

**Small Scale Business Ventures in Rural Areas: A Case of Molemole Local Municipality
in Capricorn District of the Limpopo Province.**

By

Padi Mokibelo Deborah

(11606404)

**Research Proposal Submitted for the Masters of Science Degree in Agriculture
(Agricultural Economics)**

School of Agriculture

University of Venda

Thohoyandou, Limpopo

South Africa

September 2017

UNIVEN LIBRARY

Library Item : 20172542



ABSTRACT

There is an existence of small businesses that seemed to be widespread within households in the traditional authorities of Molemole local municipality. The observation prompted the researcher to investigate two aspects related to these ventures; how businesses impact livelihoods of members of the communities and also if the businesses are owned by the residents of Molemole local municipality. The main aim of the study is to assess the extent of small scale business venturing in rural areas of Molemole Local Municipality. The study was conducted in rural communities of Molemole Local municipality of Limpopo Province. Data was collected using a structured questionnaire from members of the community. More data was collected from traditional leaders of the four traditional authorities namely: Machaka, Makgato, Ramokgopa and Manthata through focus group discussions. Multi-stage clustered proportional random sampling technique was used to select the sample for this study of 150 individuals for the four traditional authorities. SPSS computer software was used to analyse data from the structured questionnaires while Likert scale was used to analyse the data collected from the focus group discussion. Descriptive statistics was used to summarize the data while Binary logistics regression model was used to analyse the influence of socio economic factors on the income levels of the respondents. The findings of the study show that biographic characteristics proved to have a great effect/impact on how rural community members live. Most of the respondents were found to be females, and this had a positive impact on their level of income. Majority of the respondents had secondary education as their highest level of education which caused them to have limited access to employment and good skills. Services rendered by local businesses were deemed unsatisfactory to the community members especially those from financial institutions, internet café, and clothing and food stores. Traditional leaders stated that it is important for local residents in their communities to own businesses as this will provide them with good income and services to the communities. The study concluded that businesses do improve the livelihoods of community members.