

**SURVIVAL STRATEGIES OF SMALL  
BUSINESS ENTERPRISES IN AN AILING  
ECONOMY:  
A STUDY OF THE FURNITURE INDUSTRY**

BY

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Prior to the colonization of Nigeria by the British, men and women in this country engaged in several small scale activities directed at achieving self sufficiency.

During the colonization years, this structure of production on small scale did not quite change since the colonial masters were not interested in expanding production levels. All they were interested in was to buy cheaply that which was produced and send back to their home country.

In the post colonial era in Nigeria, especially during the Oil boom era, the government (both Federal and State) attempted to industrialize the nation by the establishment of large firms. The small scale business were somewhat overlooked by the government but was kept alive by individual efforts.

Soon, the huge financial investment government made in the big firms failed to produce either efficient goods and or services or any appreciable financial returns to government. Government was indeed expected to continue giving them subventions to keep them alive. Few privately owned small scale business were found to be doing very well in comparison to government's large firms

This brought the message home to government that the small scale

business may indeed be the indispensable link in their search for rapid technological advancement and economic growth. Thus government's attention was turned to the small scale business and gave them ample support. These businesses instead of growing rapidly as expected were found to be experiencing hard times. Many indeed have died.

The effort in this study is geared towards highlighting the strategies for survival adopted by those Small Scale businesses that are still thriving and to recommend same and any new ones to other small scale businesses.

Chapter One presented the Introduction to the work.

Chapter Two offers the Review of related literature to the study.

Chapter Three dealt with the Research Methodology used.

Chapter Four gives the Presentation and Analysis of the Data collected.

The Hypothesis was also tested, and review of Main Findings and Summary given.

Chapter Five, finally summarized the Findings and offers Recommendations and Conclusion