniques and thus being a hurdle to be dealt with to reach an end. The project aim on enacting awareness to the students and small-scale firms on various business techniques. Also, assess the challenges facing them in businesses

## Method

On this fabulous project, various material lists or tools were used for the prosperity of this beautiful work. Questionnaires, interviews, focus group discussions and observation (study visits) were used for the accomplishment and coloring of this fragrant work.

## Procedures

150 students were used as a sample comprising of form four, form five, and form six students at PANDAHILL SECONDARY SCHOOL to sort out the questionnaires. Then Focus Group Discussion was done with 9 groups of at most 8 students making a total of 72 students. On the same path, interview was also part of our material lists. Where we interviewed parents, individuals, small-scale firms at Bonde la Songwe Mbeya and the students especially the school leavers (form 4 and form 6) on issues of the techniques to be applied to improve the business awareness of the small-scale firms and reduction of financial dependency of school leavers towards their parents. In hand to that, also study visit where we had direct observation where we had a study visit to the small-scale firms at Bonde la Songwe

## Results

Results and analysis from the research tools, students, small-scale firms and individual above revealed that; Large number of the students about 75% showed that they were aware of the small scale business and they were very enthusiastic to evolve in business rather than staying idle, 19% of the students had no and idea on the small scale firms and the remaining 6% acted very arrogantly and thus showed no and cooperation towards the accomplishment of this fabulous project basing on the material lists used above. Example question no.4 which recommended the respondents to answer if they had tried to engage themselves in any kind of business where by 127 students answered NO while the remaining 23 students answered YES thus shows still there is a long way to go on the matters of improving the small-scale firms in Bonde la Songwe Mbeya. Through the observation from the business owners in Bonde la Songwe, majority of them had no skills on business since they conducted the business locally just to save for their daily earnings rather than investing.

## Conclusion

We have seen that it is very important to educate and encourage students especially in secondary school to join in business after their studies. This will minimize the financial parental care. The new skills and the techniques explored, aims at increasing the production level both the quality and quantity of goods and services among the small-scale firms in Bonde la Songwe-Mbeya. Exposing of posters in streets and in market areas and the provision of the seminars to the local people will sort out. As Tanzania is in transform in industries, and the advancement in science and technology

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