

APPLICATION OF INFORMATION MANAGEMENT BY SMALL SCALE ENTREPRENEURS IN KABBA METROPOLY, KOGI STATE, NIGERIA

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Abstract

The study was conducted to identify the information sources available to Small Scale Entrepreneurs (SSEs) their search strategy, how they organize their resources, storage and preservation of information among others. A survey research method was used for the study. 153 Small Scale Entrepreneurs were sampled as subject of the study. Questionnaire was the instrument used for data collection. Frequency count, simple percentages were used for data analysis. From the discovery provisions store, poultry, tailoring and fast food are the predominant business activities, trade partners, suppliers, information marketing, information on raw materials, and financial information are the major types of business information needed by the SSEs. The study concluded that Small Scale Entrepreneurs in Kabba obtain most of their information from the sales agents, radio and television. Most of them make intensive use of records of sales invoices which give many businesses a satisfactory appraisal and help them to keep their business information collection, dissemination, handlings of enquiries and use of the internet as one of the business information resources.

Keywords: Management, Entrepreneur, Information, Organization, Business, Dissemination

INTRODUCTION

The concept of Information denotes facts or knowledge put together to promote human resourcefulness and attainment of the set goals and objectives of an organization. The utilization of information is required by every member of the organization from the ordinary member of the organization up to the top management center. Information to national development cannot be over emphasized; relevant information must be collected, selected, organized and disseminated for the purpose of achieving particular goals or objectives. The acquisition, processing and dissemination of proper information require an investment in information infrastructure, facilities and human capacity in order to undertake or provide relevant information needed for management decision making. This scenario calls for the institutionalization of management information systems that collect process and disseminate information to management for effective decision making.

Small Scale Business is referred to a business that is privately owned and operated, with a small number of employees and relatively low volume of sales. Small businesses are normally privately owned or sole proprietorship. The legal definition of “small” varies by country and by industry. In the United States the small business administration establishes small business size standards on an industry-by-industry basis, but generally specifies a small business as having fewer than 100 employees. In the European Union a small business generally has fewer than 50 employees. However, in Australia, a small business is defined by the Fair Work Act 2009 as one with fewer than 15 employees. By comparison, a medium sized business or mid-sized business has fewer than 500 employees in the US, 250 in European Union and fewer than 200 in Australia.

Addition to number of employees, other methods used to classify small companies include annual sales (turnover), value of assets and net profit (balance sheet). These criteria are followed by the European Union, for instance (headcount, turnover and balance sheet totals). Small businesses are common in many countries, depending on the economic system in operation. Typical examples include: convenience stores, other small shops (such as a Bakery, Hairdressers, Tradesmen, Lawyers, Accountants, Restaurants, Guest Houses, Photographers, Small Scale Manufacturing).

According to Akindeinde (2007) micro small and medium enterprises in Nigerian context thus: Micros small and medium enterprises in Nigeria is an enterprise with a maximum of 300 employees and an asset base of up to N200 million, excluding land and working capital. Typical numbers employed in Nigerian Micro Small and Medium Enterprise (MSME) are; micro 5, small 5 – 20 employee and medium 21 to 50 employees. Estimate of 8.4 million are MSMEs in Nigeria of which 80% (6.7 million) are micro, 15% (1.3 million) are small and 5% (420,000) are medium.

By investigation Gwandu (2007) gives Central Bank of Nigeria (CBN) and World Bank definitions of SMEs thus: CBN –SME are business with asset base of N1 million to N150 million excluding real estate and employing between 50 – 100 people. World Bank 1976 firms with fixed assets exchange land less than \$250,000 in value.

Conclusively, government in both developed and developing countries are giving special attention to the promotion of Small and Medium Enterprise (SMEs) as they are considered the providers of bulk of employment as well as their substantial contribution to exports and innovative activity. Consequently, governments are investing considerable efforts and resources in supporting SMEs growth and development.

Information Management

Information management is a function to every business. Glencoe Professional Communication Series (2003) stated that it is the receiving, storing and organizing of all relevant business information and communication. One of the greatest challenges facing entrepreneurs is how to most effectively and economically control and utilize an ever-expanding information base. As a result of the technological and social changes in government and business, the need for creation and dissemination of records in various forms and formats becomes very important so that the right information will be gotten on time and in the right form and format. According to Abdullahi (2001), the management of information is very important to big, medium or small scale enterprise. Every organization generates information in the course of conducting its day-to-day activities. The management of information resources is essential considering the fact that the whole function of an organization is information dependent. Abdulsalami et al (2013) posit that information provides organization with knowledge to support their decision-making responsibility in each functional area. Information management involves:

1. Receiving incoming information: This is usually in the form of letters, forms, telephone, computer data etc.
2. Processing information: Includes sorting and distribution of information internally for action to be taken.
3. Recording information: Comprise the classification and filing of correspondences and the recording of data for future reference.
4. Controlling Information: Making information available in the form and style required by these who take action on it and those who will use it.
5. Transmitting information: This is usually inform of letters, telephone, telex, fax and computer data.

Information management includes the organization of wide information, policy planning, development and maintenance of integrated systems and services, the optimization of information flows and harnessing of leading edge technologies to the functional requirements of end –users, whatever their status or role in the organization. However, the aim of Information management is to promote organizational effectiveness by enhancing the capabilities of the organization to cope with the demands of its internal and external environments in both dynamic and stable conditions. Within its framework are forms, reports, correspondences, drawings, maps and the like, whether they are in magnetic or hardcopy formats.

Statement of Problem

Information management is important in any organization due to its features to decision making and quick result in an organization. Lenoh (2004) observed that the task and functions of management greatly depend on the type and size of organization and the way responsibilities are arranged. However, there are many common elements and managerial task that can conveniently be grouped into five areas; planning, decision making, organization, coordinating, leadership, motivation and control.

Also Lucey, (2005) assert that information management enable the management to make timely and effective decision for planning, directing and controlling the activities for which they are responsible for. The major constraints to the growth and development of SMEs in developing countries like Nigeria include: limited access to finance, limited access to business training, technological limitations, and limited access to markets, poor transport infrastructure and limited business management skills. Access to information is also a major factor in the development of SMEs. However, access to information is not often given the same attention as other constraints facing SSEs. The few studies on information provision to SSEs in developing countries reveal that there are gaps in the demands for and supply of business information. SSEs are limited in their capacity to access business information either through lack of knowledge or technology, low levels of educations or because of the nature of business that they operate. As a result, this study is undertaken to examine the information management among the Small Scale Enterprises (SSEs) in Kabba.

Research Questions

The following research questions guided the study.

1. What are the sources of information for small scale enterprise in Kabba?
2. How the SSEs in Kabba do does organized their information?
3. What are the retrieval methods of information by SSEs in Kabba?

4. How does the SSE in Kabba store their information?
5. To what extent do the SSE in Kabba use information?
6. How does the SSE in Kabba preserve their information?

Information

Information is an assemblage of data in a comprehensive form capable of communication. It means that information must be made up of facts put together in a particular form that can be communicated or distributed. Bikika (2002) outlined some qualities of information such as accessibility, comprehensiveness, precision, compatibility, timeliness, clarity, flexibility, verifiability, biasness, quantifiability; with the addition of qualities like relevance, historicity, completeness and reliability. Information therefore is that which adds to our awareness or understanding of some topic, problem or event. It is variously perceived as facts, intelligence, data, news and knowledge. These perceptions can be attributed to the different forms of information which include internal, external, physical and tacit.

Abdulahi (2001) is of the opinion that information is an important resource. This is evident from the fact that people can be replaced in organization, capital can be transferred and fund can be raised from variety of sources. Property and equipment can be replaced. Information on the other hand cannot be replaced or reconstructed easily when destroyed. Aduku (2001) revealed that access to appropriate information is a pre-requisite to meaningful development. Development at national or rural level must aim at producing food and industrial goods in order to improve the quality of life of the people. For the overall development of a country, every citizen must have equal access to information regardless of age, life situation or geographical location.

Small Scale Enterprises (SSEs)

The term small business refers to enterprises engaged in low level manufacturing services, commerce, tourism, franchising etc. the definition of small business is often based on the following criteria, size and nature of assets, number of employees, registered or unregistered business and formality of management structure, Ihenacho (2005).

The term SME has been defined by the European Union (EU) as enterprises which has fewer than 250 employees and has either:

- (a) An annual turnover not exceeding 40 million Euros, or
- (b) Annual balance-sheet total not exceeding 27 million Euros and is less 25% owned by large organization (unless these are financial investor such as banks and venture capitalists).

According to Akindeinde (2007) the definition of Micro Small and Medium Enterprises in Nigerian context are thus:

- Micros, small and medium enterprise in Nigeria are an enterprise with a maximum of 300 employees and an asset base of up to N200m, excluding land and working capital.
- Typical numbers employed in Nigerian Micro, Small and Medium Enterprises –Micro 5 employee or less; small – 5 to 20 employees and medium 21 to 50 employees.
- Estimated 8.4 million SMES in Nigeria of which 80% (6.7 million) are micro, 15% (1.3 million) are small and 5% (420,000) are Medium.

Gandu (2007) gives Central Bank of Nigeria (CBN) and World Bank definitions of SSEs thus: “Thus CBN-SME as business with asset base of N1 million to N150 million excluding real estate employing between 50 – 100 people. World Health (1976) –firms with fixed assets (excluding land) less than US\$ 200,000 in values”.

Governments in both developed and developing countries are giving special attention to the promotion of small scale enterprises as they are contribution to export and innovative activity. Consequently, governments are investing considerable efforts and resources in supporting SME growth and development. The contribution of SME to employment and output differs from one country to another. Mansour (2001) in his study on the competitiveness of SMEs in the Arab region noted that the share of SMEs in total manufacturing employment reaches 74% and 78% respectively in Thailand and Korea, 66% in Germany and 91% in Greece compared to 31% in Bahama and 41% in Jordan. Furthermore, he observed that SMEs in developed countries tend to be in “modern” manufacturing and services, often in the field of cutting edge technology with strong entrepreneurial bases vibrant expert sectors and large based of educated and technical manpower. In contrast to less developed countries, SMEs are concentrated in labor-intensive and traditional activities with low levels of productivity and poor quality products. Also there is little or no technological dynamism among SMEs and a few graduates into larger sizes or modern technologies Mansour (2001).

Before independence and thereafter, the Nigerian economy has been characterized by increase focus on large scale enterprise development. This was part of the national industrial development strategy aimed at diversifying the economy which was focused on agriculture. It is during this period that huge investments were made in state-owned enterprise such as iron and steel, petrochemicals and refines and cement industries. These accounted for over 60 percent of Federal Government investments in the industrial sector between 1980 –1985.

Small Scale Entrepreneurs in Nigeria

Entrepreneurs in the SSE sector in Nigeria share common characteristic compared with those in most less developed countries. Their profile shows a common trait such as the following.

Family Background

Most are family business and entrepreneurs come from a traditional business family background. Business family relatives are important for new start-up business, particularly in countries characterized by a relative absence of industrial support for entrepreneurs.

Reliance on personal savings

The formal banking system does not play any significant role in the provision of financial support to start-up or existing enterprises. This means that entrepreneurs must search for informal sources of finance. Personal savings accumulated from previous jobs or money borrowed from family and relatives formed the seed money for start-to established the business.

Lack of Innovation

SSEs entrepreneurs in less developed countries have been observed to lack innovation as most business is repetition existing enterprise. Often, they have limited innovation in business ideas, production processes or targeted market. The marketing constraints which are considered as the major problem by most of the entrepreneurs are in fact related to the product itself which does not satisfy customers' needs in terms of quality, taste, design and price Mansour, (2001).

Management Limitation

Most SSEs is owned and managed by one person who is all and all handled alone activities such as production, organization, marketing, accounting, etc. often they are saddled with daily routine and cannot prepare strategic plans for the company. Furthermore, they start their business without a business plan or feasibility study report. Business plans are one of the major instruments that help entrepreneurs understand market need and therefore generate new products.

Educational Background

The educational background of SSE entrepreneurs differs. Generally, majority of them are not learned and therefore learn business from experience and practice. The activities undertaken are usually not related to their educational background. This is due to the fact that entrepreneurial people take advantage of opportunities where they exist, even when they are not related to her specialization.

Entrepreneurships in Nigeria

Many societies place great value on business entrepreneurship in order to encourage their activities; they may be offered access to inexpensive capital, tax exemptions and management advice. An entrepreneur has the greatest chance of success by focusing on a market niche either too small or too new to have noticed by established businesses.

Entrepreneurs in Nigeria are expected to use information for proper planning, controlling, and carrying out duties. They need to know resources such as finance, people, machinery and equipment, property and the customers it has. Entrepreneurs also need information about the market in which they operate and the actions of their competitors. At the planning stage, information is important to entrepreneurs as a key ingredient in decision-making. Misbahu (2008) stated that access to international markets is the only ways to booting the local, Micro, Small and Medium Enterprise (MSME). The President, National Association of Small Scale Industrialist (NASSI) posit that access to international markets and consistent policies that result in driving entrepreneurs to productive ventures and improve service and trading activities would improve the MSME in Nigeria. Sanusi (2008) pointed out that the Nigerian MSME are faced with the problems of lack of access to domestic and international markets as well as difficulty in obtaining information in terms of source of fund, and in terms of available incentive. Therefore, the needs of MSME in the area of having access to credits and other financial supports for the promotion of local industrial cannot be overemphasized. The government has nothing to lose in allocation enough resources for the development of MSME, because apart from reduction of unemployment, it will a long way in promotion local products.

The Nigeria entrepreneurs need support for proper recordings in order to measure and analyze their performance in their sales, cost and profits for success and entrepreneurial decision making. Optimum performances of Nigerian entrepreneurs in small scale industries is achievable in the area of creativity, willingness to make decision, risk management, persistence and independence, if business information are sufficiently available and accessible to them.

MSME Information Management

According to Michael (2003) every organization collects, generates and manage information. It is an aspect of life which is inescapable. It is true of all organizations, whatever their purpose or character. The staffing structures and activities which are assisted with information management are built by societal forces into every activity. In every kind of public or private organization the major part of daily activities is spent in the handling of information. Useful information can be well captured and kept and this will make it possible to find lost information.

Information management is a term which describes such activities as creating, capturing, registering, classifying, indexing, storing, retrieving and disposing of records and developing strategies to manage them. However, the first stage of processing information, are observed and recorded in the form of primary data. This function is performed as a by-product of routine activities, but some as an end product of effort to develop new and potentially profitable knowledge. The large amounts of microeconomic data results from transactions in open market, and much of this information is publicly available. In well-organized markets for standardized assets and commodities, prompt and general dissemination of the information is vital and constitutes a central part of the functioning of the market Abdulsalami et al (2013).

According to Alardice (2007) the ability for the information worker to overcome the business of providing access to information, he must be able to cope with changes in the new information age, coping with the challenges of information technologies. Such includes the electronic formats and online services which are expected to give quick and immediate access to databases. The business environment generates a vast amount of information from competitors, suppliers, consumers, the government and other sources. Some of these information are relevant while others are not. Several businesses are expected to encourage the flow of information by the requirement of extensive reports through memoranda and meetings. These efforts undoubtedly will increase the flow of words and papers. The problem of information flow broader around its timing; right timing of business information will contribute to high productivity such that it will make the greatest impact and be relevant to the receiver even in the right format.

William and Raymond (2008) pointed out that keeping good records is not only good sense, but may be required by law. Legal and financial questions may be raised by government agencies, banks and employees. These questions can be accurately answered when written records of all business proceedings are kept. He also stated that by recording business history, the owner can profit from mistakes and avoid costly errors in the future. A chronicle of the good and bad things that occur in a business usually permits evaluation, improvement and a good chance for personal and financial success.

Obstacles Facing Information Needs in Small Scale Businesses

Entrepreneur has to be constantly alert about the happenings in the market. A business entrepreneurs need for information will depend on either immediate competitors who may constantly threaten the share of a business in an established market or the other hand may seek to drive down prices in the market or the producers of substitute products may threaten market share of a business by creating markets for substitutes. Another factor is that new

entrants in the industry may entice the customers away for a while and once the novelty value fades customers interest may diminish.

The turbulent and changing information environment calls for continual research to ensure that the needs of information users are satisfactorily met and that the information professionals acquired information resources and plan for the future, in order to ensure this, there is an urgent need to understand and grasp the complex process of identifying information need in small scale businesses which is a very vital link from information gathering to dissemination.

Business entrepreneurs engage in daily transaction, lack of self-sufficiency in getting the right information at the right time in the right format constitutes information needs. The information needs of entrepreneurs could be in form of their expressed information needs or dormant information needs. Expressed information needs are vacuums or gaps in knowledge which entrepreneurs are consciously aware of and make necessary effort to get information that will fill in the knowledge whereas the dormant information need includes activity that will improve the business that is unknown to an entrepreneurs. The dormant information needs are the information entrepreneurs require, but are ignorant of the need. Information needs in small scale businesses depend on work activity, discipline (field or area of interest), availability of facilities and the hierarchal position of individuals. Other factors include the motivation, decision, and search of new ideas, professional contributions and the priority for discoveries. Factors which could significantly affect the information management in small scale businesses are usually revealed in the range of information sources available and use to which the information will be put. They are also revealed in the background, motivation, professional orientation and other individual characteristics of the user. The social, political, economic, legal and regulatory systems surrounding the user have affected the need and management of information.

Information in Business

When collecting information in business, one should be aware of two types of information: internal information and external information. Gathering internal and external information pertaining to any business is a vital element of managing information in business. Internally generated information is the information that is found within the business. It includes employee schedules, availability and skills, project deadlines maintenance and capabilities of technologies equipment and accounts payable and receivable. Firms generate and use information about their own internal workings: production and sales figures, stock of raw materials, work in progress and finished goods, financial information, such as accounts, profits and loss and financial performance indicators and development reports; and more. Much of this information is

quantitative in nature, especially in the financial areas. This has led to the development of computer systems for handling such data (Abdulsalami et al 2013).

External information is information one would find outside the workplace and includes information on competitive companies, potential for market growth. In order to survive, let alone flourish, the entrepreneurs must understand, respond to and even manipulate its environments. The gathering of internal and external information will require the application of various forms of communication such as telephone communication, written communication and virtual communication. The means of communication has changed greatly over the last several years. In the past it included face to face interaction, the written correspondence; it then expanded to include the fax machine, handsets, e-mail and video conferencing. .

RESEARCH METHOD

Survey research method was adopted in the study because survey method studies “population by selecting and studying samples chosen from the population to discover the relative incidences, distribution and inter-relations of sociological and psychological variables. It deals with the present, unlike the historical research as oriented towards determining the status of a given phenomenon rather than the isolation of causative factors. Essentially it is used to study wide population that are scattered across a country, region or state.

The population of this study comprises the small scale Enterprise (SSEs identified in Kabba). These were 153 small scale enterprises (SSE) from Kabba. Proportionate random sample technique was used to select the total of 153 SSE in Kabba. The data collected for the study was analyzed using frequency counts and simple percentages.

ANALYSIS

Table 1: Qualification of Entrepreneurs

Qualification	Frequency	Percentage (%)
Ph.D.	-	-
MA/M.Sc./LS	6	4
BA/B.Sc./BLIS/HND	13	8
OND/NCE	28	18
Secondary School Certificate	41	27
Primary School Certificate	30	20
Vocational Certificate	35	23
Total	153	100

From table 1; majority of the entrepreneurs has SSCE as their highest educational qualification with frequency of 41 (27%). Followed closely are those with vocational certificates with 35 (23%) response scores. Surprisingly no single of the entrepreneurs has Ph.D. educational qualification. 30 (20%) has primary education, 28 (18%) has OND/NCE, 13 (8%) has BA/BSC/HND. It is apparent from the above that entrepreneurs in the study area do not give priority to continuing education which is very central for success in business.

Types of Business Ownership

The entrepreneurs were requested to indicate their forms of business ownership and their responses were captured in table 2, below.

Table 2: Types of Business Ownership

Types of business of ownership	Frequency	Percentage (%)
Proprietorship (single ownership)	124	81
Partnership owned by 2 – 20 people	8	5
Legally incorporated entity	21	4
Total	153	100

In table 2; the bulk of the respondents owned their business through single (individual) ownership with 124(81%) response score. 21(4%) entrepreneurs have their business legally Incorporated, while 8(5%) were partnership owned. There is a continued development in the contemporary world of business.

Types of Business Activities

A follow up question was asked to determine the types of business activities engaged by the entrepreneurs, their responses were recorded in table 3, below.

Table 3: Types of Business Activities

Business activities	Frequency	Percentage (%)
Business center	14	9
Fast food shop	28	18
Medical/pharmacy shop	7	4
Leather goods and services	5	3
Photography	10	7
Bakery	4	3
Poultry	13	8
Tailoring	5	3
Building materials	4	3
Automobile parts shop	10	7

Saloon	8	5
Electronic shop	10	7
Provisions store	26	17
Bookshop	4	3
Printer	5	3
Total	153	100

It is visible from table 3; that the most predominant business activities are fast food 28 (18%) followed by provision store, Business Centre 14 (9%), poultry 13 (8%), Photoshop rank 10 (7%), saloon 8 (5%), medical/pharmacy shop 7 (4%), leather goods and services and printer score 5 while bakery 4 (3%). It is therefore, noted from the above that provision store, poultry, tailoring and fast food are the major business activities in the study area.

Information Sources of Small Scale Entrepreneurs

The respondents were also asked to indicate their sources of business information and their responses were captured in table 4, below.

Table 4: Information Sources of Small Scale Entrepreneurs

Information Sources	Frequency	Percentage (%)
Internal/electronic database/media	23	15
Trade partnership/suppliers	41	27
Personal friends/family members	24	16
Industrial development centers	17	11
Local government	6	4
Library	-	-
Magazine/Newspaper/Journal	7	4
Memo	-	-
Notice Board	3	2
Meeting	32	21
Total	153	100

In table 4, trade partnership/supplier rank 41 (27%), personal friends /family members 24 (16%), internal/electronic database /media 23 (15%), meeting 32 (21%), industrial development centers (IDC) 17 (11%), local government and journal/newspaper/magazines respectively has 6 (4%) while notice board carry the least sources of information with 3 (2%). This kind of result is not unexpected since the most frequently contacted people naturally should be business partners, suppliers, friends and media where they can get current information on their businesses. To them, these sources are the most relevant, reliable, easily accessed and inexpensive information sources. However, it was observed by the study that library and conferences which are supposed to be the best used information sources for the entrepreneur are not use. At this

juncture one can speculate to whether the libraries are alive positive or negatively to the information required by the business entrepreneurs. Library need to become alive in term of information provision.

Types of Business Information Needs

This question was asked in order to determine the type of information needs by the respondents. They were also asked to tick as many as possible. The responses were indicated in table 5.

Table 5: Types of Business Information Needs

Types of Information	Frequency	Percentage (%)
Marketing information	43	28
Production information	13	8
Training information	24	16
Financial information	33	22
Policy information	5	3
Sources of raw materials	23	15
Regulation/standards	12	8
Total	153	100

Table 5; shows that the business information needs are marketing 43 (28%) financial information 33 (22%) training information 24 (16%), sources of raw materials 23 (15%), production information 13 (8%), regulation/standard of products 12 (8%) while policy information 5 (3%). However, the entrepreneurs do not require much information about policy, regulations and standard. This could be the reason why many entrepreneurs were found waiting by the regulatory agencies like standard organizations, NAFDAC and the like.

Information Processing/Organization

A question was asked on how they organized their collection. A list was provided and was asked to tick the appropriate options among them. Table 6; gives details of the data collected.

Table 6: Information Processing/Organization

Method of Organization	Frequency	Percentage (%)
Alphabetically arranged by subject	-	-
Alphabetically Arranged by firm/SSC	-	-
Number order/catalogued	-	-
1 & 2 (no idea)	80	52
Classified	73	48
Total	153	100

It was discovered from table 6; that the most frequently used method of organizing their collection by the Number order/catalogued are, arranging item according to customers demand i.e. classified, 73 (48%) expressed this through their responses while 80 (52%) posit that they have no idea of what alphabetical arrangement by subject or numerical order or cataloguing means. This shows that the library has no meanings to them.

Retrieval Device Use

A follow up question was raised in order to determine the retrieval device use by entrepreneur to retrieve information. Their responses were presented in table 7.

Table 7: Retrieval Device Use

Method of Organization	Frequency	Percentage (%)
File index	15	10
Abstract	3	2
Bibliography	26	17
Online Public access catalogue	24	16
Directories	32	21
Others	53	34
Total	153	100

Table 7; above revealed that entrepreneur make use of bibliography 26 (07%), OPAC 24 (16%), directorate 32 (21%) others 53 (34%) abstracts, file index are not prominently utilized as retrieval tools. This has direct bearing with the way and manner they organize the collection. Lack of technical skills in librarianship could also be another reason for underutilization of these tools. The above was also followed with another question on how the entrepreneur searches for information. Table 8 below provides data about their responses.

Table 8: Entrepreneur Search for Business Information

Search	Frequency	Percentage (%)
Friends	27	18
Business colleagues	39	26
Magazine	26	17
I.T.F	31	20
Media	23	15
Others	7	4
Total	153	100

In table 8, entrepreneurs search for business information, through business colleague 39 (26%) indicated 31 (20%) responded through I.T.F, 23 (15%) media, 27 (18%) through friend, 26

(17%) through business magazine while 7 (4%) were through other means. The use of subject approach like ISSN/ISBN, Publication date, publisher and author were not utilized.

Storage of Information

The research went further to determine the method used to store information. The data collected on storage was presented below in table 9.

Table 9: Storage of Information

Storage Method	Frequency	Percentage (%)
Filing (through)	42	28
Computer Disc	05	3
DVD/Worm/Flash drive	17	11
Storing by heart	29	19
Others	60	39
Total	153	100

Table 9; shows that the most popular method of storing information is, through filling document 42 (28%) indicated. Storing by heart 29 (19%) others 60 (39%) while DVD/Flash drive 17 (11%) and computer Disc 5 (3%) were not commonly used. However, the research discovered that entrepreneur do not make frequent use of radio, cassettes, video cassette, DVD, WORM, Flash drive and computer Disk to store information. These storage devices are electronic based and are the contemporary medium of storage of information. This finding coincide with that of Abdullahi (2001) who also reported that SMEs in Nigeria do not make frequent use of radio, cassettes, video cassettes, DVD, WORM, Flash drive and computer disc to store information. It can be deduced that entrepreneur do not make adequate use of electronic storage device to store their information.

Extent of Information Needs in Business

The respondents were asked the Information needed to aids their Business activities and the responses were shown in table 10 below:

Table 10: Extent of Information Needs in Business

Types of Business Information	Useful	Not Useful	Undecided
Marketing information	132(86)	-	21(14)
Production information	62(41)	37(24)	54(35)
Training information	93(61)	16(10)	44(29)
Financial information	78(51)	36(23)	39(26)
Total	146(95)	-	7(5)

The research discovered in table 10; that entrepreneurs found marketing, production, sources of raw materials and financial information very useful, these findings is in perfect agreement with the finding in table 5. Similarly the research found that, entrepreneur do not consider regulation/standards, policy information and training as useful type of information. The entrepreneur therefore needs to identify the importance of policy information and standards or regulations.

Preservation of Information

The research also studied the method used by the entrepreneurs to preserve the integrity of their collection. Table 11; below provides relevant data.

Table 11: Preservation of Information

Preservation Technique	Frequency	Percentage (%)
Cabinet drawer	43	28
Through shelving	02	1
Stored in hard disc/zips drives	38	25
Photocopy	41	27
Others	29	19
Total	153	100

In table 11; the most frequently use preservation of information by the entrepreneur are cabinet drawer 43 (28%) indicated. Use of Photocopy 41 (27%), hard disc use 38 (25%) while others means are 29 (19%) while shelving methods was not used.

SUMMARY OF FINDINGS

The study discovered that:

- Majority of the entrepreneurs are male (gender).
- Their highest educational qualification is mostly SSCE
- Single ownership is the most popular form of business ownership by the SSE
- Provision store, poultry, tailoring and fast food are the predominant business activities
- Trade partners, suppliers, newspapers, magazines and personal friends are their major source of information
- Marketing, information on raw materials, financial information are the major types of business information of the SSEs
- The SSE organized their information through arranging their items alphabetically by subject in SSEs name
- The most used retrieval means is through other means as device by SSE

- The SSE search for information using subject approach.
- The dominant storage medium is through documenting on paper manually
- Security doors, storage of information in cabinet drawers, surveillance, security and preservation strategies are adopted by the SSEs.

CONCLUSION

Information is an indispensable and essential ingredient in today's social economic, industries, political and technological development. It is very apparent today that without information no meaningful development can be achieved. It's a vehicle of development in all areas and spheres of human socio-economic, industrial and technological advancement. Small scale entrepreneurs in Kabba obtain their information from the sales agents, radio and television. Most of them make intensive use of records of sales invoices which give businesses a satisfactory appraisal and help them to keep their business running. They also keep record of their goods which is mostly by their sales assistants and agents. The study concludes that SSEs make adequate use of information but however, its organization, retrieval and maintenance faces serious challenges. Most of the SSEs does not make use of computer and electronic storage device to keep their records.

RECOMMENDATIONS

In the light of the findings of the study, the study recommends:

1. The enhancement of quality of business information services through provision of information in key areas like finance, marketing, training, production and access to technology by SSEs.
2. Training of staff and sales men/girls in information collection, dissemination, handlings of enquires and use of the internet as one of the business information resources.
3. The use of mass media for advertisement by the SSEs should be subsidize.
4. There should be mobilization of more resources within business services organization to support business information outreach activities.
5. That government should implement its National Economic Empowerment and Development (NEEDs and State Economic Empowerment and Development (SEEDs) and Small Scale Enterprise to the fullest to create conducive environment for business in Kabba.
6. The use of ICT in business information society, storage, use and its dissemination by SSEs should be encouraged.
7. Facilitating more business linkages among SSEs and big business and tendering system to enhance access to information and economic base.

8. Develop outlets for creating awareness of the availability of business information
9. The introduction of business entrepreneurship education in library schools.
10. Library should re-direct its focus to the provision of business information since business entrepreneurs form a significant part of its audience.

LIMITATIONS

The study covers the information management in small and medium scale business like Factory Furniture, Internet Café, Factory Leather Shoe, Factory Pure Water, Clay Pot, Yoghurt Factory, Printing Company, Welding Works, Mechanic Works, Grain Processing, Local Weaving, Dying of Cloths and the like which constitute two third of the small Scale Industry. This was limited to small scale businesses because of financial, time and logistic constraints.

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