

# **The adoption of marketing plans by micro-enterprises in Zimbabwe: A case of fashion boutiques in Masvingo**

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## **Abstract**

The successful performance of any business organization has been proved to be a result of the effective adoption and use of marketing plans. Marketing plans should not just be wishful thinking but rather a realistic deliberate action based from information about the market and customer needs and also be based on organizational potential and its strengths to satisfying the identified needs. With this view micro firm in the fashion boutique sector in Zimbabwe could grow into formal organizations if they had adopted the use of marketing plans. This study was meant to measure the extent of adoption of marketing plans by micro fashion boutiques in Zimbabwe. The study was done on a sample of 100 respondents who were picked from 40 micro fashion boutique firms in Masvingo town, of which 40 respondents were Owner-managers and 60 respondents were workers from the same firms so that unbiased information could be obtained. The data was collected through the use of a questionnaire since it enabled the respondents a time to understand and answer questions during their spare time. The researcher adopted the descriptive research design because of the reasons that it enabled the respondents to give their views freely. An extensive literature study was done to examine the relevant materials in the same topic and see the views of different authors regarding the effective use of marketing plans for growth of firms. The study revealed that most micro fashion boutiques have not yet adopted the use of marketing plans which might be a possible reason for failure to grow. It was concluded that their efforts originates from owner-managers so lack continuity in case owners are absent. Management implications and recommendations were given if micro firms are to grow.

2013, IOSR Journal of Business and Management (IOSR-JBM), Vol. 14(4), pp. 30-36.

**The impact of word of mouth communications on customer acquisition in the construction industry. A case of building contractors in Masvingo, Zimbabwe.**

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**Abstract**

This article intends to explore the impact of Word of Mouth communications on customer acquisition in the construction industry. Its main objective was, to find the extent of applying incentives in Word of mouth communications as used by building contractor. This was due to the fact that Word of Mouth communications have been emphasised in many different industries and have achieved positive results especially when incentives were paid as a deliberate plan for marketing complex services and products. This article sought to find the extent of using word of mouth strategy in the construction industry since this industry is complex especially to new house owners. The study involved a sample of one hundred and twenty respondents who were randomly picked from a list of contractors registered with the Masvingo City Council. The researcher got personal details of contractors from City Council house inspectors, that is addresses, cell phones and company names and it was easy to conduct them. The researcher used a self-administered questionnaire to gather primary data required. The major findings of the research were that Word of Mouth communication method, customer to customer referrals, business cards, and cell phones were mainly applied in most contractor firms to acquire new customers, but surprisingly most contractors although they appreciated the role of referrals and word of Mouth communications, they did not want to pay incentives to motivate satisfied customers who refer others to them. This implies that contractors have an attitudinal problem caused by lack of knowledge of the benefits of Word of Mouth and referrals to the companies. It is therefore essential for contractor managers to deliberately embrace the idea of paying incentives as a strategy for business growth and survival since competition is intensifying in the construction industry.

2013, The International Journal of Business and Management, Vol. 14(4), 30-36.

# **People's perception of promotional strategies for church growth in Zimbabwe: A case of Pentecostal churches in Masvingo.**

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## **Abstract**

In the past non-profit organizations used to operate in a different way than for profit making firms. Today not for profit institutions have taken the business approach of management, including the aspect of promoting their services, aggressive advertising of their special events which has become a new phenomenon especially in Zimbabwe in Africa. Pentecostal churches have opened a new approach to managing church activities as well as promoting their growth. This development was welcomed by most churches which now involve advertising of services, personal selling or face to face selling of church services, invitation of relatives to special church events such as guest days, communion service, music days, miracle crusades and miracle healing nights. This survey intends to test the impact of such promotions to Pentecostal church growth, as well as to test the perceptions of customers towards the church services of the African Pentecostal congregations which had a tradition of not promoting church activities. It is against this background that this research was carried out and a sample of respondents was picked from six Masvingo based Pentecostal churches namely ZAOGA (24), Family Of God church(24), African Faith Ministries(23), UFIC( United Family International Ministries )(23),Christ Embassy(23) and Alliance Church (23) who added up to 140 respondents. The respondents were selected from the identified church on their major church services, and some were picked from the groups mid week`s meetings. The researcher chose to use the descriptive survey research design which gave him the ability to get in-depth study of the research subjects and members could be approached easily and the discussions were done and questionnaires collected a day later to provide ample time to answer the questions at home. The results show that on a general note promotion of church activities has now been accepted as a good and effective strategy for church growth. It was noted that the promotional elements used may not have the same effectiveness in their use but all combined can bring a good results to the church leader. This therefore implies that church pastors be marketing oriented so that they employ some marketing strategies to be able to satisfy the needs of individual members either general members or leaders who lead others. Gone are the days when church leaders would lead without communication, segmenting and even providing assistants to the community event in markets like Zimbabwe in Africa.

**The internal customers` perceptions of a multi-campus university system in Zimbabwe.  
A case of Great Zimbabwe University.**

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**Abstract**

Multi-campus university system is not a new approach in the developed countries but in developing countries the strategy has been adopted especially in Africa. This paper serves to determine the perception of internal customers regarding the adoption of a multi-campus at the Great Zimbabwe University in 2013 from the single campus university. As a new approach to the institution there is a mixed view about the strategy and it's important to measure it so that possible information gap can be filled. This paper focuses on internal customers` perception towards its impact on learning venues, institutional administration, learning and the library activities... A qualitative survey research was used which adopted a descriptive survey design to get in-depth understanding about effectiveness of the multi-campus system as compared to the single centralised system. A sample size of 140 respondents were used whereby it comprised of 100 students, 25 academic staff and 15 non-academic staff who filled questionnaires which were collected after a day or two since they all belonged to the university A random judgemental sampling technique was chosen and (20) students respondents were chosen from each campus, 5 academic staff were selected from each campus and 3 respondents were chosen from each campus also.. Data analysis was done through the use of SPSS version 14.0 and mean and standard deviations were used to interpret the meaning of data analysed. The overall results were reflective of the fact that multi-campus system was accepted in Zimbabwean universities especially at Great Zimbabwe University because of a number of benefits that accrue to both students, academic staff and non-academic staff..

2013, IOSR Journal of Business and Management (IOSR-JBM), Vol. 14(4), pp. 30-36.

## **Empirical test of the relationship between exchange rate and inflation in Zimbabwe**

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### **Abstract**

This research looks into the empirical relationship between exchange rate and inflation in Zimbabwe during the period 1980 to 2007. Using Granger Causality test estimated results reveal that both the exchange rate and inflation have long run relationship. On the other hand, inflation and exchange rate are found to Granger-cause each other during the period under consideration. Based on results of the research, appropriate policies can then be drawn given insight to how exchange rate can perform its roles without necessarily leading to inflation and we recommend the policy makers should try to cushion the effect of inflation on the economy when the need arises so that rise in exchange rate will not lead to inflationary pressure.

**Keywords:** Exchange rate, Inflation, Granger Causality test, Policy

2013, Journal of Economics and Sustainable Development, 4(1), pp. 52-59.

## **International trade, technology transfer and firm competitiveness: The case of Zimbabwe exporting and non-exporting firms**

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### **Abstract**

The research examines the preparedness of exporting and non-exporting firms in harnessing the technological opportunities availed by international trade. Using data for 131 firms, a logistic regression analysis was done to ascertain the extent to which factors like technical skills, networking, and firm's innovation system influence the adaptation and assimilation of technology for productive efficiency. The result shows that labour used in exporting firms is 3.164 times more productive than in non-exporting firms. There is no significant difference between exporting and non-exporting firms in Information Communication Technology diffusion and research and development activities. There is need to strengthen technological absorptive capacity by scaling up their networking activities, training and development activities and increase international exposure to foreign technologies. More liberal trade policies can improve the set of accessible technologies to both exporting and non-exporting firms and strengthen the local firm capabilities to assimilate and disseminate technology for global competitiveness.

**Keywords:** Technology transfer, foreign technologies, exporting and non-exporting firms, technology capabilities, international trade.

2013, Greener Journal of Business and Management Business Studies, Vol. 3(1), pp. 46-53