

**EFFECT OF ENTREPRENEURIAL ORIENTATION ON
BUSINESS PERFORMANCE OF SELECTED SMES IN LAGOS
STATE**

BY

IDOWU ADEBAYO EMMANUEL

16PAB01339

BUSINESS ADMINISTRATION

JUNE, 2018

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PERFORMANCE OF SELECTED SMES IN LAGOS STATE**

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**A RESEARCH PROJECT SUBMITTED IN THE DEPARTMENT OF
BUSINESS MANAGEMENT, COLLEGE OF DEVELOPMENT STUDIES,
TO THE SCHOOL OF POSTGRADUATE STUDIES, COVENANT
UNIVERSITY, OTA.**

**IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE
AWARD OF MASTER OF SCIENCE DEGREE IN BUSINESS
ADMINISTRATION**

JUNE, 2018

ACCEPTANCE

This is to attest that this dissertation is accepted in partial fulfillment of the requirements for the award of M.Sc. in Business Administration in the Department of Business Management, College of Business and Social Sciences, Covenant University Ota, Ogun State

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Sign & Date

Prof. Samuel Wara

Dean, School of Post Graduate Studies

Sign & Date

DECLARATION

I hereby declared that this project report is based on a study undertaken by me, **IDOWU ADEBAYO EMMANUEL** of the Department of Business Management, College of Development Studies of Covenant University under the supervision of **DR. OLALEKE OGUNNAIKE**. This project report has not been elsewhere for the award of any degree. The ideas and views of this research project are products of the research conducted by me. Where the ideas and views of other researchers have been expressed, they have been duly acknowledged.

IDOWU ADEBAYO EMMANUEL

CERTIFICATION

It is hereby certified that this research project written by **IDOWU ADEBAYO EMMANUEL** was supervised by me and submitted to the Department of Business Management of the College of Development Studies, Covenant University, Ota. We have examined the work and found it acceptable for the award of Degree of Master of Science in Business Administration.

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Signature & Date

DEDICATION

This research is dedicated to God Almighty, the Source of all Knowledge, the Author and the Finisher of my Faith.

ACKNOWLEDGEMENTS

Firstly, I acknowledge God Almighty for His grace and enablement to commence and complete this exercise, and for His direction at each and every time of my career life. Thank you Jehovah! for your faithfulness in my life and being a source of my inspiration.

My sincere appreciation goes to the Chancellor, Dr. David Oyedepo and his beloved wife, Pastor Faith Oyedepo, for diligently pursuing the vision of Covenant University of which I am a beneficiary of, also to the Vice Chancellor: Professor. A. A. A. Atayero who has also being a source of inspiration and, the Deputy Vice Chancellors: Prof. Shalom Nwodo Chinedu, the Register Dr. Olumuyiwa Oludayo, the Dean of School of Post Graduate Studies Prof. Samuel Wara and the Sub-Dean Prof. Humphrey Adebayo.

I would like to express my deep and sincere gratitude to my amiable, ever-ready supervisor Dr. O. O. Ogunnaike for his fatherly advice, instructions and directions given to me at every phase of this exercise and ensuring that it was completed at the stipulated time, God bless you abundantly sir.

My appreciation also goes to the great lecturers in the Department of Business Management, Covenant University Ota, Ogun State: Prof. M Akinnusi, Prof. Oladele, Prof. R.E.K Worlu, Prof. L. M. Chinonye, Dr. K. Awe, Dr. O. Osibanjo, Dr. Oladimeji, Dr. Ogbari, Dr. Kehinde, Dr. Oyewunmi, Dr. S. Ibidunni, Dr. Salau, Dr. Maxwell, Dr. M. Agboola, Dr. S. Ukenna and all other associate lecturers in the department of Business Management for whom I have one way or the other passed through, I want to say thanks for your support and guidance in making the completion of my program and this thesis a huge success. May the good Lord reward your efforts. .

I cannot end these statements of appreciation without mentioning my HOD Dr. O.O Iyiola who has truly played fatherly role to ensure this work meet the stipulated time of Covenant University. Also, to my Post Graduate Coordinator; Dr. A. A. Adeniji. I say big thanks ma for always being there for me in time of need.

I acknowledge the input of my dear Course Mates: Olusada Oluwatosin (Course Rep.), Anih Ugochukwu, Adedire Mary, Okoli Precious, Ezema Ejiehi, Omolade Ayoyimika, Orji Oba Uzoma, Nwabueze Gerard and Bankole Oluseun . Also to all teaching and non-teaching staff of Skylight Schools most especially the Proprietor; Mr. Richard Ajibodu Taiwo, Aleilo Oladele for his endless help in editing this work. God bless you all.

I would also like to thank and appreciate the most important people in my life, my parents Mr. Peter Idowu and Mrs. Victoria Idowu, dearly for their support, prayers and encouragement all through my life and through this programme, ensuring I was never in want. God would forever reward you for the love that you have lavished on me.

Above all, to the bone of my bone, my love, rare gem; Idowu Olabisi Francisca for her endless encouragement throughout of this program, I want to say big thanks. Also to my beautiful angels; Temiloluwa and Iyanuoluwa, I appreciate you all.

ABSTRACT

Small and medium enterprises had been so long recognized as a major contributor of growth of economy of nations and understanding the factors affecting their performances, especially in developing nations, are of paramount. This project work, on aforementioned reason, aims to find out the effect of entrepreneurial orientation; innovativeness, risk-taking, proactiveness and autonomy on business performances; sales-growth, profitability as well as customer satisfaction using case study of SMEs in Alimosho local government area in Lagos. Questionnaires were used as instrument to gather information from a population of 240 which was drawn out randomly from about 600 firms in the area to carry out the study with descriptive research design. The data gathered were sorted then analyzed with regression analysis method and the findings show that: i) innovativeness does not necessarily influence sales growth of SMEs. ii) risk-taking orientation has significant influence on profitability of firm, iii) proactiveness is indeed an influencer of sales growth of firms generally and lastly, iv) autonomous behaviour has a positive impact on customer satisfaction. In addition, the study also provides valuable ideas, figures and facts that can be employed by SMEs owners, academic scholars, researchers, students and government in understanding the significant impact of entrepreneurial orientation on business performance of SMEs. If there is appropriate consideration on the recommendations made in this study, there will be an improvement in business performance and profitability which will have a significant impact on the nation's GDP, create employment opportunities and more so stimulate economic growth and development. Meanwhile, comparative studies can still be carried out in several other sectors of the economy where these SMEs can be found and other entrepreneurial firms in other parts of the country should also be considered as respondents for further investigation apart from Lagos State where this work is carried out.

Keywords: Autonomy, Entrepreneurial orientation, Innovation, Proactiveness, Profitability, Risk-taking, Sales growth.

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