

**EFFECT OF EXPORT CHALLENGES ON SELECTED EXPORTING  
SMEs PERFORMANCE IN LAGOS, NIGERIA**

**BY**  
**ADESANYA, OLUWATOYIN DEBORAH**  
**15PAB01000**

**MAY 2017.**

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**BEING A MASTERS DISSERTATION SUBMITTED IN PARTIAL  
FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF MASTER OF  
SCIENCE (MSc. HONOURS) DEGREE IN BUSINESS ADMINISTRATION OF  
THE DEPARTMENT OF BUSINESS MANAGEMENT, COLLEGE OF  
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**MAY, 2017.**

**ACCEPTANCE**

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**CERTIFICATION**

This is to certify that this Research work titled “Effect of Export Challenges on Selected Exporting SMEs Performance in Lagos, Nigeria” was undertaken by ADESANYA, OLUWATOYIN DEBORAH with matriculation number 15PAB01000 under my supervision and that this research work has not been previously submitted for the award of any degree in this or any other university.

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### **DECLARATION**

I, Adesanya, Oluwatoyin Deborah hereby declare that this project is my original work, carried out in the Department of Business Management, College of Business and Social Sciences, Covenant University, under the supervision of Dr. Iyiola, O. O.

Ideas and views of this research work are product of the original research undertaken by Adesanya, Oluwatoyin Deborah and the view of other researchers have been duly expressed and acknowledged.

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Signature and Date

## **DEDICATION**

This research project is dedicated first to God all mighty, for the VISION, wisdom, the finisher's grace and provision made available to me in the course of this study. Thank you Lord, who never fails me once, for your ever abiding faithfulness and favour, I remain eternally grateful. To you alone I return all the glory!

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## **ABSTRACT**

*The Nigerian economy now encounters grave challenges due to the dwindling of oil*

*prices in the global markets, and in response to this, Nigeria has structurally adjusted the various sectors of the economy, while diversifying the economic base to facilitate less dependence on monolithic oil dominated economy. However, the SMEs which are main driver of the economy are under capacitated due to the volatile business environment stressors and competitiveness issues hinged on the non-oil export sector. The overall objective of this study therefore, was to evaluate the export challenges and prospects in a developing economy using selected exporting SMEs in Lagos, South West Nigeria as case study. The study adopted a descriptive research design and the survey method through random sampling technique. The population of the study was 320 and based on Krejcie and Morgan Research Sample size table, 175 SMEs were selected, then questionnaires were administered randomly to managers in charge of export, (134) copies of the questionnaires were retrieved which shows 77% response used for the analysis. Statistical Packages for Social Sciences (SPSS version 21) was used to analyse the Data collated via regression and correlation analysis. From the hypotheses, the results indicate that there is a negative overall relationship between the internal barriers (INTBAR) and sales growth resulting to  $r = -.218 @0.006$  significant level. However, the significance of the overall relationship between external barriers (EXTBAR) and market share growth could not be established yielding ( $r = 0.028 @0.377$ ). The study recommended that the resource based capability of exporting SMEs should be enhanced by training and re-training of human capital, engagement in R&D, and networking to increase efficiency and effectiveness. By policy implication, government should promote quality export practices by instituting real-time and practicable policies and regulations.*

**KEY WORDS:** Export challenges, Non-oil Export sector, Exporting SMEs, Entrepreneurial orientation, Performance Factors, and Performance

