

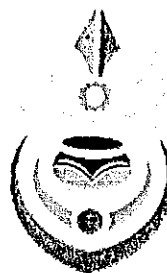
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**PERFORMANCE OF FRUIT AND VEGETABLE MICRO-SURVIVALIST TRADING
ENTERPRISES IN CAPRICORN DISTRICT OF LIMPOPO PROVINCE, SOUTH
AFRICA**

By

Hasane Harry Hlongwane
(8700496)

Submitted in fulfilment of the requirements for the Doctor of Philosophy in Rural
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Institute for Rural Development (IRD)
School of Agriculture



University of Venda

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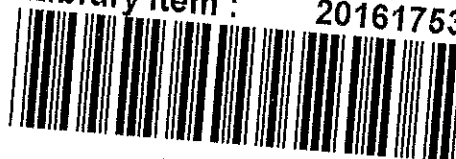
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ABSTRACT

Much has been articulated about the trading performance of the small and medium enterprise categories as compared to the fruit and vegetable micro and survivalist enterprise categories of the Small, Medium and Micro Enterprises (SMMEs). Notwithstanding the mandate in South Africa of the establishment of the Department of Small Business Development to create a conducive environment for the development and growth of micro-survivalist enterprises, lack of evidence on the growth and development of the fruit and vegetable micro-survivalist enterprises remained suspicious. This study was conducted in the Capricorn district of the Limpopo province in South Africa. The study applied mixed methods designs for collecting qualitative and quantitative data. Data were collected through the use of the random and the convenience non-random sampling strategies from the registered and unregistered fruit and vegetable vending micro-survivalist enterprises respectively with the aim of developing a framework for enhancing the performance of fruit and vegetable micro-survivalists. The study unpacked the major factors influencing the performance of the fruit and vegetable micro-survivalist trading enterprises and further recommended the best possible ways through which the factors could be utilised. A conceptual framework on the performance of the fruit and vegetable micro-survivalist enterprises was developed in order to guide the study. The review of literature on the characteristics of the SMMEs revealed that survivalist enterprises were closely interlinked to micro enterprises and hence they were considered to address similar concerns. Lack of support (financial or nonfinancial) from the government and financial institutions, little or no interest in their own businesses, lack of knowledge of their enterprises, limited stock, and limited working space and theft hindered the performance of the fruit and vegetable micro-survivalist enterprises in the Capricorn district. Fruit and vegetable micro-survivalist enterprises were owned by individuals within the ages around 38 years. Trading involves communication between the buyer and the seller and as a result knowledge of the local language was essential. A big share of the income generated by the fruit and vegetable micro-survivalist enterprises was from the sales of cabbage, spinach, potatoes and tomatoes while other products that supplemented the income of micro-survivalists were identified. The study also revealed other contributory factors to the performance of micro-survivalists as lack of interest to own business activities, knowledge on accessing credit and limited stock. Training intervention was suggested

as a strategy that could be utilised to mitigate for these challenges. Other challenges were theft and lower youth participation. Lastly, a framework to improving performance of the fruit and vegetable micro-survivalist enterprises was developed. Despite the prevalence of fruit and vegetable micro-survivalist enterprises in rural, peri-urban and urban areas of South Africa, not much is known about their trading performance and appropriate improvement strategies. This motivated Dr Hasane Harry Hlongwane to undertake a cocktail of interrelated studies on the trading performance of fruit and vegetable micro-survivalist enterprises in Capricorn District. He recommended business support, personal interests, motivation, skills and knowledge of business, infrastructure, ability to regularly stock, taxation, competition and poor infrastructure as the principal components of a framework of interventions which might enhance the performance of fruit and vegetable micro-survivalist enterprises.

Key words: Small, Medium and Micro Enterprises, income, framework, growth, development