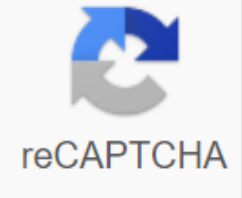




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Gender considerations and entrepreneurship development in nigeria pdf

ABSTRACTThe purpose of this study is to figure out how gender consideration and entrepreneurship development in northern Nigeria bring economic development through entrepreneurship in northern Nigeria. Example of Oju Printing Press Limited. Gender consideration of any business decisions helps the smooth running of the business organization, as well as increase productivity. Entrepreneurship as an engine of development plays a vital role in the economic development of the nation. The development of entrepreneurship raises people's standard of living. The specific purpose of this study is to evaluate some businesses that are more suitable for men than women. To find out is this the right approach to economic development through entrepreneurship development in northern Nigeria with a specific reference to the Oju Printing Machine limited to the Kaduna Southern Local Government Area.

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1.1 BACKGROUND TO THE STUDY Individuals go into business for the sake of earning regular income, becoming self-employed, as well as helping others. While there are different types of entrepreneurship that women and men can go into, often times, some businesses are seen as more suitable for one sex rather than the other. This means that when choosing a business there are some gender considerations that are related to the development of entrepreneurship and therefore from his point of view. Gender attitudes and behaviour may have a positive or negative impact on the development of entrepreneurship in society or Therefore, this research paper is intended to take a critical look at gender considerations, as it addresses the development of entrepreneurship, in particular the development of northern Nigeria as a whole, using the local government area of Oju Print Stand Limited Kaduna, Kaduna Local Government, as well as suggesting possible solutions to retreating problems and making recommendations when necessary.

1.2 STATEMENT OF THE RESEARCH PROBLEM Entrepreneurship is generally recognized as a good environment or strategy for the economic development of individuals, communities and the nation. It is also known that some gender considerations are often used when choosing a business or even in the decision to go into business. For example, some enterprises are considered more suitable for men than for women. The question here is, is this the right approach to economic development through entrepreneurship? What is the effect of this approach to entrepreneurship? These and other questions are what this research work intends to find answers on, and, if possible, to give recommendations where possible.

1.3 PURPOSE STUDY The main purpose of this study is to establish a link between gender and entrepreneurship development in Northern Nigeria, as well as to explore some gender considerations in entrepreneurship development and its impact on Nigeria's economic development efforts, particularly in northern Nigeria. The study specifically hopes to offer possible solutions to any gender barriers to entrepreneurship.

1.4 STATEMENT OF HYPOTHESIS The next hypothesis has been formulated as a guide to the study. H0: These gender considerations do not have a significant impact on the development of entrepreneurship in northern Nigeria. H1: These gender considerations have a significant impact on the development of entrepreneurship in northern Nigeria.

1.5 SIGNIFICANCE OF THE STUDY The findings of this study will provide guidance for anyone I need to start a business in Nigeria. This study will help me to ensure that gender considerations are appropriately addressed in my decision and to anyone who wants to set up a business (entrepreneur) to maximize profit and productivity.

1.6 SCOPE OF THE STUDY Research will focus on gender considerations and business development in Northern Nigeria. Coverage is limited to Oju Printing Press Nigeria Limited, Kaduna South, management, staff and other employees of the organization.

1.7 PART STUDY There were numerous problems during this study. Collecting relevant data is a problem because the organization considers it to be secret. Other limitations of the study include the cost organization to see the people needed to get relevant information. Sometimes employees they work for may not sit in their seats. Time was another limiting factor faced by the researcher. The researcher will have to share the limited time.

1.8 HISTORICAL BACKGROUND OF THE CASE STUDY Oju Printing Press Limited is a small-scale organization employing more than two hundred and fifty (250) employees of various categories, such as managers, supervisors, intermediates and junior employees. Oju Printing Press is an individual entrepreneur. It is owned by Chief Gabriel O. Oju, it was founded on August 20, 1969 and was located on VVI Lagos/Keffi Street, Kaduna. Oju Printing Press was created to provide the best quality printing services to customers at affordable prices and at the appropriate time. Early in the life of the press, it began with a letterpress and tying machine. Namely: the letter click Heidelberg and cutting machines. During the expression, the press moved to the nc3 Oshogbo road, Kaduna in 1979. The press increased its cars by buying rita prints, Plate Maker, Camera and Kond. During this period, the ahs press increased its specialization from print to offset printing. In 1986 they moved to main street J11, Badarav Road, Kaduna in June 1993 and finally moved to VV15 Nassarawa Road, Kaduna in June 1998 as a permanent location to the present day. Between 1993 and the present day it acquired additional machines such as the Multilith 1850, seams, computers and the ruling machine. This organization publishes companies annual reports, textbooks, invoices, receipts, calendars, invitation cards, business cards, etc. During its existence, the organization has provided many services to prominent companies of government parastatals in the country: NITEL headquarters - Lagos, National Directorate of Electricity Kaduna, State Water Council of Kaduna, University Hospital Ahmadu Bello Kaduna, University Of Bayero Kano, etc. Oju Printed Press Organizing Chart Source: Oju Printing Machine, 2012.

1.9 FINAL TERMIS (i) Gender: Refers to a Woman or a Man (ii) Consideration means participation, respect and conclusion iii) Development means improvement, gradual improvement in the future. Entrepreneur: A person who does business and takes risks by participating in this business. (v) Enterprise: Enterprise is the name of the company. Advertising: It's an aspect of promotion that tries to convince people about merits of production through the media. Advertising: Is the activity to provide editorial space, as a divorce with paid staff from all media read, is considered by the company with the specific purpose of assisting in the meeting on the sale. Public Relations: This is a process of promoting a goal with an outsider, so that people will desire to do business with your company. ix) Personal sale: The process of information and persuasion in order to buy their production and services from which the benefits are derived. (x) Promotion of Sale: These are methods that the company has adopted to capture target customers by attaching small gifts to their product in order to generate sales. Xi) Merchandising: This is a special or special promotion, it can include a special store location in a certain season or the use of contests such as the one for can come up at a certain period of the year. XII) Shop Demonstration: This is where a group of customers or users can be called to the store or demonstrate a new product.

GENDER CONSIDERATIONS AND ENTREPRENEURSHIP DEVELOPMENT IN NIGERIA Individuals go into business to earn regular income, becoming self-employed, and helping others. While there are different types of entrepreneurship that women and men can go into, often times, some businesses are seen as more suitable for one sex rather than the other. This means that there is some gender discrimination in the choice of business one goes into and therefore in the development of entrepreneurship. Gender attitudes and behaviour appear to have a positive or negative impact on the development of entrepreneurship in society or the economy. Therefore, this research paper is intended to take a critical look at gender discrimination because it affects the development of entrepreneurship, particularly in the case of Northern Nigeria in general, using, as a case study, the exclusive production services of The Limited Kaduna, the Kaduna Northern Local Government region, as well as to propose possible solutions to retreating problems and to make recommendations if necessary.

RESEARCH PROBLEM Entrepreneurship is generally recognized as a good environment or strategy for the economic development of the individual, community and nation. It is also known that some gender discrimination is often used when choosing a business or even in the decision to start an enterprise. For example, some enterprises are considered more suitable for men than for women. The question here is, is this the right approach to economic development through entrepreneurship? What is the effect of this approach to entrepreneurship? These and other issues are what this work intends to find answers on, and, if possible, to give recommendations. Recommendations, the main objective of the study is to establish a link between gender and entrepreneurship, especially in northern Nigeria. The study specifically proposes to examine some gender discrimination in the development of entrepreneurship and its impact on economic development efforts in Nigeria, especially in northern Nigeria. The study hopes to offer possible solutions to any gender barriers to entrepreneurship. The following hypothesis was formulated as a guide to the study. H0: This gender discrimination has no significant impact on the development of entrepreneurship in northern Nigeria. H1: This gender discrimination has a significant impact on the development of entrepreneurship in Northern Nigeria.

SIGNIFICANCE OF THE STUDY The findings of this study will provide guidance for anyone to set up a business in Nigeria. The research will help me, any potential entrepreneur, make the right students whose business to go and how to deal with gender issues that may affect his or that of business success. It is also hoped that this study will assist the Government and its institutions in the development of business development programmes. Research will focus on the development of entrepreneurship and gender discrimination in Northern Nigeria. Coverage is limited to exclusive manufacturing services limited to Limited, Kaduna North, management, staff and other employees. There were many problems in this study. Collecting relevant data is a problem because the organization considers it to be secret. Other limitations of the study included the cost of visiting the organization to see the people needed to obtain relevant information. Sometimes the staff may not sit still. Time was another limiting factor faced by the researcher. The researcher had to divide the limited time between the study and its lecturer and research.

HISTORICAL BACKGROUND OF THE CASE STUDY Exceptional Manufacturing Services is a small-scale organization and provider of print and supplier publishing solutions for the private and public sector. Exceptional manufacturing services is an individual business entrepreneur. It is owned by MR. ELEJA ABIOLA MUSBAUDEEN. The company develops and manages one-stop print services ranging from pre-press, press and post press with a focus on emerging markets to the world from simple-like custom-type, graphic design, digital division as sophisticated as offset prints to moe, mos, mozps, movps, wide-format prints and classic finishing equipment to well-finished work, like cutting and trimmings. Spiral. The company uses its capabilities and extensive business and technology experience to provide the customer with value-added solutions that him from his competitors. The fact that both the private and public sectors do not have access to quality and standard engravings spurred the formation of a company a few years ago, which employed more than two hundred and fifty (250) employees of various categories, such as managers, managers, department heads, intermediate and junior employees. (The company is well equipped with equipment and highly skilled specialists in this field).

STRUCTURE OF THE ORGANIZATION Exceptional Manufacturing Services LTD (Rc: 1037462) is a bluntly registered liability company with the Office Registry of Companies and Related Issues Act of 1990. It was registered on October 23, 2007 with headquarters on the Nm6 Lokoa Road Kaduna site and has offices across the country. Its internal highest body is the board of directors. The CEO (CEO) is overly responsible for day-to-day management. The main department includes the administrative department, the operations department, the relations department, the marketing department and the finance department. Department.

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