

Analysis of the Impact of Business Environmental Factors on the Survival and Growth of Manufacturing Industries in Kano Metropolis.

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ABSTRACTS

The research work focus on the analysis of the impact of business environment factors on the survival and growth of manufacturing industries with references to Kano metropolis of Nigeria. The research work were able to identified some factors that affects business organizations in the manufacturing industries and also their significant impact through the administered questionnaires to employees of selected manufacturing industries located at Kano metropolis. Securities, Kidnapping, electricity (Power supply), government policies, pandemics (Corona Virus) were found as factors critical with severe impact on the survival and growth of business manufacturing organization among other factors which was adduced as the underlying rationale behind exodus of manufacturing industries. The use of Z value of 1.96 at 0.05 level of significance further confirmed the impact of each of the environmental factors on the survival and growth of manufacturing industries and concluded that, these factors clearly identified some degrees that will confront the survival and growth of those industries if left on, therefore the study recommended among others that the insecurities should be the most top priority of the government main concern to be handle, electricity which is also among the major factors should be address through the State Government by generating power through various sectors, such as hydro powers, solar system etc. management shall address their internal factors by minimize their weaknesses and their inefficiencies.

Keywords: Business, Environmental factors, Survival, Growth, Manufacturing, Industries.

I. INTRODUCTION

The environment in which business organization operates is a complex, multi – focus

dynamic and has a fat reaching effect on such organization. The environment tends shape the outlook, and goal of the organization by placing constraints in the environment of organization goal could be in the form of Competition, Technological Advancement, Government policies, political, Social and Religion, Economic etc. as an external factors, while their could also be an internal factors which is within the organization such as the management decision, employers attitude toward the organization in terms of performance etc.(Bazza 2010)

In management, the word “Environment” does not necessary mean physical surrounding, but is used to describe all those things that can influence the performance of individual organization. The word business environment may mean many things, which surrounds the business organization. The affection could be in terms of decision taken in the organization. These environmental factors consist of (STEP) i.e. social factor, Technological factor, Economic Factor, Legal and Political Factors. Those factors mention above could provide opportunities and threats to the organization.

Business is any human activity or economic activity that involved the production of goods and services in order to satisfy humans wants and to make profit (Oghojafor, 2015) there is no any business organization that can operate successful and survive in isolations, without dependence on supportive institutions, variables and factors (Oginni, 2010) i.e. business organization exists and operates within and environment where there is complex interplay in terms of activities as well as network of relationship between and among human resources, material resources and other systems. Aborade (2015) was also with the opinion that all business

decisions are found to be contingents upon a good analysis of the environment which is often the bane of all the constraints as this environment creates the opportunities, threats and problems for business organization.

The modern Kano is a major commercial and manufacturing industry in the northern part of the country. Kano has the highest number of manufacturing industries in northern Nigeria, which produces different products and supply to the neighboring states and also export them to neighboring countries. Most of those industries are mainly concentrated in the industrial estates, such as the ones at Bompai, Chawalla and Shawada. The city's food products include baked goods and pasta, processed meat, crashed bone, canned food, pea nuts, vegetable oils, and soft drinks. The light manufacturing industries include textiles, knit fabrics, tents, bedding, foam rubber products, clothing, cosmetics, pharmaceuticals, soaps, candles e.t.c while, the heavy industries manufacture asbestos, cement, concrete blocks, metal structural products, bicycles, automobiles, trucks and chemicals. There is also a steal-rolling mill, textile and printing plant.

Industrialization has been accepted as the major driving forces of modern economy. In most modern economy, industrial sector serves as the key for the production of goods and services, the generation of employment and the enhancement of incomes.

Therefore, industrialization, and in particular the manufacturing sub-sector, can be seen as the heart of the economy. The manufacturing sector of any economy worldwide is reputed to be the engine of growth and a catalyst for sustainable transformation and national development. This is because of its enormous potential as a tool for creating wealth, generating employment, contributing to the country's Gross Domestic Product as well as alleviating poverty among the citizenry. The experience of the developed countries of the world and the emerging economies of China, India, North Korea, Malaysia and Singapore clearly shows that there is a positive correlation between the aforementioned indicators of the performance of the manufacturing sector and national growth and development (Umofia, 2018).

1.2 Statement of the Problem

The Nigerian business environment for the past 15 – 20 years has witness unsatisfactory progress cumulating into retarded growth rate, high rate of unemployment, low industrial output; coupled with poor demand in terms of services and tangible products. Energy crisis (Electricity supply)

continued unabated forcing majority of the organizations to depend wholly on generator as a major source of power supply of petroleum product is epileptic in addition to frequent changes in pump price resulting into increase in the general price level of all products without any exception due to the adverse effect, most of the organization are being liquidated as a result of different form of strike from time to time. The relationship between industrial representatives and government institutions keep worsen virtually on all matters, insecurity in all form such as Boko Haram, armed banditry, kidnapping assassination political thugs, Fulani herdsmen, communal crisis, religious crisis and other forms of criminal activities increasing at alarming and uncontrollable rate which serve as the major environmental factors to any business organization, tax policies without adequate provision of infrastructure facilities, competitors, technological advancement.

Previous studies on environmental factors on business organization have not focused on the impact of environmental factors on the survival and growth on manufacturing industries in Kano metropolis. Machuki&Aosa (2011) carried out a study on the influence of external environment on the performance of public quoted companies in Kenya. Muthama, (2016) carried out a study on responses of Nigerian airport services to environmental challenges in the catering industry, Bazza (2008) carried out a study on the environmental factors on the performance of business organization also Ongaga, (2016) carried out a study on response of Kenol to Changes in external environment. Mulema, (2014) study established that Teachers Service Commission (TSC) had been severely affected by the changes in its external environment defined by political, socio-cultural, economic, technological and legal factors.

The findings of those studies stated above revealed that organization's effective and efficient survival and growth depends on the kind of environment in which it operates either directly or indirectly. It also revealed that broader understanding of the environment in which a manufacturing industry operates is vital for the development of appropriate and successful strategies. With equally positive implications for the performance. The overall results suggested that environmental factors is a key factor that guide business organizations develop environmental management strategies and choose appropriate strategies that focus on pertinent element of the environment.

From the above listed studies, it is clear that, there has been no study focusing on the

impact of Business Environmental factors on the survival and growth of manufacturing industries in Kano metropolis in particular. Therefore, this study sought to bridge this knowledge gap and provide a possible method to be adopted for those industries to survive and grow and also provide answer to the question. What are the impact of environmental factors on the survival and growth of some selected manufacturing industries in Kano metropolis?

1.3 Scope of the Study

The study examines the impact of environmental factors on the survival and growth of manufacturing industries in Kano metropolis. The study is focused on only the manufacturing industries within Kano metropolis which is one of the states that has the highest numbers of manufacturing industries in the northern part of Nigeria. For the purpose of this research work, a sample of three hundred (300) small, medium and large manufacturing industries located in Kano metropolis will be selected for the study

1.4 Objectives of the Study

The main objective of this research work is to examine the impact of Business Environmental factors on the survival and growth of manufacturing industries in Kano metropolitan area of Nigeria. The specific objectives are as follows.

To determine the extent to which environmental factors impacted on survival and growth of manufacturing industries in Kano metropolis.

To identify a strategies that those business organization can adopt in order to meet up with those environmental factors such as that of Kano metropolis.

To examine the relationship between environmental factors and survival and growth of manufacturing industries in Kano metropolis.

1.5 Research Question

In the light of the foregoing analysis, the research work will be guided by the following questions.

To what extent does environmental factors affects survival and growth of manufacturing industries?

What are the strategies that can be adopted in order to meet up with those environmental factors on manufacturing industries in Kano?

What is the relationship between business Environmental factors and survival and growth of manufacturing industries?

II. SECTION TWO: LITERATURE REVIEW

2.0 Conceptual Review

2.1 Concept of Business Environment

According to Bazza (2017), view business environment as the study of the complex and changing internal/external factors that affects or influence efficiency or performances with which human efforts are directed towards a profitable production and distribution of goods and services of the organization.

The Websters (2015) dictionary defined environment as the aggregate of social and cultural condition that influences the life of an individual or community. This social and cultural condition could be political/legal, technological, weather, traditional behaviour, economic; religion etc both may pose threat or opportunity to business organization.

Harrison (2009) defines environment as all the conditions circumstances, and influences surrounding and affecting the development of the total organization or any of its internal system. Environment is expressed as the sum total of the external and internal forces that influences individuals, businesses and communities (Oginni and Faseyiku, 2012). Adebayo et al., (2015) defined environment as the surrounding of a phenomenon which from time dictate and shape the direction. Business organization does not operate in a vacuum; it operates within the environment where the production and distribution of goods and services are carried out.

2.2 Obstacles of Industrialization in Nigeria

Since Nigeria got an independent in 1960, achieving economic growth and development through rapid industrialization has remained a major challenge. It is also not surprise that this has been the principal focus of the various administrations in the counting. Different governmental policy has been formulated with the sole aim of improving the economic growth and development; several policies has been adopted ranging from Import Substitution Strategy (ISS) through indigenization to the Structural Adjustment Program (SAP), small and medium enterprise development of Nigeria etc. It also seemed as if none of these policies provide sufficient answers to the challenges of the country's industries to the point that many have concluded that the more new policies were introduced, the feather the country moved away from being industrialized. However, the discovery of crude oil, which immediately became the primary export commodity and major foreign exchange earners, was the one that worsen the situation leading to the almost total neglect of industries. Unfortunately, the volatility associated

with international oil price frequently led the country's resources expectation into avoidable difficulties resulting in the resurgence of calls for the diversification of Nigeria economy is general and revenue base in particular.

2.3 Business Organizational Growth

According to encyclopedia, growth is something for which most companies strive, regardless of their size. Small firms want to get big, big firms want to get bigger. Indeed, companies have to grow at least a bit every year in order to accommodate the increase expenses that develop over time. With the passage of time, salaries increase and the costs of employment benefits rise as well. Organizational growth has the potential to provide small business with a myriad of benefits, including things like greater efficiencies from economics of scale, increased power, "greater ability to withstand market fluctuations, an increased survival rate, greater profits, and increased prestige for organizational members.

Roberts and John (2009), organizational growth will be gauged by how well a firm does relative to the goals it has set for itself and in the same vein, Coffman et al., (2012) and Oginni (2010) where of the opinion that the intention and desire to keep the business to operate on going concern definitely calls for growth of the organization otherwise such organizations will cease to exist.

2.4 Relationship between Environmental Factors, Business Survival and Growth

According to Ghazaliet al., (2010) analysed the critical internal and external factors that affect firms strategic planning in Malaysia. The internal and external factors examined in their study included strengths, weaknesses opportunities and threats. Their study showed that firms strengths are related to their financial resources and the weaknesses are related to the firm management. The study further revealed that the external factors which became opportunity to the firms are support and encouragement from the government and threats are the bureaucratic procedures that have to face in order to get plan approval and certificate of fitness.

Norzalita and Norjaya (2010) which investigated the role of external environment in the market orientation-performance linkage among SMEs the agro-food sector in Malaysia and found that market technology turbulence and competitive intensity did not moderate the relationship between market orientation and business performance.

2.5 Classification of Environmental Factors

Business environmental factors are been classified into two namely, external and internal environmental factor (Bazza, 2010).

2.5.1 External Environmental Factors

The external environmental factors can be captured with the acronym PESTLE. This describes a framework of macro – environmental factors used in the environmental scanning component of strategic management. Wikipedia. Org (2010). Therefore, in this paper, Analysis of external environment and its factors is referred to as PESTLE analysis model where.

P = Political Factors;

E = Economic Factors;

T = Technological Factors;

L = Legal Factors;

E = Ecological Factors;

Political Factors: - These entail the extent and process of government direct or indirect intervention and influence on business in an economy. In summary, political factors include such areas as tax policy, labour law environmental law, trade restrictions tariff incentives other encouragements and political ability. Political factors may also include goods and services which the government wants to provide or be provide (merit goods) and those that the government does not want to be provided (demerit goods or merit beds), furthermore government have great influence on the health, education and infrastructure of a nation.

Economic Factors: - These include exchange rate, unemployment demand and supply trend, economic growth, lending rates, exchange rates and inflation rate. These factors have major impact or on how business operate and make decisions for instance, lending rates affect a manufacturing industries cost of capital & therefore the extent to which a business grows and expands. Exchange rates affect the costs of exporting goods and supply and price of imported goods in an economy.

Social Factors: - These are cultural aspects and include health consciousness, population growth rate, age distribution, career attitudes and emphasis on safety nets. The culture and customs of people in every society has its own factors on the survival, and growth of manufacturing industries. For example an aging population may imply a smaller and less – willing workforce (this increasing the cost of labour): government enhanced social insurance scheme may increase the demand for insurance services in a country. Furthermore, companies may charge various management

strategic to adapt to these social trends (such as recruiting olden workers).

Technological Factors:-According to Bazza (2010), technology is a conglomeration of technical, managerial, administrative and skills that are incorporated into the system of production. It is also viewed as the aggregate of technical knowledge and expertise acquired by the society at a particular point in time and utilized in transforming the factors of production i.e. land, labour, capital and entrepreneurship into finishing goods and service.

The component of external environment includes technological aspects such as research and development (R&D) activity, automation, technology incentives and the rate of technological change. They can determine barriers to entry, minimum efficient production level and influence outsourcing decisions. Technological changes can affect the costs, quality and stimulate further invention, innovation and competition

Legal Factors: - These are law established by the government i.e. discrimination law, consumer law, antitrust law, environmental law which result to the establishment of (NESERA) employment and labour law, and health and safety law. These factors can affects how a company operates, its costs and the demand for its product.

Ecological Factors: - These include environmental aspects such as weather climate and climate change, drought, earthquake, and erosion which may affect industries like tourism, farming, and insurance. Growing awareness of the potential impacts of climate change is affecting how companies operate and the products they offer, both creating new markets and diminishing or destroying existing ones. Duncan, (2017) viewed external business environment as the totality of factors outside an organization that are taken into consideration by an organization in its decision making. These factors depend largely on the complexity and dynamism of the environment. The external environment refers to the relevant social and physical factors outside the typical boundaries of an organization which affect managerial decision-making. Broadly, the external environment can be divided into two more categories: the task or domain environment which has a direct impact on company tasks and outcomes and the remote environment with indirect and long-term impacts.

Pearson II, Robinson and Mital, (2008) viewed the firm's external environment as factors beyond the control of the firm that influences its choice of direction and action, Organizational

structure and internal processes. These factors which constitute the external environment can be divided into three interrelated subcategories: factors in the remote environment, factors in the industry environment, and factors in the operating environment.

The remote environment comprises of factors that originate beyond and usually irrespective of any single firms operating situation and include, economic, social, political, Technological and ecological factors. That environment presents firms with opportunities, threats, and constraints, but rarely does a single firm exert any meaningful reciprocal influence. Thus, external business environment has been classified as being stable when it

does show any changes, unstable when it shows relative changes, and dynamic when it shows changes continuously (Aguilar, 2016). However, perceptions of the organizations about the type of the external business environment to a large extent depend on their size and industry in which it operates. Worthington and Britton, (2008) posits that in examining the business environment, a useful distinction can be made between those external factors which tend to have a more immediate effect on the day to day operations of a firm and those which tend to have a more general influence. The immediate or operational environment for most firms includes suppliers, competitors, labour market, financial institutions and customers, and may also include trading organization, trade unions and possibly a parent company. In the contrast the general or contextual environment comprises more macro environmental factors such as economic, political, socio-cultural, technological and legal influences on business which affect a wide variety of businesses and which can emanate not only from local and national sources but also from international and supranational developments. Careful and accurate analysis of the external environment benefits organization by providing overall greater understanding and an appreciation of the context in which the organization operates. Organizations require an effective competitive strategy to operate successfully in a market where there is established and potential competition. In order to survive in this competitive environment, it becomes necessary for the services exporters to design business strategies based on the conviction that a firm able to anticipate future business conditions will improve its performance and profitability.

Despite the uncertainty and dynamic nature of the business environment, an assessment of external environment even if it does not precisely

define, future expectations is of substantial value to business services exporter.

2.5.2 Internal Environmental Factors

This is the factors that affect the business organization within the organization itself. These factors are largely the result of decisions of the management control. It is described as the resources, behaviour, strengths, weakness, and motivation within or internal to the organization. An organization uses different types of resources produces synergy or Dynegy within an organization which leads to the development of strengths of weaknesses over a period of time. An organizational capability in the design and implementation of corporate policy and strategy rests on the organization capacity and ability to use its distinctive competencies to excel in a particular field. There are five major internal factors within the organization in which management must concentrate more if the organization must survive and grow. They are:

Objectives.

Structure.

Tasks.

Technology.

People.

2.6 Survival of Business Organization.

Survivals of every organization are the main objective of business organization in today competitive world. Every organization tries to be different and accelerative from their competitors to achieve their targeted goals and become market leaders. The survival of business organization depend on identifying the competitors and also launching new products and services, value additions to current products and services, vigorous marketing activities and cost-saving measures to perform better and increase profitability.

According to Mulgan and Albury (2014) "Successful innovation is the creation and implementation of new processes, products, service and method of deceiving which result in signification improvements in outcomes efficiency, effectiveness or quality"

According to Akindeleetal,(2012) he view survival of business as the way an manna in which management this in strategies a means of managing the available resource in order to stay and contemned in business for the organization to survival, organization must constantly be in the process of structuring and restructuring to keep abreast with these activities which do come inform of complexities to include leadership styles,

changes, competitive market profitability and workplace motivation(Adeoye 2012).

2.7 Theoretical framework

For an organization to survival and grow it needs to address the challenge of the environmental factors that is facing it organization. According AD Porten (2015), argued that the central tenets of a firm's competitive advantage rest on the ability of the firm to position and differentiate itself in a given context. This requires strategies capabilities that its competitors find difficult to imitate or obtain. In addition the organization must be capable to deliver against the critical success factors that arise from the demand and needs of the customer. This is dependent on the resources and competencies it has. Also Wilemsky (2010) argues that when the environment is seen as hostile or threatening, or when the organization depends heavily on the environmental scanning function. Pfeffea and Salancik, (2010) in their resource dependency theory, the environment is seen as a sources of resource upon which the organization is dependent. Resource dependence is affected by munificence, or the abundance of resource, concentration, the extent to which power and authority in the environment is dispersed and interconnected-ness the number and pattern of linkages among organization in the environment. The degree of dependence would be great when resource is scare and when entities in the environment are highly Concentrated or interconnected. An organization can manage increasing dependence by adapting to or avoiding external demands. Changing the patterns of interdependence through growth, meager and to form a negotiated environment and using legal political or social action to form a cheated environment.

III. RESEARCH METHODOLOGY

3.1 Research Design

Researcher employed both primary and secondary data collection. The primary source of data was collected through questionnaire which was design inform of open and ended questions. The open ended questionnaire was used during the pilot study survey between July 2020 to July 2021 in which 300 respondents was chosen from the exiting manufacturing industries which are situated within Kano metropolis through convenience sampling technique, the questionnaire was administered to 300 respondents, the secondary

data were obtained from documented information such as textbooks, Journals, articles gazettes, internet services, lecture notes etc.

3.2 Sample Size

Kano state which is one of the largest industrial base in northern Nigeria which is also known as one of the largest commercial centre in West Africa not only in Nigeria. The commercial enterprises, including manufacturing industries, which are generally high. These are largely in the large sized group. For the purpose of this research work, a sample of three hundred (300) small, medium and large manufacturing industries located in Kano metropolis will be study.

3.3 Data collection

Considering the importance attached to data collection, the questionnaire was administered personally by the researcher and his assistants, which some were given to acquaintance who are staff within the companies targeted. It is hoped that the benefit of hindsight gained during the researches official assignments and some the personal contact made with management of some of the industries, will help in no small way in searing the co – operation of industries during the research. Collecting the completed questionnaires will also provide the opportunity to ask follow – up questions on some salient points raised In the questionnaire. It has also provided the opportunities to enquire from management, staff and union leaders. Also face to face interviews will be arranged with management of targeted industries so that relevant issues and questions are raised, and answers obtained. For them as the interviews will greatly help to throw light on the answers to the questionnaire and give additional information that will be utilized in the research.

SECTION A: PERSONALDATA

Table 4.1.1. Sex of respondents:

SEX	RESPONSES	PERCENTAGE
MALE	250	83.33%
FEMALE	50	16.67%
TOTAL	300	100%

Source: Field Survey 2021

From the above table, it portray that 83.33% of the respondents are male while 16.67% are female.

3.4 Data Analysis Procedure

Data collected from the survey was analyzed statistically by simple percentage and illustrated by table distribution to determine the relationship and factor impact on business organization. In the process of analyzing the data, the questionnaire was design in line with likert 5 points rating scales. i.e. (strongly agreed = 5 points, agreed = 4 points, undecided = 3 points, strongly disagreed = 2 points, and disagreed = 1 points. The questionnaire which was administered for 300 respondents within Kano metropolitan with respect to random and purposive sampling techniques.

DecisionRule

Foritem in relation to research question 1-3, the decision rule was based on the mean (x) of the 5 point likert scale as shown below.

Strongly Agree (SA)	5 point
Agreed (A)	4 point
Undecided (UD)	3 point
Strongly Disagreed (SD)	2 point
Disagreed(DA)	1 point
$X = (5+4+3+2+1)/5 = 15/5 = 3.00$	

Thus, any item with the mean rating of equal to or greater than 3.00(i.e. ≥ 3.00) was considered accepted; while item with mean values of less than(i.e. < 3.00 .) was considered not accepted.

IV. DATA PRESENTATION AND ANALYSIS

4.1 Data Presentation and Analysis

Data were organized in an understandable format preferably by using some form of pictorial representation such as tables. In this research, the researcher is limited to the used of tables for the representation of trends generated in response to the questionnaire administered.

Table. 4.1.2 Age of respondent:

AGE	RESPONSES	PERCENTAGE
31 – 40	80	26.67%
41 – 50	150	50.00%
51 – 60	50	16.67%
61 – 70	20	6.67%
TOTAL	300	100%

Source: Field Survey 2021

The above table shows that 50% of working force is within the age of 41 – 50 which is the highest while the least of age working class is 6.67% which is between the ages of 61 – 70

Table.4.1.3 Educational Qualification of responses:

Qualification	RESPONSES	PERCENTAGE
WASSCE	50	16.67%
OND	100	33.33%
HND	80	26.67%
B.Sc	50	16.67%
MBA, Msc	20	6.67%
Phd	-	-
Total	300	100%

Source: Field Survey 2021

The above table shows that 16.67% of respondents have WAEC/SSCE, 33.33% has OND, 26.67% has HND, 16.67% has B.SC and 6.67% has MBA, M.sc while nobody has Phd.

Table. 4.1.4 Years of experience:

Years	RESPONSES	PERCENTAGE
0 – 10	50	16.67%
11 – 20	100	33.33%
21 – 30	80	26.67%
31 – above	70	23.33%

TOTAL	300	100%
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Source: Field Survey 2021

From the table above, it shows that 16.67% of the respondent have an experience between 0 – 10 years, 33.33% have an experience of 11 – 20 years, 26.67% have an experience of 21 – 30 years and 23.33% of have an experience of 31 and above.

Table. 4.1.4 Marital status:

Marital Status	RESPONSES	PERCENTAGE
Married	250	83.33%
Not Married	50	16.67%
TOTAL	300	100%

Source: Field Survey 2021

From the table above 83.33% are married while 16.67% are not married.

SECTION B: GENERAL QUESTION

Table 4.1.6

Research question 1: To what extend does environmental factors affects survival and growth of manufacturing industries?

S/N	Scale	5	4	3	2	1			
	Question	SA	A	UD	DA	SD	TOTAL	Mean	Remark
1.	Does insecurities have impact on production of your product	130	160	-	5	5	300	4.35	Accept
		650	640		10	5	1305		
2.	Does lack of constant power supply have impact on the product ion	140	155	-	3	2	300	4.23	Accept
		700	620		2	2	1328		
3.	Did government policy (I.e. tax rate, exchange rate, inflation etc.) have impact	120	165	-	10	5	300	4.28	Accept
		600	660		20	5	1285		

	on manufacturing of goods								
4.	Does political instability affect your industrial production	130 650	160 640	-	6 12	4 4	300 1306	4.35	Accept
	Total Mean							4.30	

Source field survey 2021

Item 1 -4 on the questionnaire were used to answer this research question. The results are shown in Table 4.1.6 below.

The analysis in table 4.1.6 shows that all the four items statements received mean ratings of these items are 1 = 4.35, item 2= 4.23, item 3=4.28 and

item 4=4.35. Therefore, the respondents accepted all four items as environmental factors affecting survival and growth of manufacturing industries in Kano metropolis
Research Question 2

What are the strategies that can be adopted in order to meet-up with those environment factors on manufacturing industries in Kano.table 4.1.7

S/N	Scale	5	4	3	2	1			
	Question	SA	A	UD	DA	SD	Total	Mean	Remark
1.	Government should deployed more security personnel to all manufacturing industries in Kano metropolis	130 650	165 646	-	3 6	2 2	300 1318	4.39	Accept
2.	State government and private individuals should established more source of power supply to manufacturing industries	120 600	175 700	-	3 6	2 2	300 1308	4.36	Accept

3.	There should be stable policy that will stabilize the economy in the country	130 650	165 660	-	3 6	2 2	300 1318	4.39	Accept
4.	Process and handing over of powers from one person to the other will have positive impact on manufacturing industries	100 500	195 780	1 3	3 6	1 1	300 1290	4.3	Accept
	Total Mean							4.36	

Source: field survey 2021

The analysis in table 4.1.7 shows that all the four item statement ranging from 5 – 8 received mean rating above the cut off mark point 3.00. The mean rating of these items are: item 5=4.39, item 6=4.36, item 7=4.39 and item 8=4.3. Therefore, the respondent accepted all four item statement as a

strategic to be adopted in order to meet up with the environmental factors manufacturing industries.

Research question 3:

What is the relationship between business environmental factors and survival and growth of manufacturing industries?

Table 4.1.8

S/N	Scale	5	4	3	2	1			
	Question	A	SA	UD	DA	SD	Total	Mean	Remark
1.	Good environment will have positive impact on manufacturing industries	125 625	165 660	2 6	5 10	3 3	300 1304	4.35	Accept
2.	Bad environmental factors will have negative impact on	130 650	165 660	1 3	3 6	1 1	300 1320	4.4	Accept

	manufacturing industries								
3.	Favorable environmental factors will lead to high profitability of the industries	140 700	155 620	1 3	2 4	2 2	300 1329	4.43	Accept
4.	Business environmental factors has strong relationship with manufacturing industries	120 600	175 700	- -	3 6	2 2	300 1308	4.36	Accept
	Total Mean							4.39	

Source: field survey 2021

From the analysis in table 4.1.8 above shows that all the four items statements received mean rating above the cutoff point 3.00. The mean rating of this item are; item 9=4.35, item 10=4.4, item 11=4.43, item 12=4.36. From the analysis above, it is explicit that the respondents regarded all four (4) items that there is a very strong relationship that exist between business environmental factors and survival and growth of manufacturing industries.

V. DISCUSSION OF THE FINDING.

The findings of the study were presented and discussed according to the research question. Based on research question 1, it was revealed that environmental factors affect survival and growth of manufacturing industries in Kano metropolis. This indicated with a grand total mean of 4.30. This finding is in conformity with the finding of Mulgam and Albug (2014) that environmental factors such as insecurities, political instabilities, electricity supply and economy stability has a great impact on manufacturing industries in Kano metropolis.

In research question 2: The strategies that can be adopted in order to meet up with those

environmental factors on manufacturing industries in Kano metropolis were shown on the Table 4.1.7 above, it was revealed that with a grand total mean of 4.36, which indicate that, if those measure will be fully implemented, then the manufacturing industries will be able to survive and grow under those factors, this findings collaborates the findings of Akindele et al. (2012) and Adeoye, (2012) who identified those solution as a mean to addressed those environmental factors. From the research it was observed that, 100% of the respondents have strongly agree that when those measure is adopted it will make the manufacturing industries to be able to withstand those factors confronting the organization,

In research question 3: it has also been revealed that there is a strong relationship between business environmental factors and survival and growth of manufacturing industries in Kano metropolis. This is been proved by the grand total of 4.39. It revealed that all the suggestion and opinion of the staff interview suggested that, there is strong relationship between environmental factors and survival and growth of manufacturing industries.

VI. CONCLUSION AND RECOMMENDATION

This paper has analyzed and appraised business internal and external environmental factors with specific references to manufacturing industries in Kano metropolis, Nigeria. The analysis has shown that both external and internal environmental factors affect impact on the survival and growth of manufacturing industries. It has also shown that external environment and its factors bear more relevance to business strategic management. Specifically, the analysis has shown that manufacturing industries have no direct control or influence over their external environmental factors, unlike their internal environmental factors. Therefore, strategic managements skills and expertise are sine quo none to appropriate and rewarding analysis of external environment if a manufacturing industries must successfully explore opportunities provided by the environment to achieved its mission goal in the face of threats inherent in the environment.

Recommendation, consequently this paper recommends for reconsideration of such environmental factors that impose unnecessary constraints on manufacturing industries in Kano metropolis. Specifically, insecurity problems which is one of the major external environmental factors should be addressed with all level of seriousness, economy stability (i.e. exchange rate, inflation rate, unemployment etc.) should be address. Infrastructure, especially electricity, should be strengthened. Business organization should minimize their weaknesses by paradigm shift from internal factors that weaken management inefficiencies.

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