Innovations

Deterrents to the Success of Micro and Small Enterprises in Shashemane City, West Arsi Zone, Oromia, Ethiopia

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Received: 16 April 2022 **Accepted:** 12 May 2022 **Published:** 05 June 2022

Abstract
The primary objective of this study was to assess the deterrents to the success of micro and small enterprises in the administration of Shashemene, as well as the reaction of success to changes in its deterrents. The kebeles were sampled using Purposive Sampling, and the respondents were sampled using Simple Random Sampling. We used both descriptive and binary logistic regression. The results of a logistic regression show that government support and infrastructure have a positive impact on the success of micro and small businesses (MSEs). Owner-managers of MSEs with government support and good infrastructural facilities have a 38.26 percent and 22.83 percent higher probability of success in business, respectively, and the difference is significant at the 5% significance level. As a result, the more government support and good infrastructure the owner-manager has, the more likely he or she is to succeed. Micro and Small Enterprises' success is highly responsive to changes in their deterrents. As a result, attention should be paid to improving the success of Micro and Small Enterprises by addressing the determinant variables and supporting them more than ever before by providing facilities and avoiding interruptions of various facilities, such as light interruption, water utility shortages, and road rehabilitation, among other things

Key words: 1.*Micro and small enterprise,2. success, 3.graduate, 4.deterrent,5.entrepreneur*

Introduction

Micro and Small Enterprises make an important contribution to the growth of a nation's economy and create jobs in developing countries with a large number of unemployed people.

Micro and small businesses, as Mekonnen and Tilaye (2013) noted, are driving forces for economic growth, job creation, and poverty reduction in developing countries. MSEs, to a large extent, contribute to economic change by utilizing the talent of young and energetic people without requiring a high level of training, large capital, or sophisticated technology. This makes the sector more appealing for business entry, job creation, income generation, and poverty alleviation.The urban population in developing countries, particularly in Sub-Saharan Africa, has been growing, owing to rural-to-urban migration. This rural-to-urban migration, caused by both push factors from sending areas and pull factors from receiving areas, has resulted in high urban unemployment in developing countries in general, and particularly in

Ethiopia. Similarly, the population of Shashemene City is growing at a rapid pace from time to time.(Shashemene city admistration report, 2011)
This implies that in developing economies, people have been moving from rural to urban areas on a continuous basis which leadsto an increase in urban labor supply. This increase in urban labor supply may result in urban unemployment unless there are enough job opportunities to absorb these surplus labors. The most troubling aspect of the country is the threat of unemployment.Ethiopia, as a developing country, is known for its undesirable urban youth unemployment and poverty, which are the primary impediments to economic development. To get rid of these factors that impede the development of the Ethiopian economy, the government has been implementing a variety of economic measures. The establishment of micro and small businesses is one of several measures that have been implementing by the Ethiopian government. The licensing and supervision of microfinancing institutions proclamation No. 40/1996 was enacted in 1996; the federal and regional micro and small enterprises strategy was developed in 1997; and the federal and regional micro and small enterprises development agencies were established by regulation No. 33/1998.
(Urban Development and Construction Ministry) (MUDC, 2013),

Therefore, micro and small businesses are expected to contribute to national economic growth. According to UNDP (2012), the development of MSEs is a critical component of Ethiopia's industrial policy direction that will contribute to the country's industrial expansion and economic transformation. Depending on these efforts, the government has attempted to support the sector's development by providing various infrastructural facilitation such as electric and water utilities, managerial and technical assistance, and financial support.
As a result of the aforementioned measures, many micro and small businesses have played critical roles in reducing urban youth unemployment and poverty alleviation, as well as contributing significantly to the development of the Ethiopian economy (MoFED, 2010).
Despite the fact that micro and small business enterprises have played important roles in the creation of employment opportunities, poverty alleviation, and economic development in the country, and government efforts to contribute to the success of micro and small enterprises, the effort does not appear to be yielding the desired results in terms of the graduation of micro and small business enterprises from one level to another.

Objective of the study: The primary goal of this study was to assess the deterrents to the success of micro and small enterprises in the administration of Shashemene, west Arsi Zone, regional state of Oromia. This study will also make some recommendations to policymakers, strategy designers, implementers, and other management bodies in order to bring attention to the problems and arrive at appropriate solutions.
In Ethiopia, there are two definitions of MSEs: the old definition and the new definition of MSEs. The previous (1998) definition was based solely on paid capital (see table below).
If an enterprise's paid-up capital is less than or equal to 20,000 ETB, it is classified as micro.
Similarly, if an enterprise's paid-up capital is less than or equal to 500,000 ETB, it is considered small. Human capital and assets are the primary measures in the new definition (2011). (See table below). The new definition addresses the shortcomings of the previous definition. As shown below, the minimum asset requirement for services and industry differs.

Level of enterprise		**Human power**	**Total Assets**
Micro enterprise	Industry	≤5	≤ 100000
	service	≤5	≤50000
Small enterprise	industry	6-30	≤1500000
	service	6-30	≤500000

However, according to the CSA, large and medium scale manufacturing enterprises are defined as establishments with more than ten employees who use automated machinery, whereas small and medium enterprises are defined as establishments with fewer than ten employees who use power driven machinery. Finally, microenterprises have been classified as household type enterprises (cottage/handicrafts), which are located in households or workshops and typically rely on own or family labor and manual rather than automated/mechanical machinery. The CSA definition has limitations in that it ignores capital size and sectors other than manufacturing.

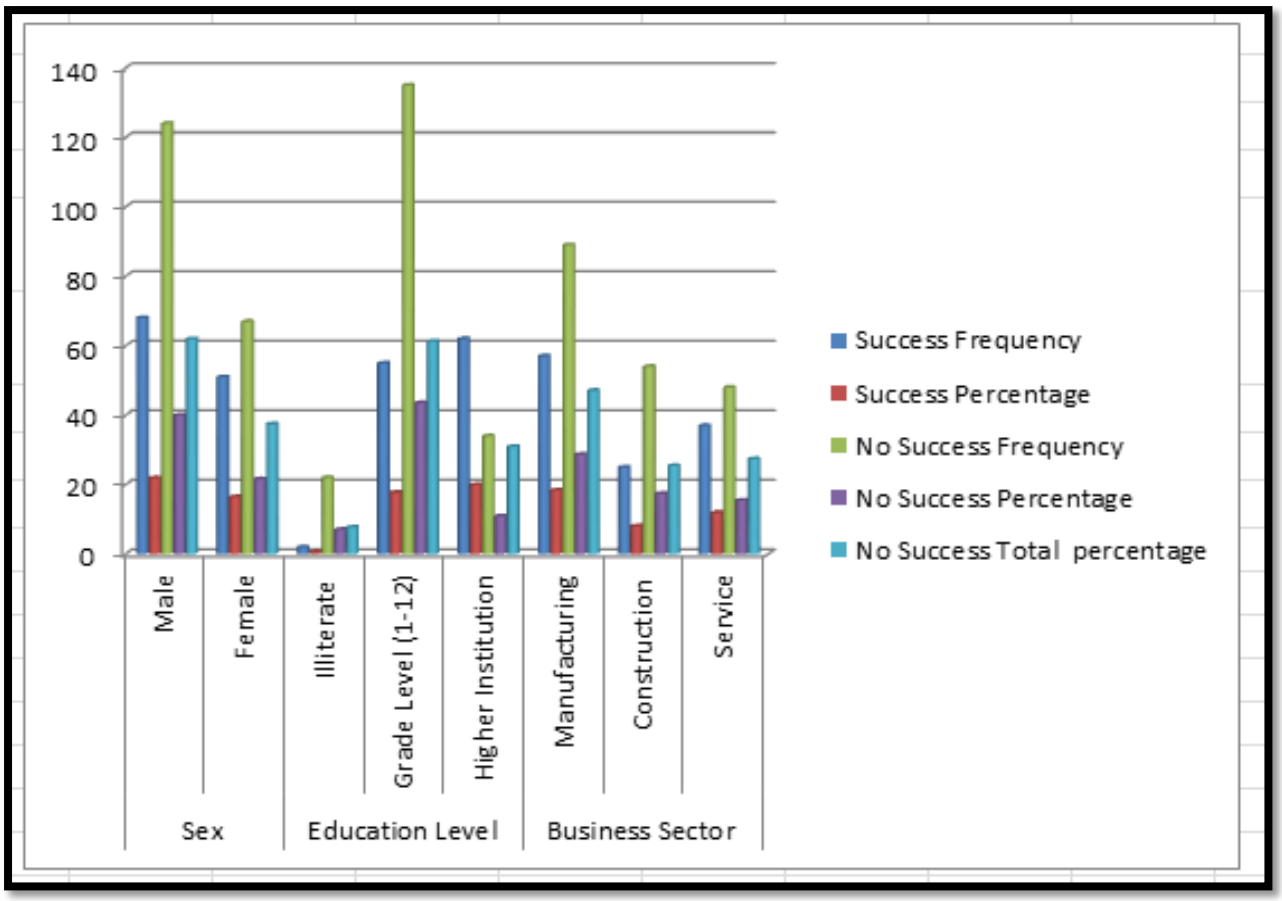
Characteristics of respondents

As can be seen from graph 4.1 below, of the total percentage, 61.94% of respondents were found to be male micro and small enterprises owners-managers while 37.45% were found to be female micro and small enterprises owners-managers. It can be also observed from the 4.1 graph the percentage of successful MSE owners of both males and females were found to be 38.39% while the percentage of unsuccessful MSE of both males and females were 61.61%. This indicates that majority of MSE owners and the activities in the Shshemene city administration are carried out by men, which further shows that there is sex gap in support of males in micro enterprises related activities and wealth creation efforts' in the city. Thus, the 61.61% of unsuccessful MSE in the city shows that there is no graduation of MSE owners from one level to the next. This may be due to failure in free participation of women in formal economic activities. This is against the policy direction of the present Ethiopian Government towards the encouragement of women in all sectors of the economies. Thus, more efforts are required to be exerted to change the traditional mentality entrenched in women and men so that women get better chance of engaging themselves in truly formal economic activities.

The graph below revealed that the proportion of owners-managers who have attained higher institutions (which means those who have received diploma or BA degree and above) have taken higherpercentage (20%) in success as compared to (10.96%) unsuccessful. In addition, results of the logistic regression analysis showed that education is one best determinant factor of MSEs and it is significant at 1% level of significance.

Concerning the sector engagements of the micro and small enterprise's owners, about 47.10% from both successful and unsuccessful have been engaged in the manufacturing sector such as coble stone works, electric installation and tap water fixing. While about 27.42% from both successful and unsuccessful owner-managerwere engaged inservice sector activities such as, beauty salon, photo copy, bar and restaurant, while the remaining 25.48% were engaged in construction sectors such as metal works and woodworks. Among the three sectors of MSEs, the successful owners-managers were from manufacturing sectors. The total percentages of successful MSEs from all the three sectors were found to be 38.39 while the total percentages of unsuccessful MSEs from all the three sectors were found to be 61.48. Still the percentages of unsuccessful MSEs are higher than those of successful entrepreneurs. This indicates less or no graduation of MSE from one level of business to the next stages.

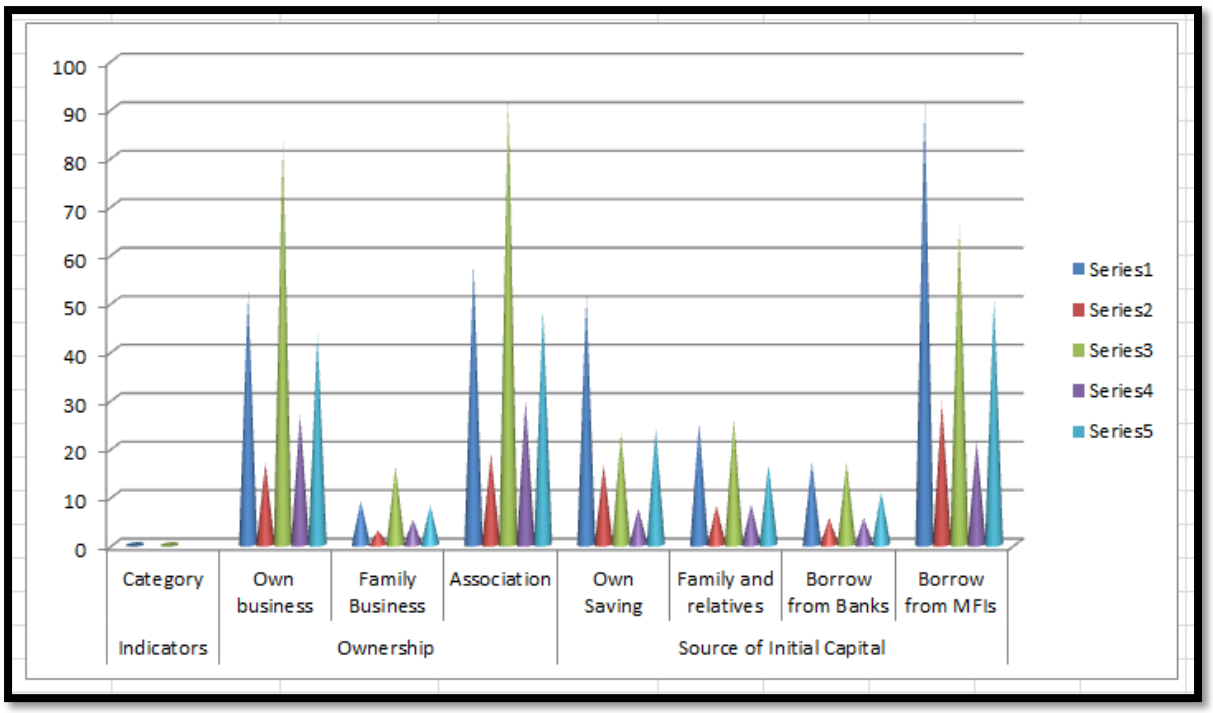
Graph 4.1: about sex, educational level and sector engagement



Source: survey result

Regarding sources of initial capital from graph 4.2 below, 23.85% of both successful and unsuccessful micro and small enterprises owners had obtained startup and working capital from their own saving, about 16.36% of both successful and unsuccessful micro and small enterprises owner-manager had obtained startup capital from their families and relatives, whereas about 10.88% of both successful and unsuccessful micro and small enterprises owner-manager obtained their sources of initial capital from banks borrowings, and 50.64% of both successful and unsuccessful owner-manager of micro and small enterprises had got from micro finance institution. The results of descriptive analysis revealed that micro finance institutions have been the most providers of financial services for entrepreneurs/or micro and small businesses lacking access to banking and related services. The banks, therefore, played a very insignificantrole in providing financial services for entrepreneurs engaged in different sectors of the economy. The findings further support the speculation that Banks have not created pro-small scale enterprise operations due to their rigid policy of collateral requirement. This policy needs to be reviewed in such a way that it allows financial access for dynamic and capable entrepreneurs who may all the business skills and talents but not physical assets to be used for collateral purpose. In this regard, the banks need to adopt strategies that allow reserved loans for exceptional entrepreneurs based on through analysis of risk factors. This will contribute towards their social commitment and lead them towards becoming model corporate citizens. The descriptive analysis also shows that next to those who had obtained sources of capital from micro finance institutions, micro and small enterprises who have been running businesses with their own saving were more successful. This because of they were free of interest expenses and other borrowing related costs

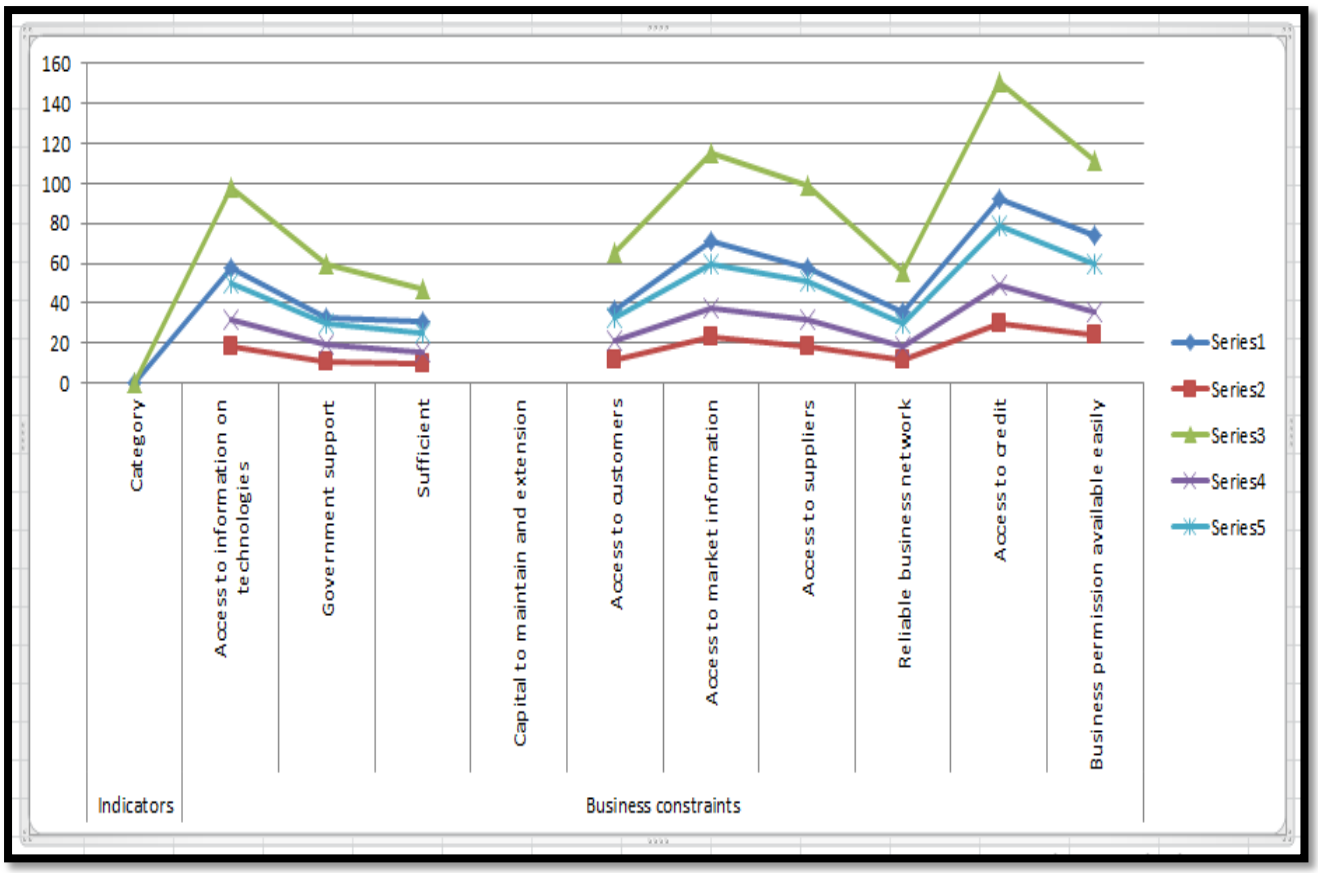
Graph 4.2: result of descriptive analysis on the source of initial of capital



Source: survey results

Business constraints

Graph 4.3 below revealed that about 31.61% of owner-managerhas access to information on technology while unsuccessful micro and small enterprises are characterized as having limited, that is 18.71% of unsuccessful owner-managers have access to information on technology. This implies that access to information on technology has a crucial impact on the success of MSE in the City. Descriptive statistics indicated that the percentage of successful owner-managers of MSEs that considered government support were 19.35 while the percentage of unsuccessful owner-managers of MSEs that considered Government support were 10.65. This analysis indicates that both successful and unsuccessful group considered government support but the service of government is unsatisfactory. This indicates that the support is not implemented as per the direction of the government.



As can be seen from the table below, the mean age of the successful entrepreneur owner-manager is 39.49 whereas the mean age of unsuccessful entrepreneurs/owners is 39.5. The mean age difference of the successful and unsuccessful entrepreneurs is .038 which statistically insignificant.

The following table also shows that, the average mean of educational level of successful entrepreneur owners-managers is 3.55 whereas the average mean of education level of unsuccessful entrepreneurs' owners is 2.68. The average mean difference of educational level of the successful and unsuccessful entrepreneurs is 0.87 which is statistically significant at 5% level of significance. Likewise, the table shows that, the average mean of experiences of successful owner/manager is 4.89 while the average mean of experiences of unsuccessful owner is 4.40. The average mean variance level of the successful and unsuccessful experiences of the owner is .496 which is significant at 5% level of significance.

The table also shows that, the average mean of successful family size is 4.15 whereas the average mean of unsuccessful family size of the entrepreneur is 4.15. The average mean difference level of the successful and unsuccessful family size of the owner is 0.00057 which is significant at 1% level of significance.

In the same manner, the table shows that, the average mean of the number of employees of successful owners is 8.24 while the average mean of unsuccessful number of employee of the entrepreneur is 8.05. The average mean difference of the successful and unsuccessful number of employee of the owner is 0. 1913 which shows statistically insignificant at any level of significant

The table also shows that, the average mean of year of business in operation of the successful owners is 5.57 while the average mean of year of business in operation of unsuccessful owner entrepreneur is 4.55. The average mean difference of the successful and unsuccessful year of business in operation of the owner is 1.02 which is significant at 1% level of significance.

In the same way, the table also shows that, the average mean of Initial Capital of the successful owner is 64151.26 whereas the average mean of unsuccessful initial capital of the entrepreneur owner is 53188.48. The average mean difference of the successful and unsuccessful owner is 10962.78 which is statistically significant at1% level of significant.

The table also shows that, the average mean of monthly income from the business of the successful owner is 17243.7. Whereas the average mean of monthly income from the business of unsuccessful owner

entrepreneur is 17937.17. The average mean difference of the successful and unsuccessful owner is 693.48 which statistically significant at 10% level of significance.

The table also indicates that, the average mean of monthly saving level of successful entrepreneur owners-managers is 2188.067 whereas the average mean of monthly saving level of unsuccessful entrepreneurs/owners is 2529.094. The average mean difference of the successful and unsuccessful entrepreneurs is 341.027 which is insignificant at any level of significance.

Table 4.3: average mean of the variable in the study

Variables	Success		No success		Mean
	Mean	Std. Err.	Mean	Std. Err.	
Age	39.4958	.8203433	39.53403	.6149943	.0382331
Education	3.554622	.0866354	2.680628	.0752544	.8739936**
Experience of the owner/manager	4.89916	.128756	4.403141	.1187746	.4960183**
Family size	4.151261	.1136206	4.151832	.0810847	.000572*
Number of Employee	8.243697	.3373376	8.052356	.2466349	.1913415
Year of business is in operation	5.571429	.15449	4.549738	.1198508	1.02169*
Initial Capital	64151.26	2684.116	53188.48	1977.827	10962.78*
Monthly income from the business	17243.7	1044.581	17937.17	791.9623	693.4753***
Monthly saving	2188.067	186.1472	2529.094	203.962	341.027

NB: *= 1% significance level, **=5% significance level, ***=10% significance level

Econometric Analysis

Deterrents of the success of MSEs

This part presents the logistic econometric model estimates of the deterrent of the success of MSEs. In estimation procedure, the problems of multi-co-linearity have been treated well. Multi-co-linearity of variables has been tested using variable inflation factor (VIF) after auxiliary regression. Based on the test estimation, there is not variable excluded from the model due to multi-co-linearity. For estimation purpose STATA 14 software package was employed. The following table gives model information and the logistic estimation of coefficients of the model.

Table 4.4 Model information and coefficients of the model.

Variables	Description of the variables	Coef.	Marginal effects	Robust Std. Err.	P>z
ageofownermanager	Age of the business owner/manager	0.0342	0.0069	0.0210	0.104
Educationlevelofownermanager	Level of education of the business owner/manager	0.9495	0.1909	0.2067*	0.000
experienceofownermanager	Experience of owner/manager	0.0983	0.0198	0.1126	0.383
Techno	Access to improved technology	0.3819	0.0751	0.3552	0.282
accfinaresou	Access to financial resources	0.2746	0.0543	0.3734	0.462
govsupport	Government support	2.1591	0.3826	0.3979*	0.000

infrastruc	Infrastructure	1.2121	0.2283	0.3712*	0.001
goodmancomp	Good management competence	0.7123	0.1357	0.3679**	0.053
goodentcomp	Good entrepreneur competence	0.6493	0.1232	0.3791***	0.087
Initial capital	Initial capital	0.0000	3.1300	5.5306	0.005
numberofyearsthebusinessisinoper	Number of years the business is in operation	0.2882	0.0580	0.1046	0.006
-cons	constant	-11.2226		1.5557*	0.000

, ** and * indicates the variable is significant at 1%, 5% and 10% significance levels, respectively.*

Among individual characteristics age, level of education and experience of owner-manager are included in the model. However, even if age and experience have positive impact on the dependent variable success, they were found to be statistically insignificant in determining the success of micro and small enterprises (MSEs). The above table shows that, level of education of owner-manager is one best factor and significant at 1% significance level, in determining the success of micro and small business enterprises. Other things remain constant, owner-managers who have one more education level have greater probability to be successful in business by 19.09% than those owner-managers with less level of education. This might be due to the more educated owner-managers have good management knowhow.

Similarly, the regression result reveals that access to improved technology and access to financial resource have positive effect on success of micro and small business enterprises. Owner/manager of MSEs with access to improved technology and access to financial resource, keeping other things constant, has larger probability of success in business by 7.1% and 5.43% respectively and but the difference is in significant.

The regression result also reveals that government support and infrastructure have positive effect on success of micro and small (MSEs). Owner-manager of MSEs having government support and good infrastructural facilities, keeping other things constant, has larger probability of success in business by 38.26% and 22.83% respectively and the difference is significant at 5% significance level. Therefore, the more the owner-manager is having government support and good infrastructural facilities the more likely he/she get success.

Good management and entrepreneur competences were found to have a positive and significant relationship with success which is statistically significant at 5% and 10% level of significance respectively. Owner-manager with good management and entrepreneur competences has 13.57% and 12.32%, respectively, higher probability of success in his/her business, citrus paribus.

Likewise, the regression reveals that initial capital and number of years the business is in operation are also related with the success of MSEs and statistically significant at 1% level of significance. It show that businesses with one more years in operation and having adequate initial capital, other things being constant, have 3.13% and 5,8% respectively and have higher probability of being success.

Generally, the most important factors which determine success of MSEs have dependency on personal characteristics and economic factors.

Conclusion**:** majority of MSE owners and the activities in the Shshemene city administration are carried out by men, which further shows that there is sex gap in support of males in micro enterprises related activities and wealth creation efforts' in the city. Thus, the 61.61% of unsuccessful MSE in the city shows that there is no graduation of MSE owners from one level to the next. This may be due to failure in free participation of women in formal economic activities. This is against the policy direction of the present Ethiopian Government towards the encouragement of women in all sectors of the economies.

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more the owner-manager is having government support and good infrastructural facilities the more likely he/she get success.

Methodology

Description of the study area

The study was conducted on Micro and Small Enterprises of Shashemene City administration.Shashemene city is located at a distance of 250 km south of Addis Ababa, the capital city of Ethiopia, and 25 km north of Awassa, SNNPRS. It is bordered to the south by southern nation nationality and people, west by Seraro, north by ArsiNegele, and east by East Arsi Zone.The city has eight urban kebelesadminstration unit namely:Awasho(keble 01), Abosto(kebele 02) and (03), DidaBokwe (Kebele 04), Bulchana(kebele 05), Burka gudina(Kebele 06 and 07), Areda (kebele 08 and 09), Alelu(kebele 10) and Kuyera town. The city covers total surface area of about 129,946,244m^2or about 12,994 hectare of land.

Among the factors that have been affecting the city economic are poverty, unemployment, and low level of the existing economic activities. To lessen poverty, job loss and low level of economic growth within the city the government involvement is needed by organizing micro and small enterprise and enhancing micro and small enterprise to medium and large scale enterprise. In the city, seven main sectors of the micro and small enterprise were organized specially in urban agriculture, industry(manufacturing), construction,service, dairy farming, mining and trade.

Study design and population

The descriptive survey study was conducted to identify the deterrents to the success of Micro and Small enterprises in Shashemene city. The city has eight urban kebelesadminstration unit namely: Awasho (keble 01), Abosto (kebele 02) and (03), DidaBokwe (Kebele 04), Bulchana (kebele 05), burka gudina (Kebele 06 and 07), Areda (kebele 08 and 09), Alelu(kebele 10) and kuyera town. Purposive sampling methed was used to select four of the eight kebel's. The total population of MSE's of the four kebel's was 5,075.

Sample size and sampling procedure

Sample size was determined based on the following formula of finite proportion set by C.R. Kothari: $n_o = Z^2pq/e^2/1+ (n-1)/N$. therefore, the final sample size determined based on the formula was 384. Data was collected through face to face interview using structured questionnaire.

Data Collection instrument and procedures

Structured questionnaire was used to collect data. The questionnaires included two sections: demographic factors and enterprises factors.

Study variables

Dependent Variable-success

Independent Variables

The main explanatory variable of this study was access to finance, technology, good management competence, Good entrepreneur competence, initial capital, infrastructure, Number of years the business is in operation and demographic such as educational status, age, and experience

Logistic regression Model

The basic objective of using regression equation on this study is to make the study more effective at describing, understanding and predicting the stated variables

Success Regression model on the main Selected Variables

$Yi = \beta0+ \beta1X1 + \beta2X2 + \beta3 X3 + \beta4X4 + \beta5X5 + \beta6X6 +\beta7X7+ \beta8X8 + \beta 9X9+ \beta 10X10+ \beta 11X11+ \beta 12X12$

Where:

Yi - is the response or dependent variable- success, X1= age of owner-managers, X2 =education level of owner-manager X3= experience of owner-manager X4=access to technology X5 = access to financial

resources X6 = government support, X7 = infrastructure X8= good management competence, X9=entrepreneur competence/skill, X10= initial capital, X11= number of years business in operation. B0 is the intercept term- constant which would be equal to the mean if all slope coefficients are 0. β1, β2, β3, β4, β5, β6, β7, β8, β9, β10 and β11, are the coefficients associated with each independent variable which measures the change in the mean value of Yi, per unit change in their respective independent variables. Accordingly, these statistical techniques were used to explain the following relationships. Regress success (as dependent variable) on the selected linear combination of the independent variables using multiple regressions.

List of abbreviations

MSE Micro and Small Enterprise
GTP Growth and Transformation Plan
ETB Ethiopian Birr
SAP Structural Adjustment program
GDP Growth Domestic product
ILO International Labor Organization

Competing interests

We declare that we have no competing interests

Funding

Not applicable

Authors 'contributions

All authors participated on, conceptualization of the study, formulated the research question, designed data collection tool, conducted data analysis, write up and drafted the manuscript, formulation of the research question, design of the study, and carried out data analysis. All authors read and approved the final version of the manuscript.

Acknowledgements

First and foremost, we must thank Allah, the Almighty, for seeing us to the completion of this research journey.

Second we would like to owe our a special debt of gratitude toMaddawalabu university because the completion of this research would not have been possible without its support. We wish here to acknowledge our staff at the MaddawalabuUniversty for being supportive, inspiring and continuously motivating.

Our final acknowledgement goes to the participants in this study, particularly the owner-manager of micro and small enterprises in Shashemene city who agreed to give us some of their precious time to learn about their stories. Indeed, they are the real heroes since this study would not have been possible without them.

Funding

This research is sponsored by Maddawalabu University

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