

**THE ROLE OF ENTERPRISE PLANNING ON THE SUCCESS PROJECTS IN UGANDA, A
CASE OF NEW VISION, KAMPALA-UGANDA**

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ABSTRACT

The study aimed at the role of enterprise planning on the success projects in Uganda and it was guided by the following objectives; To examine the ways through which project planning leads to the success of projects, to identify the different effects of project planning on the success of project and to examine the relationship between entrepreneurial skills and success of projects. Ex-post facto, cross-sectional, and descriptive comparative/correlation questionnaires were used in the study. It was a descriptive comparison survey because the researcher used demographics like age, gender, educational level, and workforce to characterize and compare the levels of performance of a large sample of businesses. Project preparation and business company success are moderately positively correlated, as indicated by the correlation coefficient (0.676). Since the P-value (0.010) was less than 0.05 and this was highly significant at the 0.05 level of importance, we reject the null assumption and come to the conclusion that there was no correlation between planning projects and the success of business entities. Through seminars and workshops on the various management abilities necessary to effectively and successfully run small scale and medium enterprises, government officials ought to teach or train the owners and executives of micro, small, and medium-sized companies. This would help them acquire the skills to run these companies in a way that can ensure their survival and consistency.

Key words: project planning, success, business and enterprises

Background of the study

Businesses everywhere in the world make significant contributions to the growth of their countries. The broad consensus in Africa is that businesses are crucial to

reducing poverty (Jeya, 2009). A nation's ability to grow and produce riches is dependent on how competitive its businesses are. The competitive advantage of enterprise entrepreneurial firms, which as stated by (Popov et al., 2020) mostly rely on the competencies of businessmen and supervisors, is particularly significant to this study. It is also crucial to remember that a business's competitiveness depends not only on the entrepreneur's skills but additionally on the manager's effectiveness and knowledge. (Lydia et al., 2023) and other entrepreneurship experts have shown that a business owner frequently handles the major managerial duties, especially in small businesses. This is the main focus of this study because it is crucial for this entrepreneur to follow fundamental company administration principles in order to succeed.

According to Soni (2005), small businesses predominate in nations that are both developed and developing. For instance, in Malaysia, the Philippines, Brazil, and India, small businesses account for more than 60% of all businesses (Soni, 2005). Small businesses provide significant contributions to the creation of jobs and economic growth (Frank et al., 2023). For instance, small businesses produce 90% of the jobs in the United States. They make up more than 80% of the labor force in Japan, and more than 50% in Germany. Small businesses have been estimated to account for over 85% of the GDP in advanced countries, over 50% of the GDP in Africa, and less than 50% of the GDP in Uganda (Lydia et al., 2023)

Statement of the Problem

Businesses require managerial skills and manufacturing know-how that match the caliber of their products and services if they want to survive in both local and global competition. The ability to participate in and take advantage of chances for international business growth requires improved quality and a prompt response to consumer needs (Ntirandekura & Christopher, 2022). This is the rationale for the programs put forth by several African governments to support their domestic small business owners. For instance, in Egypt, the government has long worked to increase the local business community's productivity through initiatives like the National Suppliers' Development Program (Jeya, 2009). Government programs must therefore concentrate on improving these companies' managerial capabilities so that they may be both locally and globally focused, increase quality, reduce manufacturing costs, and be more competitive. This has made it easier for Egypt to draw in global investors without endangering local businesses. Lacking such agreements, many African nations run the risk of seeing their domestic companies lose market share (Jeya, 2009). Although the importance of businessmen (businesses) has been widely acknowledged, in the context of Africa, their impact is still minimal (2001). This study's specific interest then is in management skills as the key inadequacy hindering the growth and survival of enterprises entrepreneurs, taking the case of those enterprises in Kampala Uganda

Objectives of the study

- 1. To examine the ways through which project planning leads to the success of projects.*
- 2. To identify the different effects of project planning on the success of project.*
- 3. To examines the relationship between entrepreneurial skills and success of projects*

Research questions

- 1. What are the ways through which project planning leads to the success of business?*
 - 2. What are the effects of project planning on the success of a business?*
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3. *What is the relationship between entrepreneurial skills and success of a business?*

Methodology

Study Design

Ex-post facto, cross-sectional, and descriptive comparative/correlation questionnaires were used in the study. It is a descriptive comparison survey because the researcher used demographics like age, gender, educational level, and workforce to characterize and compare the levels of performance of a large sample of businesses. It is also a correlational survey since the investigator sought to demonstrate a link between business planning and success.

Study population

*45 district architects participated in the study, along with three participants from the company's division of 15 local leaders, 85 citizens who utilize the roads, 12 representatives of the district's finance department, and 10 neighborhood builders working in the sector of building roads and 5 members of the contracts department for NEW VISION UGANDA. Workers and engineers were the target population for the study since they are on the ground and can provide insight into how daily tasks are carried out. The business department is taken into consideration due to their participation in the providing and overall company procedures to explain how the entire procedure has been carried out, local leaders to provide data regarding the public's comprehension of the significance and consequences of the project, and neighborhood for reasons of evaluating the quality of road undertaking. **Sample size***

Sample is a subgroup in a population which can be used as a representative of the population to derive inferences about the Guidance of that population (Kingori, 2004). According to Mulusa (1988), at least 30% of the total population is representative. Therefore, the sample size for this study was 52 respondents.

Table 1 targeted population, sample size and sampling techniques

<i>Respondents</i>	<i>Target</i>	<i>Sample size</i>	<i>Sampling technique</i>
<i>Enterprise department</i>	03	2	<i>Census</i>
<i>Local leaders</i>	15	4	<i>Purposive</i>
<i>finance department</i>	12	2	<i>Simple random</i>
<i>News readers</i>	85	4	<i>Snow ball</i>
<i>Engineers/Workers</i>	45	4	<i>Simple random</i>
<i>Local People</i>	10	3	<i>Purposive</i>
<i>Contracts committee</i>	05	2	<i>Census</i>
Total population	175	22	

Source: Researcher.

Sampling methods

The sample techniques were classified into two categories by Saunders et al. (2009): parametric or statistical sampling and non-probability or judgemental sampling. In the words of Surbhi (2016), likelihood sampling is a sampling technique in which every person of a group has a predetermined and equal chance of being included in the sample. Non-probable sampling units, on the other hand, are chosen at the discretion of the investigator using subjective judgment with no mathematical basis for estimating the features of the population. The investigator employed both techniques.

Data Analysis

The study's findings were derived from both primary and secondary data, which were then combined with associated presentations, interpretations, discussions, and analyses to create a single study report using SPSS (Nelson et al., 2022). Through the use of surveys, quantifiable data such as means, ratios, and proportions were produced. First, survey data was reviewed and modified to remove any unnecessary information that failed to provide sufficient inspiration for the study due to items being misrepresented or having gaps.

Charts, graphs, and tables were used to convey data that is qualitative as well as quantitative in a comprehensive format.

RESULTS

Table 1: The relationship between project planning and Success of business enterprises

No		1 A	2 D	3 NS
1	Project planning is a key to the success of a business	1 (50%)	10 (33.3%)	5 (16.6%)
2	Project planning is a tedious activity.	10 (33.3%)	5 (16.6%)	15 (50%)
3	Some business for example micro and small businesses do not require project planning.	5 (16.6%)	20 (66.6%)	5 (16.6%)
4	It is always good to plan in my business.	20 (66.6%)	5 (16.6%)	5 (16.6%)

5	Is there any relationship between project planning	25	0	5
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Project planning is a key to the success of a business.

The study examined whether corporate strategy is essential for company achievement in order to evaluate the connection between project planning and company development. The results show that 15 (50%) participants agreed, 10 (33.3%) disapproved, and 5 (16.6%) were unsure.

Since more than half of the participants (50%) believed that company planning is essential for success, this suggests that there is a close connection among enterprise management and corporate growth.

Project planning is a tedious activity.

Pertaining to whether enterprise planning is a tedious activity, 50% of the respondents agreed that it is tedious; this implies that enterprise planning is not an easy thing. 10% disagreed and 5% were not sure.

It is always good to plan in my business.

The majority of the respondents 66.6% agreed that it is good to plan for any business and the rest of the samples/respondents (16.6% and 16.6%) disagreed and were not sure respectively. This implies that it is good to plan for a business.

In conclusion, according to findings from the study, there is a relationship that exists between enterprise planning and growth of businesses

Table 2: Relationship between project planning and Success of business enterprises

		Success of business enterprises	project planning
Success of business enterprises	Pearson Correlation	1	.676**
	Sig. (2-tailed)		.010
	N	21	21
project planning	Pearson Correlation	.676**	1
	Sig. (2-tailed)	.010	
	N	21	21
**. Correlation is significant at the 0.05 level (2-tailed).			

Source; Primary Data, 2022

Project preparation and business company success are moderately positively correlated, as indicated by the correlation coefficient (0.676). Since the P-value (0.010) is less than 0.05 and this is highly significant at the 0.05 level of importance, we reject the null assumption and come to the conclusion that there is no correlation between planning projects and the success of business entities.

Table 3: ANOVA values for project planning and Success of business enterprises

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.607	1	8.607	114.231	.000 ^b
	Residual	8.363	111	.075		
	Total	16.970	112			
a. Dependent Variable: project planning						
b. Predictors: (Constant), Success of business enterprises						

Source; Primary Data, 2022

The analysis's results, which are displayed in the above table, demonstrate that the regression model accurately predicts the dependent variable. The statistical

significance of the regression model is indicated by $F=114.231$ and $P=0.000$, both less than 0.05. More proof for this comes from the difference between the regression's mean square value, which was 8.607 initially, and the remainder's mean square value, which was 0.075.

Conclusion

According to the findings, there is a great relationship between entrepreneurship and the economic development of a country. This is due to the fact that no country can develop without entrepreneurs who create jobs the population of the area, who contribute the country's tax and generally lead to urbanization and transforming the general standards of the people in the area.

Recommendations

A set of guidelines aiming at fostering and sustaining micro, small, and medium firms, particularly during their early phases, should be developed by managers, owners, lawmakers, and other partners to assure their survival. The development and growth of tiny businesses was aided by this. Through seminars and workshops on the various management abilities necessary to effectively and successfully run small scale and medium enterprises, government officials ought to teach or train the owners and executives of micro, small, and medium-sized companies. This would help them acquire the skills to run these companies in a way that can ensure their survival and consistency.

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