

Entrepreneurship Skills Required by Graduates of Colleges of Education for Establishment of Fruit Bottling Enterprise in Akwa Ibom State

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Abstract

The purpose of this study was to investigate the entrepreneurship skills required by graduates of College of Education (COE) for establishing fruit bottling enterprise in Akwa Ibom State. Three research questions and hypotheses guided the study. It was survey design, the respondents were 18 Home Economic lecturers, Ten lecturers from College of Education Afaha Nsui and Eight lecturers from Federal Science and Technical College Uyo; and 320 Food entrepreneurs registered with NAFDAC. The instrument used for data collection was a 48-skilled item questionnaire. The hypotheses were tested using t-test. It was found that all the 48 entrepreneurship skills identified in establishing a fruit bottling enterprise were required by the graduates. It was also found from the hypotheses tested that there was no significant difference in the mean response of lecturers and food entrepreneur on the managerial skill items, Record keeping items and the marketing skill items that were determined. The study recommended that the identified entrepreneurship skills be emphasized in the curriculum of students in Colleges of Education.

Introduction

Entrepreneurship can be defined as the ability to set up and manage a business effectively. It involves the acquisition of skills, ideas and managerial abilities necessary for personal self reliance. Iromaka (2006) observed that the entrepreneur is that individual who undertakes the risk of investigating, creating, and funding the establishment.

Entrepreneurship also involves the management and operations of business enterprises for the purpose of profitability, growth and development. The entrepreneur is someone who has a vision and a mission to establish an enterprise to add value to his vision otherwise his vision would remain in its latent form. Graduates of college of education are expected to develop

entrepreneurship skill training, as a strategy for developing a pool of potentials, because entrepreneurs who are well equipped with skills and technical know-how can manage small and medium scale enterprise. Lechi and Anyakoha (2006) stated that Home Economics graduates are expected to be prepared not only for teaching but for adaptable self employment situations. This includes paid or self employment creations in all aspects of Home Economics such as Food and Nutrition, Clothing and Textile and Home Management. The potentials for entrepreneurial success is enhanced, when the entrepreneur possess the necessary educational background to function effectively. United Nations (UN 1988) commended entrepreneurship as a highly leverage strategy of development and the entrepreneur is responsible for the success. Managing an enterprise involves commitment on the manager, who must commit his time and energy in formulating policies, setting objectives and funding the needs and wants of the enterprise. Emeruwa (2004) indicated that the entrepreneur is a risk taker with the ability to identify economic opportunities, mobilize and organize resources to tap the opportunities with a view to making profit.

The establishment of fruit bottling enterprises in the state is necessary for colleges of education graduates to venture into as people

are thirty all the time. Olusanya (2007) indicated that there is very little demarcation between food and drink. Liquids taken into the system for reliving thirst and for nourishment are usually regarded as drink. Fruits are rich in some micronutrients especially ascorbic acid and the precursor of vitamin A (B-carotene). When colleges of education graduates are trained on entrepreneurship skills from their first year in college, they will have the interest and the technical knowledge on the value of entrepreneurship. Osuala (2001) viewed entrepreneurship training as a strategy for developing pools of potentials. He added that entrepreneurs are well equipped with skills and technical know-how, for managing small and medium scale enterprise. For entrepreneurs in the fruit enterprise to succeed, they need those managerial competences that promote success in business.

In Entrepreneurship skills, trained students should be given opportunities to practice the managerial skills that they have acquired during training. This will help students to achieve the specified objectives through a well articulated learning experience. Record keeping in the enterprise is an Entrepreneurship skill that all students should take part in when in College of Education. The National Commission for Colleges of Education NCCE (2002) contended

that students of colleges of education should be equipped with skills to enable them live a useful life and be self reliant on graduation. Therefore entrepreneurship skills is the knowledge, skills, and attitudes acquired by students through years of training in colleges of education to be able to identify business opportunities, stimulate creativity and transforming ideas into practical and economic activities for maximized output in fruits bottling enterprise in Akwa Ibom State. To achieve this, the entrepreneurship skills required by the graduates in colleges of education for establishing fruits bottling enterprise need to be identified. If the entrepreneurship skills are identified and utilised to improve the existing curriculum of Home Economics and in particular Food and Nutrition in the colleges of education, it will help to better equip the graduates with required skills for self or paid employment and economic benefits on graduation.

Purpose of the Study

The purpose of this study was to identify entrepreneurship skills required by graduates of college of education for establishment of fruit bottling enterprise in Akwa Ibom state. Specifically, the study sought to determine entrepreneurial skills required by the graduates in:

- (1) Managerial skills.
- (2) Record keeping skills.

- (3) Marketing skills in the enterprise.

Hypotheses

Three hypotheses were formulated and tested at $P \leq 0.05$ level of significance.

- (1) What are the Entrepreneurship skills?
- (2) What is the mean rating of responses of graduates and fruit entrepreneurs?
- (3) What is the mean rating of responses of lecturers and fruit entrepreneurs?

Methodology

Design of the Study: Three research questions were developed to guide the study, while three hypotheses were formulated and tested at $P \leq 0.05$ level of significance. The study adopted survey research design.

Area of Study: The study was carried out in Akwa Ibom State. It was made to cover Colleges of Education in Afaha Nsit and the Federal Science and Technical College, Uyo both in Akwa Ibom State, south south geopolitical zone of Nigeria. The two colleges offer Home Economics courses and produce graduates into the market field.

Population for the Study: The population for the study was 338, made up of 10 Home Economics lecturers from College of Education Afaha Nsit and 8 Home Economics Lecturers from Federal Science and

Technical College Uyo. The lecturers had varied educational qualifications. Registered food processors in the state were 320 and records showed that a total of 98 food processors were Home Economics graduates.

Sample for the Study: The sample for the study was 48, this was made up of 18 Home Economics lecturers from College of Education and Federal Science and Technical College and 30 randomly selected food processing entrepreneurs in Akwa Ibom state.

Instrument for Data Collection: The instrument for data collection was administered to the respondents through personal contacts by the researchers and three research assistants. A 48-skilled item questionnaire covering managerial skill, Record keeping skills, and marketing skills was used for data collection. The skill items had a 5-point response scale of Strongly Agree, Agree, Undecided, Disagree and Strongly Disagree, with corresponding value of 5, 4, 3, 2, and 1 respectively. The instrument was face validated by three experts in Home Economics.

Methods of Data Collection and Analysis: Forty eight (48) copies of the instrument were administered, retrieved and analyzed. Mean and standard deviation were used to answer the research questions while t-test statistics was used to test the hypothesis at $P \leq 0.05$ level of

significance and at 46 degree of freedom. The mean of the 5-point scale was 3.00. However, using 0.05 as an interval scale, the upper limit of the mean was $3.00 + 0.05 = 3.05$. Any item with a mean of 3.05 and above was regarded as required, while any item with a mean score below 3.05 was regarded as not required. The hypotheses of no significant difference was upheld for any item whose t-calculated value was less than the t-table value at $P \leq 0.05$ level of significance and at 46 degree of freedom.

Findings of the Study: The results for the study were obtained from the research questions answered and hypotheses tested through data collected and analysed.

Research Question 1: What are the entrepreneurship skills required by graduates of colleges of education for management of fruit bottling enterprises in Akwa Ibom State Nigeria.

Hypothesis 1: There is no significant difference in the mean ratings of the responses of the lecturers and food processing entrepreneurs on entrepreneurship skills required by graduates of colleges of education for management of fruit bottling enterprises.

The data for answering research question one and for testing hypothesis one are presented in Table 1.

Table 1: Mean Ratings and t-test Analysis of the Responses of the Lecturers and Entrepreneurs on Entrepreneurship Skills Required by Graduates of Colleges of Education for Management of Fruit Bottling Enterprise. N = 48

S/ N	Managerial Items Skills	\bar{X}	SD	t-Cal	t-Tab	Remarks	
						RQ	H0
1	Formulate specific objectives for the enterprise	4.46	0.500	0.251	2.00	A	NS
2	Revise the objectives periodically as occasioned by change in market demand and supply.	4.53	0.520	- 1.251	2.00	A	NS
3	Identify appropriate material resources.	4.26	0.857	0.735	2.00	A	NS
4	Plan effectively for goal attainment.	4.33	0.946	- 0.896	2.00	A	NS
5	Organise human resources for the enterprise.	4.20	0.543	0.296	2.00	A	NS
6	Identify sources of finance for the enterprise.	3.93	0.774	0.601	2.00	A	NS
7	Budget for purchase of supplies, tools, equipment and raw materials for the enterprise.	3.26	1.128	1.273	2.00	A	NS
8	Draw schedule of activities for the enterprise.	3.20	01.332	1.775	2.00	A	NS
9	Understand competent of short and long term planning.	3.73	0.682	0.466	2.00	A	NS
10	Communicate very well with customers and business associates.	4.66	0.473	0.224	2.00	A	NS
11	Supervise work of employees in an effective manner.	3.26	0.857	0.735	2.00	A	NS
12	Understand the importance of time management and job demand.	4.60	0.613	0.076	2.00	A	NS
13	Determine personal salary with caution.	4.33	0.702	0.493	2.00	A	NS
14	Evaluate all activities and operations in the enterprise.	4.20	0.983	0.968	2.00	A	NS
15	Estimate seasons of fluctuations of prices of raw materials to maximize profit.	3.50	1.227	- 1.506	2.00	A	NS
16	Select suitable location for the establishment of the enterprise	3.75	0.597	0.637	2.00	A	NS

	base on proximity to market and raw materials						
17	Determine employee training and development.	4.27	0.534	0.269	2.00	A	NS
18	Identify investment opportunities through gap analysis.	3.24	0.865	0.725	2.00	A	NS

X = Mean

SD = Standard Deviation

RQ = Research Question

H0 = Null Hypothesis

NS = Not Significance

A = Agree

Table 1 reveals that the 15 skill items had their means ranged from 3.20 to 4.66. This indicated that their means were all above the cut-off point of 3.05. These mean values indicated that all the fifteen skill items were required by graduates of colleges of education for planning fruits bottling enterprise.

Table 1 further reveals that all the 15 skill items had their calculated t-values ranged from -1.506 to 1.775 which were less than t-table value of 2.00 at 0.05 level of significance and 46 degree of freedom. This indicated that there is no significant difference in the mean ratings of the responses of the two groups of respondents on the 15 skill items required by graduates of colleges of education for managing fruits bottling enterprise. With this result, the null hypothesis

of no significant difference was accepted for the fifteen skill items.

Research Question 2: What are the entrepreneurship skills required by graduates of colleges of education for Record keeping in the fruit bottling enterprise in Akwa Ibom State?

Hypothesis 2: There is no significant difference in the mean ratings of the responses of the lecturers and food processing entrepreneurs on entrepreneurship skills required by graduates of colleges of education for record keeping in the fruit bottling enterprise.

The data for answering research question two and for testing hypothesis two are presented in Table 2.

Table 2: Mean Ratings and t-test Analysis of the Responses of the Lecturers and Entrepreneurs on Entrepreneurship Skills Required by Graduates of Colleges of Education for Processing and Bottling Fruit Bottling Fruits Drinks. N = 48

S/ N	Record keeping Items Skills	\bar{X}	SD	t-Cal	t-Tab	Remarks	
						RQ	H0
1	Record in the stock record book, goods and raw materials received into enterprise.	4.26	0.530	0.265	2.00	A	NS
2	Use the ledger book for recording all products sold in the market for accountability.	3.57	0.350	1.735	2.00	A	NS
3	Formulate and document policies made in the enterprise.	4.00	1.287	- 0.376	2.00	A	NS
4	Prepare a planned budget for the year in the enterprise.	4.13	0.866	0.493	2.00	A	NS
5	Estimate income and expenditure account for the year.	4.20	0.543	0.968	2.00	A	NS
6	Prepare a balance sheet well arranged and spelt out for the year.	3.98	0.474	- 1.573	2.00	A	NS
7	Appropriate the net surplus of the enterprise and declare same to the board members or workers of the enterprise.	3.76	0.832	0.385	2.00	A	NS
8	Use desk top computers storage of proceeding of the enterprise.	3.89	1.437	0.242	2.00	A	NS
9	Estimate a planned budget for the following year in the Enterprise..	4.10	0.823	1.076	2.00	A	NS
10	Use delivery notes and invoice when materials are delivered into the enterprise.	4.29	0.534	1.251	2.00	A	NS
11	Make profit of 10% after tax at the end of the monthly income estimation.	3.96	0.566	0.685	2.00	A	NS
12	Control inventory and turnover.	3.75	0.872	0.365	2.00	A	NS
X = Mean		H0 = Null Hypothesis					
SD = Standard Deviation		NS = Not Significance					
RQ = Research Question		A = Agree					

Table 2 shows that the 12 skill item had their means ranged from 3.57 to 4.29. This indicated that their means were all above the cut-off point of

3.05. These mean values indicated that all the twelve skill items were required by graduates of colleges of education for record keeping in the fruit bottling enterprise.

Table 2 also reveals that all the 12 skill items had their calculated t-values ranged from -1.573 to 1.735 which were less than t-table value of 2.00 at 0.05 level of significance and 46 degree of freedom. This indicated that there is no significant difference in the mean ratings of the response of the two groups of respondents on the 12 skill items required by graduates of college of education for record keeping in the fruit bottling enterprise. With this result, the null hypothesis of no significant difference was accepted for the twelve skill items.

Research Question 3: What are the marketing skills required by graduates of colleges of education for marketing bottled fruit drinks in Akwa Ibom State Nigeria.

Hypothesis 3: There is no significance difference in the mean ratings of the response of the lecturers and food processing entrepreneurs on marketing skills required by graduates of colleges of education for marketing bottled fruit drinks.

The data for answering research question three and for testing hypothesis three are presented in Table 3.

Table 3: Mean Ratings and t-test Analysis of the Responses of the Lecturers and Entrepreneurs on Entrepreneurship Skills Required by Graduates of Colleges of Education for Marketing Bottled Fruits Drinks. N = 48

S/ N	Marketing Items Skills	\bar{X}	SD	t-Cal	t-Tab	<u>Remarks</u>	
						RQ H0	
1	Grade raw materials for production and sales.	3.95	0.806	1.190	2.00	A	NS
2	Display samples of produce from the enterprise for customers to access.	4.23	0.560	- 0.769	2.00	A	NS
3	Permit the inspection of products by customers before purchase.	4.31	0.603	1.523	2.00	A	NS
4	Select areas of market by proximity and better sales of products.	3.98	0.901	- 1.142	2.00	A	NS
5	Use price tags on the products.	4.02	0.872	0.553	2.00	A	NS
6	Use credit sales to aid marketing.	3.89	0.896	0.571	2.00	A	NS
7	Label the products to promote	4.21	0.599	1.230	2.00	A	NS

	marketing.							
8	Use of a quantity discount for products sold to enforce bulk purchase.	3.99	0.396	- 0.653	2.00	A	NS	
9	Package products attractively speed up purchase.	4.07	0.477	1.605	2.00	A	NS	
10	Transport products to market area to ensure faster sales.	4.44	0.384	0.573	2.00	A	NS	
11	Grade and brand products to move marketing.	4.32	0.613	1.532	2.00	A	NS	
12	Use of sales representatives move marketing of the products.	4.21	0.875	0.554	2.00	A	NS	
13	Advertise products in the media to promote sales.	3.89	0.386	0.658	2.00	A	NS	
14	Distribute products to other market areas.	4.32	0.623	1.532	2.00	A	NS	
15	Expand marketing areas of the enterprise.	3.93	0.805	1.190	2.00	A	NS	
16	Consider socio cultural environment in marketing.	4.34	0.375	0.572	2.00	A	NS	
	X = Mean					H0 = Null Hypothesis		
	SD = Standard Deviation					NS = Not Significance		
	RQ = Research Question					A = Agree		

Table 3 reveals that the 16 skill items had their means ranged from 3.89 to 4.44. This indicated that their means were all above the cut-off point of 3.05. These mean values indicated that all the ten skill items were required by graduates of colleges of education for marketing bottled fruits drinks.

The Table 3 also reveals that all the sixteen skill items had their calculated t-values ranged from - 1.142 to 1.605 which were all less than t-table value of 2.00 at 0.05 level of significance and 46 degree of freedom. This indicated that there is no significant difference in the mean ratings of the responses of the two

groups of respondents on the 16 skill items required by graduates of colleges of education for marketing bottled fruits drinks. With this result, the null hypothesis of no significant difference was upheld for the 16 skill items.

Discussion of Findings

The result of this study reveals that the lecturers of Home Economics and food processing entrepreneurs agreed that all the forty-eight (48) entrepreneurship skill items for establishment of fruits bottling enterprise are required by graduates of colleges of education in Akwa Ibom State. Fruits bottling enterprise

means the management of resources and employee to record and market products produced from the fruit bottling enterprise for self employment. According to Enwere (1998), farm produce processing is an important enterprise involving various processing steps. Graduates of Home Economics in colleges of education require entrepreneurship skills to be able to handle the management, Record keeping, and marketing of products for improved interest in fruits bottling enterprise on graduation. The findings of this study on management of fruits bottling enterprise are in agreement with the opinions of Olaitan and Mama (2001) who stated that management activities for any enterprise include: formulation of specific objectives of the enterprise, budgeting for the enterprise, procurement of inputs for the enterprise, identify source of finance or credit and others.

The findings of this study is in consonance with that of Enete, Amusa and Eze (2010) on their study to investigate the entrepreneurial competency required by students of schools of agriculture in south western Nigeria for processing cocoyam into flour and chips for employment on graduation. The findings of their study revealed that all the 33 entrepreneurial competencies covering managing the cocoyam enterprise, processing cocoyam into flour and chips and

marketing proceeds were required by the students. It was also found out from the hypotheses tested that, there is no significant difference in the mean responses of instructors and food processors in the forty-eight (48) entrepreneurial competency items.

The results of this study is also in conformity with the findings of a study conducted by Bianze (2006) on occupational work-skills required by secondary school graduates for entry into oil palm production enterprise in Delta state, Nigeria; where the author found out among others that secondary school graduates required Record keeping for entry into oil palm processing enterprise, palm kernel processing enterprise and oil palm marketing enterprise. The findings of the researchers cited above had further improved the reliability of the results of this study.

The findings from the hypothesis tested indicated that, there is no significant difference in the mean responses of the Home Economic lecturers and fruit processing entrepreneurs on the forty-eight (48) entrepreneurship skill items required by graduates of colleges of education in Akwa Ibom State for establishing fruits bottling enterprise. From this finding, it was revealed that the professional experiences of the two groups of respondents (lecturers and food processors) did not significantly influence their opinions on the

entrepreneurship skills identified in the study.

Conclusion

It has been observed over the years that most graduates of Home Economics from colleges of education in Akwa Ibom State sometimes refuse to take to their chosen profession most especially food and nutrition but instead they prefer to migrate to towns and cities in search for office jobs that are difficult to obtain and where they are obtained, the salary is too meager for sustainable living. The reason for this trend is simply that, the level of entrepreneurship skills possessed by these graduates while in training are very low for them to comfortably establish and manage an enterprise as entrepreneurs. The observed low level of entrepreneurship skills possessed by these graduates towards developing interest in food processing and marketing necessitated this study. Based on the findings that emerged from this study, the following recommendations were made.

Recommendations

- The identified entrepreneurship skills required by the graduates for entering into fruits bottling enterprise should be emphasized in their curriculum while in training or acquisition of the required skills for success as entrepreneurs on graduation.

- That efforts should be made by the state government through its ministry of commerce and industry to make soft loans or other form of credits available to the graduates with low interest rate and low taxes for smooth take off as entrepreneurs in fruits bottling.
- That the identified entrepreneurship skills required by the graduates for entering into fruits bottling enterprise should be incorporated into the programmes of existing skill acquisition centres in the state where idle graduates and youths can be trained for gainful self or paid employment for sustainable living.

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