

An analysis of entrepreneurship development and employment generation in Nigeria: A study of national directorate of employment generation

Babangida shehu

Binyaminu usman polytechnic hadejia 013, jigawa state. Nigeria

The issues of entrepreneurship development and employment generation continue to receive high attention because of their impact on unemployment and poverty reduction in many parts of the world. The National Directorate of Employment was introduced by government in its efforts toward employment generation. In furtherance of attempts toward tackling unemployment, addressing issues of poverty and vulnerability and promoting inclusive finance at the grass-root levels, the Directorate has a Special Micro Empowerment Scheme, which is aimed at promoting social inclusion and job creation. Micro, Small and Medium enterprises such as water/beverage sales, shoemaking, shining, carpentry, tailoring, mechanic among other vocations account for about 99.6 percent of registered businesses in Nigeria by which about 63 percent of the labor force earn a living. The Directorate has created over 2.076 million employments since it was established. The NDEs one million job creation program remains a wonderful idea in employment generation. The survey research method was used for the study. Surveys refer to an investigation of events that exist at the time of the research and connected with some problem situations that is felt over a wide area. Data analysis was done through Pearson's techniques. The result showed a very strong positive correlation between entrepreneurship development and employment generation. This is the aim of the study. The various employment creation programmes of the NDE are designed to provide training in critical skills required to make an unemployed person either employable or self-employed. Emphasis is placed on self-employment as against paid employment as a stimulus to engender entrepreneurial spirit and create wealth. To support this concept, the Directorate provides demonstrative soft loans to outstanding beneficiaries of her various programmes.

Innovation includes the doing of new things and the doing of things that are already being done in a new way. He developed his concept which is now elevated to a school of thought. This school believes in two things – entrepreneurial role, and managerial role. The entrepreneurial role involves making strategically important and innovative decisions; managerial role involves maintaining routine operations of the enterprise. Fortunately, this coincides with the contemporary view regarding an entrepreneur as a person who makes strategic and innovative decisions in the day-to-day management of a business. Consequently, the theory of profitability has often been used to explain entrepreneurship

earnings (AKANWA; AGU, 2005, DEBELAK, 2006).

Market Analysis: A Business plan is the blueprint for taking an idea for a product or service and turning it into a commercially viable reality. The market analysis section of your plan provides the evidence that there is a niche in the market that your company can exploit. This analysis provides the foundation on which your marketing and sales plan will rest.

The core components of the market analysis are:

- An industry analysis, which assesses the general industry environment in which you compete.
- A target market analysis, which identifies and quantifies the customers that you will be targeting for sales.
- A competitive analysis, which identifies your competitors and analyses their strengths and weaknesses.

The precise way in which you choose to organize this information is up to you. As long as you include all the basic facts, there are a number of outline forms that can work well. Just keep the purpose of your plan in mind, and highlight or expand the sections that have the greatest application to what you're trying to accomplish.

It's also important to realize that, as you go about planning a business start-up or expansion, you should be doing a lot of research and learning an enormous amount about its marketing environment. Your business plan is not intended to include everything you've learned. It will just summarize the highlights, in a way that shows the reader that you understand your industry, market and individual business

For any Business, the proper plan is much need for taking an idea and making it to the practicable reality. The market analysis of any Business Plan gives you the proof that there is a niche in the market which exploits the present Market World. There are so many components of the market analysis include an industry analysis, a target market analysis and a competitive analysis.

The Market Analysis gives you the clear and vivid view of the business plan that we execute. The basic facts and relevant information is included to perform the Market Analysis to get the outline forms and is organize in an accurate way so that we get to know the highlights to accomplish the targets which we have set. At the same time, we need to have good knowledge to understand the market environment.

Note: This work is partly presented at Asia Pacific Entrepreneurship Congress; (October 21-22, 2020 Tokyo, Japan)