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FACTORS AFFECTING ENTREPRENEURSHIP IN CAMEROON

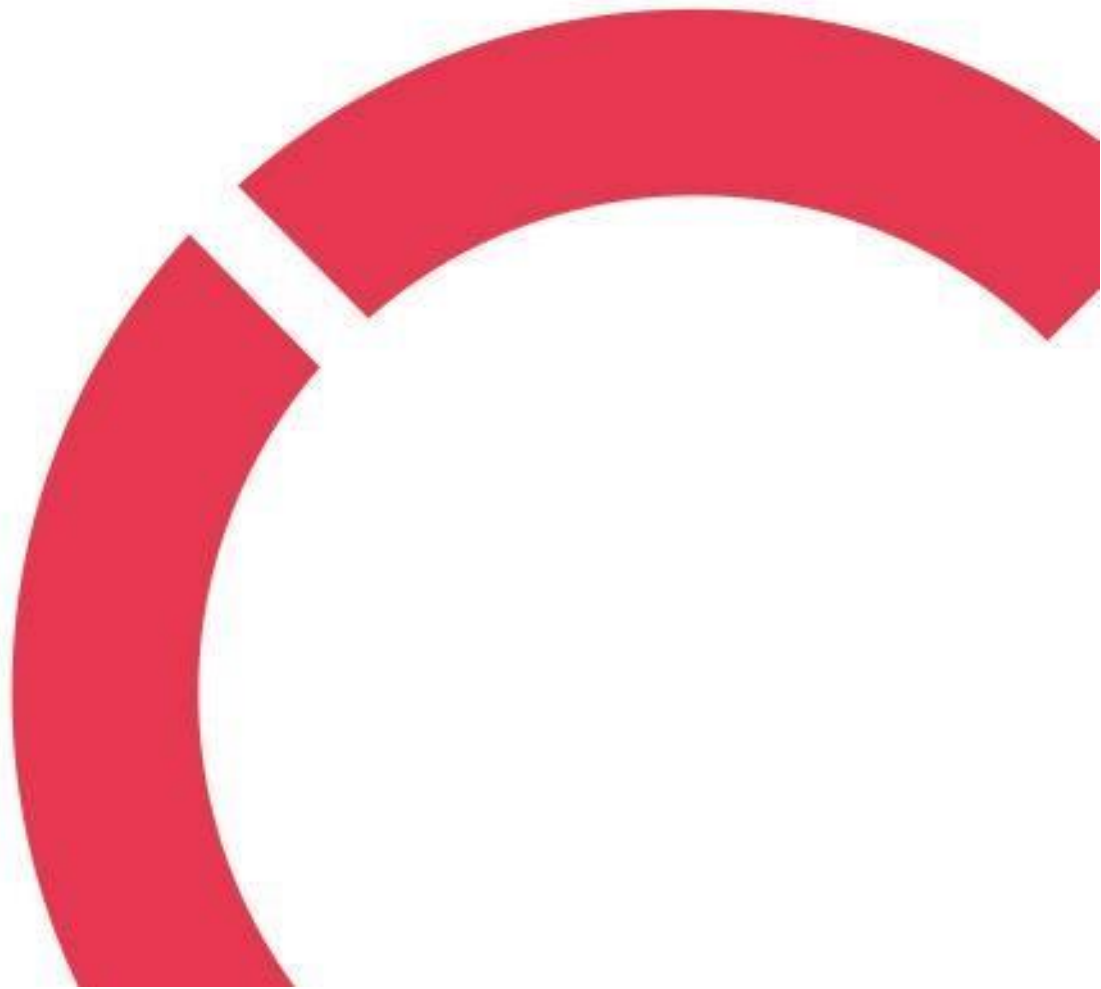
Case study Molyko Buea

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ABSTRACT

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<p>This study examined the factors affecting entrepreneurship in Cameroon, focusing on the city of Buea. The study was commissioned by an organization interested in supporting entrepreneurship in the region. A study was conducted to identify the main factors influencing affecting entrepreneurship in Buea and pro- vide recommendations for policymakers and stakeholders to improve the entrepreneurial ecosystem. The study’s theoretical framework draws upon various entrepreneurship models, including the re- source-based view and the institutional theory. Besides cultural and social factors, the study looks at how entrepreneurial behavior is shaped.</p> <p>The study was exploratory, where case studies were carried out using interviews to gather qualitative data from respondents. Descriptive analysis was used to analyze the data. According to the study, entrepreneurs in Buea face significant challenges in accessing finance, infrastructure, and information. A lack of role models and fear of failure are also identified as cultural and social factors that discourage entrepreneurial activity. On the positive side, the study found significant potential for entrepreneurship in Buea, with a growing ecosystem of support organizations and a young and educated population.</p> <p>The study suggests the improvement of the entrepreneurial ecosystem in Buea. These recommendations include improving access to finance and infrastructure, promoting entrepreneurship education, and addressing cultural and social barriers to entrepreneurship. Study findings have implications not only for Buea but also for other cities in Cameroon and the wider African region.</p>		
Keywords Buea, entrepreneur, entrepreneurship, factors affecting entrepreneurship, intrapreneur.		

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1 INTRODUCTION

Growth and innovation are two of the main characteristics of entrepreneurship according to Carland (1988, 33-39). Businesses grow according to their size, turnover, and number of establishments, and this is reflected in their growth. In many countries, small and medium-sized enterprises occupy a significant position in the economy. Skokan, Pawliczek & Piszczur (2013, 4) specify that this is because they are the backbone of the economy. Cameroon, like many developing countries, faces numerous challenges when it comes to entrepreneurship. There are several challenges that organizations face, including limited market access, inadequate infrastructure, and little government support. Cameroon's rate hovers at a percentage of five in an era when the internet defines international competition. Although Cameroon faces many challenges, many youths are enthusiastic about owning businesses and becoming entrepreneurs (Dinga-Nyoh 2006).

This entrepreneurial spirit was promoted in Cameroon by the Ministry of Small and Medium-Sized Enterprises. Groups and institutions like Harambe Cameroon, Computer and Entrepreneurship Development Centre, Douala Cameroon, Youth Action Africa, SIPEC (Sherri's Initiative for Promoting Entrepreneurs in Cameroon), and others are encouraging the growth of entrepreneurs in Cameroon (Singh & Habib 2013, 1-7).

Therefore, this thesis aims to identify what factors affect entrepreneurship in Cameroon, with specific objectives to evaluate the specific challenges that Cameroonian entrepreneurs face. Furthermore, the research is going to be examining the socio-economic conditions and policies that promote or hinder entrepreneurship in Cameroon (Molyko-Buea). And finally, it provides recommendations that can be implemented to promote entrepreneurship in Cameroon (Molyko, Buea, 2023).

The study will use journal and article sites, published books, and resources. The study will be limited to the Molyko area of Buea, a vibrant economic centre in Cameroon's Fako Division, Southwest region.

The introductory chapter expands on the context of the study. Its aims and objectives have been identified. There will be three theoretical chapters, the first will discuss the concepts involved in the studies, and the second chapter will evaluate theories that apply to the title under study, precisely the resource-based theory and the social capital theory, and the opportunity theory. We will evaluate these theories and establish how they relate to our study.

The last theoretical chapter will critically examine relevant works and other studies concerning their methodologies, results, and recommendations to identify key factors affecting entrepreneurs in Cameroon.

The research part concerns research methodology. Saunder's, Lewis & Thornhill (2012) research on-
ion will be applied to develop the research design. A qualitative, inductive research approach will be
employed using interviews with an interview guide to gather data and findings, which will be
presented and analyzed using content and thematic analysis. A summary of the whole study will be
provided in the final section, as well as recommendations and conclusions.

2 ENTREPRENEURSHIP CONCEPTS

Many scholars and practitioners in business and social sciences have interpreted the term "entrepreneurship" in various ways. This implies that entrepreneurship has many schools of thought (Dhliwayo, Shepherd, & Van Vuuren 2007, 123-134). Entrepreneurship is commonly defined as starting and running a business for profit, according to the economic school of thought. On the other hand, the psychology school of thought describes it as having personalities or traits that enable a person to own and run a business successfully (Dess & Lumpkin 1996, 147-156).

Two perspectives are used in this thesis to define entrepreneurship - venture creation and opportunity utilization. Therefore, entrepreneurship is the act of creating a business, and the act of creating a business distinguishes entrepreneurs from non-entrepreneurs because non-entrepreneurs do not establish businesses. The process of establishing a new business is described in the same way. Entrepreneurship is about solving problems, satisfying needs, or promoting economies through unique creations (Low & MacMillan 1988, 139-161).

Another significant contribution to the definition of entrepreneurship was made by Lumpkin & Dess (1996, 135-172). It is referred to as a "new entry"; it can be achieved through the entry into a new market or by the creation of an existing market with new or existing offerings. In Lumpkin and Dess (1996, 135-172), new entries also refer to businesses that start up or become subsidiaries (branch offices) of existing businesses. A new venture is created through the transfer of materials and know-how in entrepreneurship, according to Komulainen (2006, 212-228). By commenting on the value added by such new firms, Komulainen (2006, 212-228) asserts that they are supposed to satisfy needs or solve problems.

Entrepreneurship can be described from the perspective of using opportunities to create businesses by identifying opportunities, putting plans into action, and profiting from them (Peverelli & Song 2012, 37-57). An entrepreneur is alert to opportunities and tries to maximize them. An entrepreneur's alertness is the feeling of spotting something new that most people might not notice; this is called discovering. Entrepreneurs act by pooling resources to make the most of opportunities.

The act of being alert and acting is called "entrepreneurship" (Audretsch 2012, 755-764). An entrepreneur is also defined in this view as someone who combines resources to create value on the market. Moreover, it is a process by which people take advantage of opportunities within or outside of their organization (Carayannis, Grigoroudis, Campbell, Meissner & Stamati 2018, 145-185.)

Entrepreneurship's principles, terms, and practices, however, have been reshaped by different schools of thought with different perspectives. A business perspective, a management perspective, and a personal perspective are all considered when defining these changes. However, the "personal view" remains the most widely accepted and recognized view, since entrepreneurs are successful in identifying an opportunity, initiating ideas to utilize, taking action to implement the concept, and, in the end, establishing a new business. Therefore, it is essential to focus on the personal perspective. (Hisrich, Langan-Fox, & Grant 2007, 575).

It is also worth noting that entrepreneurs operate in a social system, and therefore environmental factors should be considered when focusing on them (Hisrich et al., 2007, 575). Carsrud and Cucculelli (2014, 189-191) support this view by explaining that individuals with entrepreneurial ambitions, or those with no entrepreneurial ambition, should consider their motivating factors. Researchers found that innovation, authority, flexibility, and personal development are the most important motivating factors for entrepreneurs. Nevertheless, these factors will vary from country to country and from person to person. In addition to these traits, Lumpkin and Dess (1996, 39-66) note that entrepreneurial-minded individuals are autonomous, innovative, risk-takers, proactive, and competitively aggressive. Despite this, the empirical part of this thesis evaluated all these schools of thought, perspectives, and views.

2.1 Entrepreneurs

To understand entrepreneurship, one must be able to define and understand the term "entrepreneur", which is the foundation of this concept. Accordingly, it is believed that the word 'entrepreneur' originates from the French word 'entreprendre', which means "to execute" and translates to "between-taker" or "go-between. An entrepreneur, according to Hisrich et al. (2005, 575) takes risks and starts businesses. By describing entrepreneurs as producers of goods and services intended to satisfy needs, Ogundele & Abiola (2012, 134-148) expand on the definition of an entrepreneur.

According to Low & MacMillan (1988, 139-161), entrepreneurs are people who start a new business,

coordinate resources, or introduce new products to the market with their skills. They're also people who come up with innovative ideas for existing businesses. Entrepreneurs are people with certain characteristics, like taking risks, being innovative, being independent, autonomous, and exercising power. Therefore, an entrepreneur is someone with a unique, improved, and fresh idea who wants to start their own company. According to Nwa-chukwu (2012, 96), entrepreneurs provide the mechanism for economic growth and change. According to this view, entrepreneurs use creativity to replace existing business models, products, and services by creating new ones.

Additionally, Morris, Davis & Allen (1994, 65-89) suggest that entrepreneurs are individuals who combine resources in a unique way to create value. Entrepreneurs are viewed as individuals who assume risk and provide management to firms by Stevenson, Jarillo & Krueger (2002, 247). As a result of analyzing various scholarly definitions of entrepreneurs, it may be concluded that entrepreneurs take risks, combine resources to meet needs and turn problems into opportunities. This thesis applies this definition.

2.2 Types of entrepreneurs

A recent study by Smith & Chimucheka (2014, 160) found that most people find their work boring, unchallenging, and unexciting, but entrepreneurs view their work as a means of self-expression and self-actualization because they are enthusiastic about actualizing their visions, creativity, and innovations. Many scholars have indeed identified different classes and types of entrepreneurs, but Smith & Chimucheka (2014) assert that entrepreneurs can be categorized as one or more types, especially in developing nations, because of their unique characteristics and functionalities, such as:

Entrepreneurs with innovations: There is a type of entrepreneur, as their name implies, who introduces innovations into the economy and market, or who uses cutting-edge production technologies to get their products to market. We have never seen anything like this before.

The entrepreneur: They imitate innovations introduced by innovative entrepreneurs, which are the exact opposite of the first. Development countries, which can't afford to undertake costly research and production, would benefit from them.

A Fabian Entrepreneur: Imitating entrepreneurs is a bit like this. Despite challenges and innovations, they prefer doing the same thing forever; they are cautious and skeptical about adopting and implementing any change. Their lack of willingness to adopt updated methods is due to laziness, shyness, and laziness. Rather than taking risks, they follow old traditions.

Drone Entrepreneurs: Due to their inertness and traditionalism, these entrepreneurs are obstacles to economic growth (Gordon, Natarajan & Arora 2009, 1-4).

2.3 Motivation to become an entrepreneur.

Every entrepreneur's motivation for starting a business is different. Nonetheless, entrepreneurs' desire to control their destinies is the most common reason. Several large corporations have been downsizing and streamlining operations, resulting in a passion for job security. The following are among the most compelling reasons to become an entrepreneur, depending on your situation: The ability to create your desired lifestyle, the ability to become your own boss, and the satisfaction of your work; Having an innovative idea backed up by the ability to start a business; Having wealth and skills to start a business; Prevailing problems in current jobs or a lack of employment; Pursuing own ideas; Realizing the importance of earning money (Agu & Nwachukwu 2020, 223-239.)

2.4 Characteristics of a successful entrepreneur

Researchers have identified several characteristics that could make a successful entrepreneur; however, in addition to managerial abilities and technical expertise, entrepreneurs need a spirit of adventure, determination, and perseverance. Developing and managing the company that implements an idea is also part of an entrepreneur's responsibilities.

The characteristics of entrepreneurial personality have been compared by several scholarly studies and arguments. Entrepreneurs are generally described as Agu & Nwachukwu (2020, 223-239), and Morris et al., 1994, 65-89, by Hisrich et al.

Dedicated to achieving: They are self-starters who led rather than followed; highly competitive: They have a high need for achievement; Competitive: They are highly competitive. They are also

Individualistic; Self-confident: They are decisive and believe they can overcome the challenges involved in starting a business. **Risk-taking:** Entrepreneurs rely on instincts; **Trust their instincts;** **Taking risks:** While most successful entrepreneurs aren't averse to risk, they prefer projects with a moderate degree of risk where the outcome can be controlled over highly risky endeavors.

A visionary entrepreneur believes that he or she can shape the future. As entrepreneurs, we distinguish ourselves from small business owners and managers because we are adept at spotting trends and acting upon them; **Creative:** Entrepreneurs must design innovative products, develop marketing strategies, and solve managerial problems to compete with larger firms; **Energetic:** Starting a business takes a lot of time. Entrepreneurs are often employed full-time while they begin their businesses; **Passionate:** Entrepreneurs have a passion for what they do. An entrepreneur must be passionate about his or her work to succeed. Compromises must be made, and a great deal of effort must be exerted to achieve this.

Being committed: Their goals require them to sacrifice themselves. Owners of businesses seek solutions to problems since they are so committed to their businesses (Barendsen & Gardner 2004, (34), 43).

2.5 Entrepreneurship and intrapreneurship

By assertively taking risks and developing innovative ideas within a company, an intrapreneur turns an entrepreneur's idea into a profitable product. An intrapreneur is an individual employed by an organization and paid by the organization based on the financial success of the unit they are responsible for, as opposed to an entrepreneur who takes on substantial risks as the owner and operator of a business and expects to generate financial profit and other rewards.

The traits of entrepreneurs are exhibited by intrapreneurs, such as conviction, zeal, and insight, even though they are bound by the responsibilities they are given. Intrapreneurs will discover the gap between the organization's philosophy and their own as they vigorously express their ideas. It is possible for them to succeed if their thoughts are supported by the organization. In such a case, they are likely to leave the organization and start their own company (Zenovia & Maier 2011, 971-980).

The following table provides distinctions between entrepreneurs and intrapreneurs, as well as the advantages and disadvantages of both (TABLE 1).

TABLE 1. Differences between entrepreneurs and intrapreneurs (Adapted from Zenovia and Maier 2011, 971-980)

DIFFERENCE	ENTREPRENEUR	INTRAPRENEUR
ACTIVITIES	Both inside and outside work is done by them	Within the enterprise, they perform their duties.
IDEAS	Ideas are generated by entrepreneurs.	Intrapreneurs adopt ideas generated by others
EMPLOYMENT	Intrapreneurs are employed and paid for by entrepreneurs.	Intrapreneurs are paid for using their creative thinking to execute a given idea.
SENSE OF RESPONSIBILITY	Excess work periods or overtime is rewarded with the work being completed on time.	Intrapreneurs work overtime to run someone else's business and are rewarded for it.
REWARDS	Profit margins and the success of the enterprise determine the reward for entrepreneurs.	An intrapreneur is a person employed with a fixed or agreed compensation.

3 ENTREPRENEURIAL DEVELOPMENT THEORIES

In the Advanced English Dictionary (AED), development is an act of improving, expanding, or refining a phenomenon, especially to a more advanced, matured, or beneficial stage. However, entrepreneurship development, which refers to any action or effort taken so that entrepreneurship can advance, mature, and be more beneficial, is entrepreneurship. Throughout the years, many scholars have been studying entrepreneurial development both academically and practically. (Wiklund, Wright, & Zahra 2019, 419-436).

The role of entrepreneurship in facilitating global economic growth has received considerable attention in recent years (Morris et al 1994, 65-89). The contribution of Lucky (2011, 219-227) is further evidence that entrepreneurship development has long overdue recognition in various countries due to its long-term impact. Considering this, Unachukwu (2009, 3-5) argues that entrepreneurial development's importance to economic development explains the growing attention it receives. Global campaigns towards entrepreneurial development for growth and development are also important because of Agu and Nwachukwu's (2020, 223-239) scholarly view that entrepreneurship can be a catalyst for socio-economic transformation.

It is outlined by Osemeke (2012, 8) that entrepreneurial development encompasses every endeavor aiming to advance and propagate the essence of entrepreneurship. Further, the author notes that such efforts cover all activities aimed at enhancing the knowledge, skills, behaviors, attitudes, and motivations of individuals and groups assuming the role of entrepreneurs, as well as those interested in participating in an entrepreneurial adventure. Non-entrepreneurs can also be attracted to entrepreneurship through entrepreneurial development activities by developing their skills, interests, and competencies toward entrepreneurship Mitchelmore and Rowley (2010, 92-111).

A variety of ways can be used to make entrepreneurial development more attractive, like structured institutional building programs, efficient educational systems that train and develop leaders for entrepreneurship, infrastructure that's adequate, functional, accessible, efficient, and functional for entrepreneurship, easy access to financial support, loan funding, and long-term financing to fund capital assets (just to mention a few) (Agu and Nwa-chukwu 2020, 223-239). Therefore, Osemeke (2012:8) discusses the Cameroonian economy in terms of entrepreneurial development as a program of activities designed to enhance knowledge, skills, behavior, and attitudes for entrepreneurs by individuals and groups. An explanation of how such programs can be promoted in society is provided by some basic as well as general theories in the field of entrepreneurial development. The following theories are reviewed below:

3.1 Resource-based theory

In entrepreneurship, resource-based theory has been widely studied as a framework for understanding how firms can leverage their unique resources and capabilities to create and sustain a competitive advantage. To create value and generate sustainable competitive advantage, firms should use both tangible and intangible resources (Barney 2001, 43- 650). This implies that firms are required to be in a continuous process of improving their resources and strengths to maintain a competitive advantage over time. (Amit & Schoemaker 1993, 33-46). There are many implications that result from this. One of them is that firms have unique capabilities and resources (Barney 2001, 643-650).

Utilizing your unique resources and capabilities can help you sustain a competitive advantage. However, leveraging these resources and capabilities requires effective management and strategic decision-making (Helfat & Peteraf 2003, 997-1010).

Another essential aspect of RBT is the concept of resources in the VRIO framework. Such resources are valuable, rare, inimitable, and organized (Barney 2001, 643-650). These resources convey a firm's strategic intent and constitute the foundation of its strategy. They can be used to develop distinctive competencies that enable the firm to create value and differentiate itself from its competitors. Some examples of VRIO resources include brand reputation, patents, proprietary technology, unique expertise, and access to distribution channels. The resource-based theory emphasizes how well firms use their resources to achieve their goals, as well as their strengths. (Amit & Schoemaker 1993, 33-46).

A firm's strength can be developed following a SWOT analysis through a combination of knowledge, skills, and experience and can be used to create a competitive advantage through efficiency, innovation, or responsiveness. For instance, if a firm has the capabilities to produce and brand a product to a

a multitude of clients, it will differentiate itself from its competitors and produce a strong brand name for itself.

It is not enough to create a competitive advantage, but even more so, it is necessary to maintain it. The key to maintaining a competitive edge for a company is to continuously invest in its strengths, more specifically, its resources and capabilities (Helfat & Peteraf 2003, 997-1010). This entails focusing on resource acquisition, resource development, and resource deployment. Resource acquisition involves identifying and acquiring new resources that can be leveraged to create value, while resource development involves building and enhancing existing resources to improve their effectiveness. Resource deployment involves allocating resources to activities or initiatives that generate the most significant value.

In conclusion, the resource-based theory is an important framework in entrepreneurial development as it assists in the understanding of how a firm can create and maintain a sustainable competitive advantage in entrepreneurship. By leveraging unique valuable resources and capabilities, firms can differentiate themselves from their competitors, create value for their customers, and achieve long-term success (Helfat & Peteraf 2003, 997-1010).

3.2 Social network/capital theory

Social network theory suggests that the success of entrepreneurs is influenced by the size, strength, and diversity of their social networks (Granovetter 1973, 201-233). It is a well-known theory of entrepreneurship. Since Cameroon is a country with an informal economy and a culture of collectivism, social networks are important for entrepreneurship (Tengeh and Nkem. 2017, 1396). Specifically, this study focusses on the role that social networks play in the entrepreneurship process in the city of Buea in Cameroon, to understand the factors that influence it.

Social networks in the context of this study are a series of social connections that put a person in direct contact with another, and eventually more people through them. It plays a crucial role in the success of entrepreneurs in Buea, Cameroon. Entrepreneurs with more robust and diverse social networks are more likely to succeed than those with weak or limited networks. To explain this, Aldrich, Zimmer & Jones (1986, 335-356.) suggest that social networks are an essential source of information, resources, and support for entrepreneurs.

One major importance of social networks is that, out of the prevailing informal economy of Cameroon, it can help entrepreneurs easily overcome the barriers to entry into the formal economy. Capital, information, and market barriers are just a few of these barriers. For example, entrepreneurs with strong social networks may have access to informal funding sources or be able to leverage their relationships to secure contracts and partnerships. Khelil (2016, 335-356) supports this finding as he suggests that social networks can help entrepreneurs overcome institutional voids in developing economies. Furthermore, evidence has been shown that social networks can help entrepreneurs build trust and reputation, which is essential for establishing and maintaining business relationships. Entrepreneurs with solid relationships with suppliers, customers, and other stakeholders will likely succeed long-term. Researchers also suggest that social capital, or the value of social networks, is positively associated with entrepreneurial success (Bruton, Ahlstrom & Li 2010, 421-440.).

Finally, this study suggests that social networks can have a significant role to play in entrepreneurship success in Cameroon, specifically in Buea, as evidenced by the findings of the study. By leveraging their social networks, entrepreneurs can overcome barriers to entry, build trust and reputation, and access valuable resources and information. Policy makers and educators can use this knowledge to develop strategies to support the growth of social networks and promote entrepreneurship in Cameroon.

3.3 Opportunity recognition theory

Opportunity recognition theory is a well-known theory in entrepreneurship that seeks to explain how entrepreneurs identify and exploit opportunities. Based on this theory, for an entrepreneur to be successful, they must be equipped with unique skills, knowledge, and experience that enable them to recognize promising opportunities and develop innovative and practical solutions to address unmet needs in the market (Shane & Venkataraman 2000, 217-226). The theory goes further to suggest that everyone, or more specifically, entrepreneurs, have equal exposure to opportunities. What makes the difference between successful and unsuccessful is the ability to recognize these opportunities and act promptly to provide solutions. The entrepreneurial process involves identifying, evaluating, and exploiting opportunities (Shane & Venkataraman 2000, 217-226).

Opportunity recognition and exploitation are determined by several factors. These include prior knowledge and experience in the industry, cognitive and personality traits such as creativity and risk-taking, social networks, and environmental factors such as regulatory frameworks and technological advancements (Davidsson 2015, 217-226). By understanding the process of opportunity recognition, educators and policymakers can develop programs and policies that enhance the entrepreneurial skills and knowledge of individuals and create a conducive environment for entrepreneurship to thrive Ardichvili, Cardozo & Ray (2003, 105-123). Ardichvil et al (2003, 105-123) developed a theory and model for recognizing opportunities. Researchers examined a combination of factors that influence the success of new ventures for the first time. According to their research, a model of opportunity recognition was proposed after studying 20 successful entrepreneurs whose companies sold between \$2 million and \$200 million. Successful opportunity identification is often influenced by prior market and customer knowledge, entrepreneurial alertness, and social networks.

To better understand specific factors and causal relationships, Ardishvili, et al. (2003, 105-123) developed a theory of identification and development based on existing models of opportunity recognition. New venture opportunities were successfully identified by entrepreneurs with high levels of entrepreneurial alertness, according to the theory of opportunity recognition. An extended social network and a convergence of interests contribute to alertness.

This first stage of the entrepreneurial journey is illustrated in figure 1 below, developed by Ardichvili et al (2003, 105-123) as a foundation for future researchers. The concept of opportunity recognition was re-examined by new models using different lenses, such as cognitive psychology and developmental psychology, in response to this seminal work. (Vaghely & Julien 2010, 73-86), Ideation is studied both mentally and socially (Ruttan 1959, 952-954.).

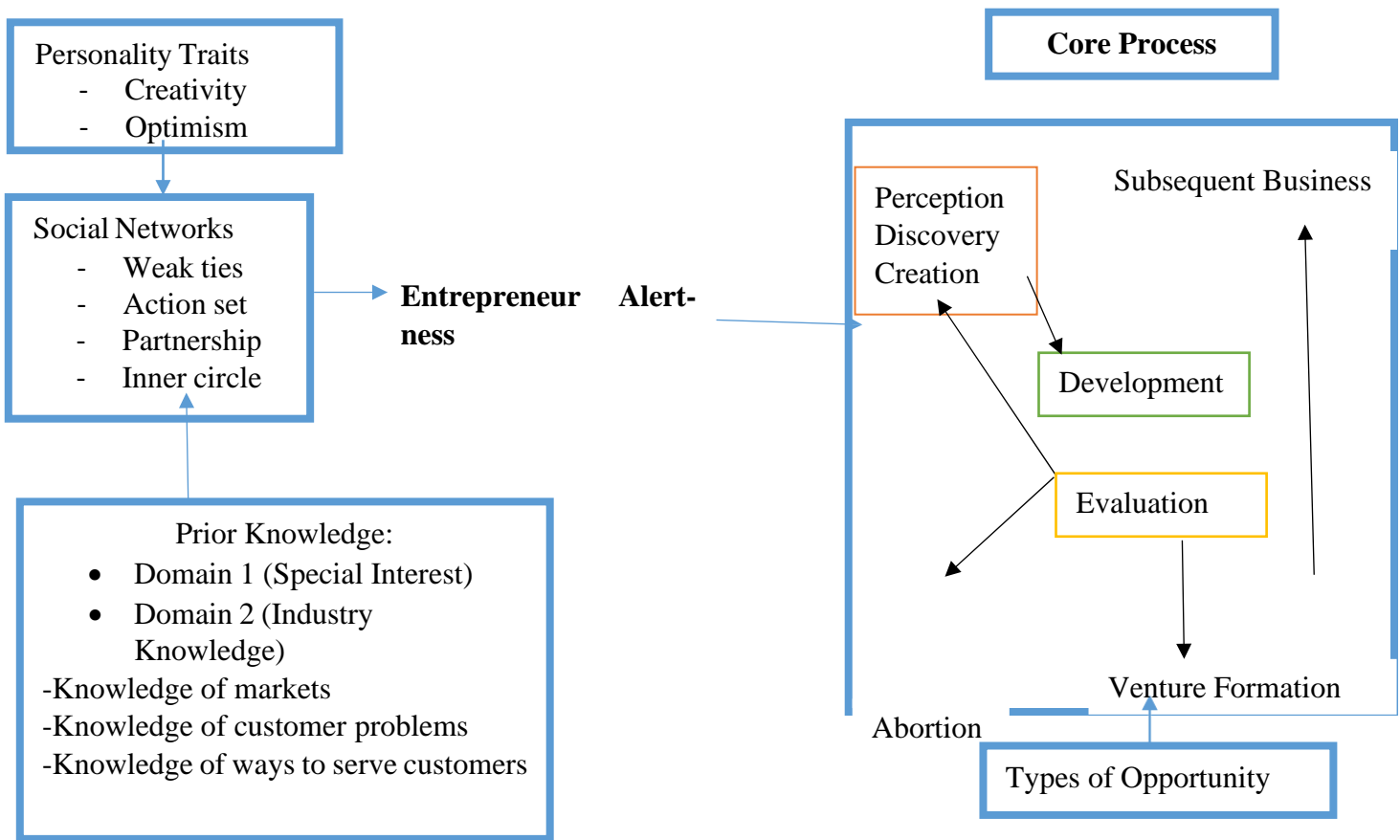


FIGURE 1. Model of opportunity recognition (Adapted from Fast 2021, 20-21)

4 ENTREPRENEURSHIP AND ECONOMIC DEVELOPMENT STUDIES

Any economy must develop and grow through entrepreneurship. Entrepreneurship and the factors that influence it have been the subject of many studies. According to Shinnar, Giacomini, & Janssen (2012), entrepreneurship is influenced by several factors, including cultural, social, economic, and political factors.

Entrepreneurship is indirectly affected by economic development through other factors of demand. Depending on the economic development stage and the nature of the intermediary factors that influence entrepreneurship, economic growth, and development can have a positive or negative effect on entrepreneurship.

According to Carree & Thurik (1996), self-employment is negatively affected by economic growth. It is their belief that economic growth increases wage levels and generally leads to a higher level of social security. As wages rise, self-employment becomes less attractive, and the opportunity cost increases (EIM/ENSR, 1996). In the context of increasing economic development, Lynn (1991) found that fewer people wish to leave secure jobs offering high wages. The average entrepreneur is forced to join an existing firm as an employee in this situation (Lucas 1978).

Technology advancements and entrepreneurial demand are bi-directional, according to Wennkers & Thurik (1999). The first thing is that technological advances create opportunities for entrepreneurs, and the second thing is that small firms develop and spread technological innovations (OECD 1996). Entrepreneurship demand is influenced by a variety of factors, including technological development. Small-scale production can be facilitated by making capital goods cheaper and allowing flexibility in the specialization because of the application of information technology (Piore & Sabel 1984; Carlsson 1989; and Loveman & Sengenberger 1991).

Furthermore, advances in information technology make it easier to access information and communication devices, potentially encouraging the creation of new businesses and enhancing the competitiveness of existing ones. Increasing demand for entrepreneurship makes it necessary to reallocate resources towards new products due to technological advancements (Carlsson 1989). As a result, high-tech sectors have become home to many new successful businesses (Krugman 1991; OECD 1998). Technological advancement, however, can be a barrier to entrepreneurship and new business development because of the high costs associated with research and development (EIM/ENRS 1996).

Especially given that trade barrier disappears with globalization, Verheul, Wennekers, Audretsch & Thurik (2002) found that globalization integrates world markets and allows entrepreneurs to benefit from economies of scale. The globalization of trade has led to an increase in diverse consumer demands due to the exposure to goods and services from other parts of the world. Globalization, technological development, and economic development affect an economy's industrial structure.

According to Acs, Audretsch, and Evans (1994), there is a relationship between economic development and self-development at different stages. At the small-scale manufacturing and agricultural production stages, self-employment is high. Businesses that are highly concentrated generate new ideas, cooperate, and compete (Audretsch & Thurik 2001). There is a tendency for many small firms to specialize in different phases or stages of the production process to be competitive (OECD 1996).

The investment climate in Cameroon is plagued by endemic corruption, a heavy-handed and slow-moving bureaucracy, and a key location in central Africa despite the country's abundant natural resources, steady economic growth, and its location in central Africa. International watchdogs rank the country among the least when it comes to doing business indices (US Department of State 2014), with the country failing to develop new businesses and failing to progress old ones. An environment like this would not be conducive to entrepreneurship. Boosting entrepreneurship in the national economy requires an enormous effort from the government and the private sector.

A study by Nkemnji & Mbah (2017) conducted in Cameroon found that access to finance was a significant challenge for entrepreneurs. The study recommended that policymakers create more favorable conditions for entrepreneurs to access finance, such as reducing interest rates and providing collateral-free loans.

Another study by Fomumoh & Fomumoh (2019) found that infrastructure was a critical factor affecting entrepreneurship in Cameroon. The study recommended that policymakers invest in infrastructure development, such as road networks, electricity, and water supply, to promote entrepreneurship.

A study by Njoke (2021) conducted in Buea found that social networks, such as family and friends, played a crucial role in entrepreneurship. The study recommended entrepreneurs leverage social networks to access information, resources, and support. According to the Global Entrepreneurship Monitor (GEM) (2019), cultural factors hinder the growth of entrepreneurship in Cameroon, such as a lack of support for entrepreneurship and a preference for formal employment. The report recommended that policymakers create a more favorable cultural environment for entrepreneurship by promoting entrepreneurship as a viable career option.

A study by Shinnar, Giacomini & Janssen (2012, 465-493) found that political factors, such as government policies and regulations, influenced entrepreneurship. The study recommended that policymakers create an enabling environment for entrepreneurship by implementing policies and regulations supporting entrepreneurship. A report by the World Bank (2021) found that Cameroon ranks low in ease of doing business, which hinders entrepreneurship. The report recommended that policymakers implement reforms to improve the business environment in Cameroon, such as simplifying bureaucratic procedures and reducing corruption.

5 RESEARCH METHODOLOGY

Methodologies and approaches used in this study will be presented in this chapter. Research is based on some assumptions, according to Trochim and Donnelly (2001,100), and these assumptions are determined by a variety of factors, such as the topic of the study (Trauth 2011, 1-9), the themes that will be examined (Myers 2019, 1-364), as well as the researchers' viewpoint (Fielden,Davidson, Dawe & Makin 2003, 152-166).

5.1 Area of study

The study focuses on the factors affecting entrepreneurship in Cameroon, specifically in Buea. Cameroon is a low-income country with an underdeveloped private sector, making entrepreneurship a critical factor in economic development. Buea is a significant economic hub in Fako-Division, the South- west region of Cameroon, and understanding the factors affecting entrepreneurship in Buea is essentialfor promoting economic growth in the area.

Buea municipality is found in the Fako Division of the southwest region of Cameroon, with a surface area of 870 square km between latitudes 4012 and 4031 north of the Equator, it is situated on the east slope of Mount Cameroon. On the Greenwich Meridian, it lies between longitudes 909 and 9012. Some municipalities share their boundaries. On the north are the tropical rainforests of Mount Fako, on the south are Limbe subdivisions, on the southeast, are Tiko subdivisions, on the east are Muyuka subdivisions, and on the west is the Idenau subdivision. (Baboucar 2015; CVUC Buea 2014.)

5.2 Research choice

The research choice talks more about how many data types (qualitative or quantitative) the research will use. The research choice will be exploratory (qualitative), where case studies were carried out using interviews to gather qualitative data from respondents, which was analyzed using statistical methods/techniques (descriptive analysis).

5.3 Data collection and data analysis

The data collection for this study is conducted through interviews and surveys. For the interviews, a semi-structured interview approach is used to guide the conversation with the participants (APPENDIX 1). The interviewees are selected based on their expertise in the field of entrepreneurship in Buea, including entrepreneurs, policymakers, and other stakeholders. Buea's general population is surveyed using a questionnaire. Participant interviews are conducted face-to-face through the online platform Webropol.

The data collected from both the interviews and surveys (APPENDIX 1) are analyzed using descriptive analysis and statistical techniques. Descriptive analysis will involve identifying common themes and patterns in the qualitative data collected from the interviews. Statistical techniques are used to analyze the quantitative data collected from the surveys. These techniques include descriptive statistics and analysis.

The findings from the data analysis are used to identify the main factors affecting entrepreneurship in Buea and to provide recommendations for policymakers and stakeholders to improve the entrepreneurial ecosystem in the region. Overall, 36 interviewees will be invited to the interview process using a simple random sampling technique.

6 RESULTS AND ANALYSIS

Using the data collection method as proposed in the methodology, the section discusses the results of the research. Response rate and background information are covered in separate sections.

6.1 Socio-demographic profile of sampled respondents

The following section presents information on the sociodemographic characteristics of the participants. Table 2 below shows the demographic characteristics of the sampled population of entrepreneurs in Buea for this study.

TABLE 2. Socio-demographic profile of respondents

Variable	Category	Frequency	Percentage (%)
Gender of respondents	Male	07	19.4
	Female	29	80.6
Age of respondents	15-25 years	07	19.4
	25-35 years	28	77.8
	35-45 years	01	2.8
	Above 45 years	00	0.0
Occupation of respondents	Lecturer	02	5.5
	Entrepreneur	08	22.2
	Doctor	00	0.0
	Vendor	00	0.0
	Business Owner	06	16.7
	Others	20	55.6
Level of Education	High School Diploma	03	8.3
	Bachelor's Degree	26	72.2
	Master's degree	05	13.9
	Doctorates Degree	00	0.0
	Others	02	5.8
Area you an entrepreneur?	Yes	19	54.3
	No	16	45.7

From table 2 above, the data shows that out of the total respondents (36), 19.4% were male and 80.6% were female. This indicates a higher representation of female respondents in the study. This gender distribution aligns with the existing research that highlights the increasing participation of women in entrepreneurship (Global Entrepreneurship Monitor 2019). Most of the respondents fall within the age range of 25-35 years, accounting for 77.8%. This reveals that the study captured a significant proportion of the young adult population in Buea, which is a critical demographic for entrepreneurship. The lower representation of respondents in the higher age brackets (35-45 years and above 45 years) indicates a potential focus on younger entrepreneurs in the study.

The respondents' occupations reveal a diverse mix of individuals. Entrepreneurs account for 22.2% of the respondents, indicating a significant representation of individuals actively engaged in entrepreneurship. Business owners and lecturers also make up a notable portion, contributing 16.7% and 5.5%, respectively. This diversity in occupational backgrounds suggests the study's ability to capture insights from various entrepreneurial perspectives.

The data reflects a high level of educational attainment among the respondents. The majority, 72.2%, hold a bachelor's degree, indicating a well-educated sample. Additionally, 13.9% have obtained a master's degree, demonstrating a higher level of specialization and knowledge. This suggests that the study has captured insights from individuals with a strong educational background, which can contribute to a comprehensive understanding of the factors affecting entrepreneurship in Buea.

Among the respondents, 54.3% identified themselves as entrepreneurs, while 45.7% indicated they were not entrepreneurs. This indicates a significant representation of individuals directly involved in entrepreneurship in the study. It aligns with the study's objective of examining the factors affecting entrepreneurship in Buea and allows for insights from those actively engaged in entrepreneurial activities.

6.2 Entrepreneurial attitudes and behavior

In this study, I wanted to examine the attitudes and behaviors of entrepreneurs in Buea so I could find out what factors could affect entrepreneurship there. Table 3 below presents the data obtained from the field.

TABLE 3. Attitudes and Behaviors of Entrepreneurs

Attitudes and behavior	Degree of response	Frequency	Percentage (%)
Have you ever considered starting a business?	Yes	35	100
	No	00	0.0
How important is financial gain to you as an entrepreneur?	Very Important	35	97.7
	Somewhat Important	01	2.8
	Not Important	00	0.0
How Important is social impact to you as an entrepreneur?	Very Important	33	94.3
	Somewhat Important	02	5.7
	Not Important	00	0.0
How important is innovation to you as an entrepreneur?	Very Important	32	91.4
	Somewhat Important	03	8.6
	Not Important	00	0.0
How much risk are you willing to take when starting a business?	High Risk	23	63.9
	Medium	13	36.6
	Low	00	0.0
Have you ever received any support or assistance for your entrepreneurial activities?	Yes	17	48
	No	18	51.4

The provided data focuses on the attitudes and behaviors of entrepreneurs based on the responses obtained from respondents. The data were analyzed to gain insights into the mindset of entrepreneurs.

According to table 3 above all respondents (100%) indicated that they have considered starting a business. This high percentage suggests a strong entrepreneurial inclination among the participants. It aligns with the objective of the study, which aims to understand factors affecting entrepreneurship. Also, a significant majority (97.7%) of the respondents consider financial gain to be very important for entrepreneurs. This emphasizes the economic motivation behind entrepreneurship and suggests that the potential for financial success is a key driving factor for these individuals. Most respondents (94.3%) indicated that social impact is very important to them as entrepreneurs. This highlights a strong sense of social responsibility among entrepreneurs, indicating that they prioritize making a positive difference in society through their business ventures. A substantial majority (91.4%) of the respondents consider innovation to be very important for entrepreneurs.

This reflects the significance of creativity, novelty, and adapting to changing market demands in the entrepreneurial mindset. The data shows that 63.9% of the respondents are willing to take high risks when starting a business, while 36.6% are willing to take medium risks. This suggests a relatively adventurous and risk-taking attitude among entrepreneurs, indicating their willingness to embrace uncertainty and potential setbacks in pursuit of their entrepreneurial goals. The responses indicate that 48% of the respondents have received support or assistance for their entrepreneurial activities, while 51.4% have not. Therefore, it can be seen that a significant portion of entrepreneurs have sought and received some form of support, which can have a crucial impact on the development of their businesses and their success in the future.

The data obtained from the respondents offer valuable insights into the attitudes and behaviors of entrepreneurs. The findings indicate a strong entrepreneurial inclination among the respondents, as all of them have considered starting a business. Financial gain is highly important to most entrepreneurs, highlighting their economic motivation. Additionally, they prioritize social impact and innovation, reflecting their commitment to making a positive difference and adapting to market demands. Entrepreneurs exhibit a willingness to take risks, with a significant proportion being open to high-risk ventures. Moreover, receiving support or assistance is common among entrepreneurs, underscoring its relevance for their business development and success.

6.3 Entrepreneurial ecosystem

From figure 2 below, the responses indicate a diverse range of perspectives on accessing funding for a new business in Buea. Among the respondents, a small percentage (2.9%) perceive it as very easy to

access funding, while a slightly larger proportion (11.4%) consider it somewhat easy. A significant number of respondents (34.3%) hold a neutral stance, indicating an uncertain or balanced view on the ease of accessing funding. Similarly, another 34.3% perceive it as somewhat difficult. Finally, 17.1% of the respondents find it very difficult to access funding for a new business in Buea.

This data suggests that the ease of accessing funding for new businesses in Buea is perceived differently among entrepreneurs. It aligns with the notion that accessing financial resources can be a significant challenge for entrepreneurs, as they often face obstacles in securing funding. Factors such as limited access to capital, lack of investor networks, and stringent lending practices can contribute to the perceived difficulty in obtaining funding.

The varying perceptions of the respondents highlight the importance of understanding the local entrepreneurial ecosystem in Buea, including the availability of funding sources, support programs, and the overall business environment. It also underscores the need for entrepreneurs to be resourceful, innovative, and proactive in seeking alternative funding options and building strategic partnerships. It is crucial to consider the limitations of the sample size and the specific context of Buea. Further research and exploration of the entrepreneurial funding landscape in Buea, including local financing operations, government initiatives, and support organizations, would provide a more comprehensive understanding of the challenges and opportunities in accessing funding for new businesses in the region.

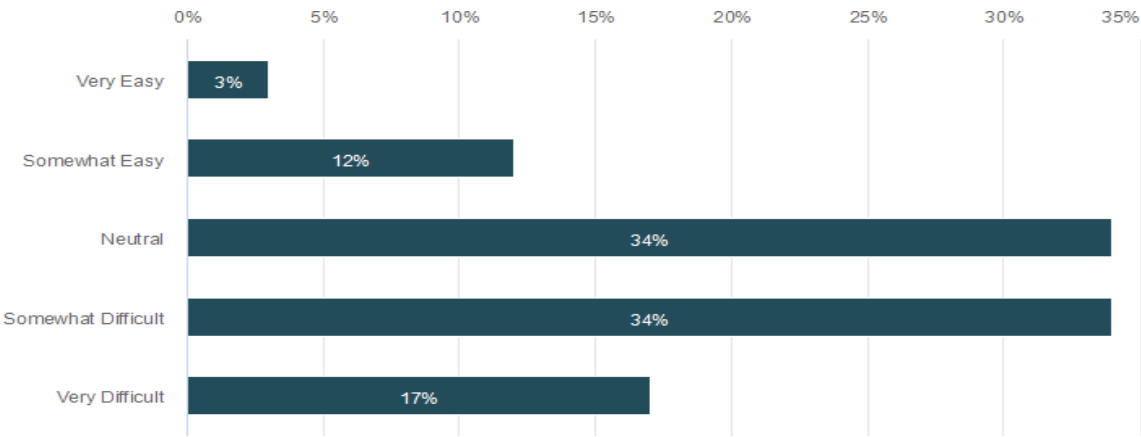


FIGURE 2. Funding difficulty of new businesses in Buea

6.3.1 Difficulty accessing information in Buea

The respondents were asked about how easy it is to get access to information about entrepreneurship in Buea (FIGURE 3).

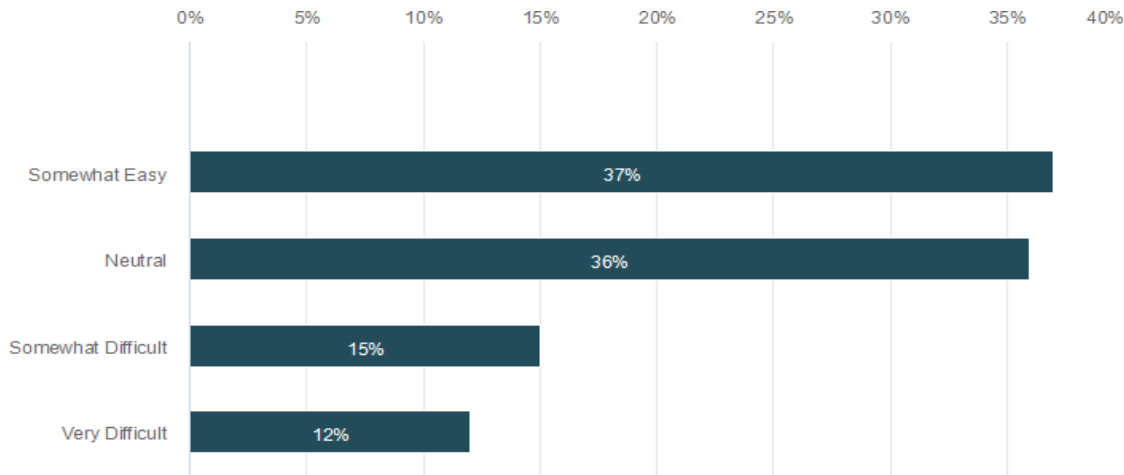


FIGURE 3. Access to relevant entrepreneurial information in Buea

The responses in figure 3 indicate a mixed perception regarding the ease of accessing relevant information about entrepreneurship in Buea. Among the respondents, a significant proportion (36.4%) consider it somewhat easy to access relevant information. An equal percentage of respondents (36.4%) hold a neutral stance, suggesting an uncertain or balanced view on the accessibility of information. A smaller percentage (15.1%) find it somewhat difficult to access relevant information, while 12.1% perceive it as very difficult.

This data suggests that the accessibility of relevant information about entrepreneurship in Buea is perceived differently among individuals. It implies that there may be challenges or limitations in obtaining comprehensive and readily available information related to entrepreneurship in the region. These challenges could include limited access to relevant resources, a lack of centralized information platforms, or difficulties in navigating the entrepreneurial ecosystem to find accurate and up-to-date information.

6.3.2 Government support in promoting entrepreneurship in Buea

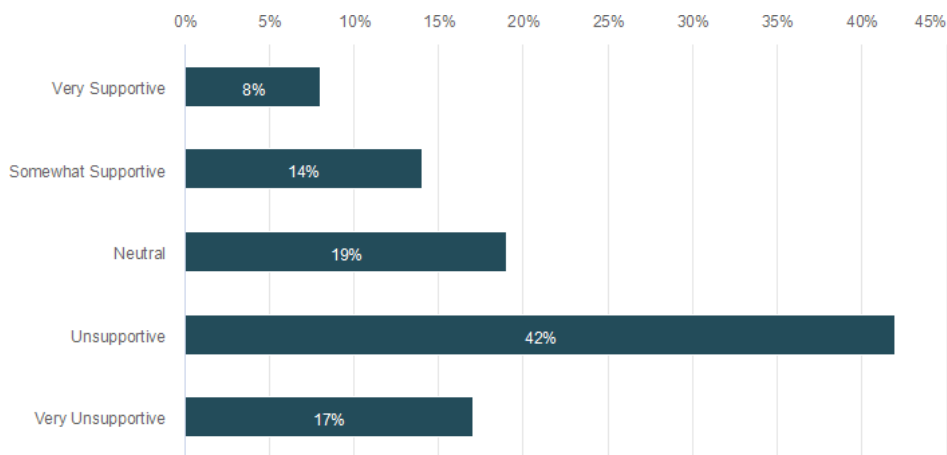


FIGURE 4. Support of local government towards entrepreneurs

From figure 4 above, the responses indicate a mixed perception regarding the supportiveness of the local government in promoting entrepreneurship in Buea. Among the respondents, a small proportion (8.3%) perceive the local government as very supportive, while a slightly higher percentage (13.9%) consider it somewhat supportive. However, a significant portion of respondents (41.7%) view the local government as unsupportive, and a notable percentage (16.7%) perceive it as very unsupportive. Additionally, a considerable number of respondents (19.4%) hold a neutral stance on the matter, Buea's local government needs to do better in supporting entrepreneurship, according to these findings. It indicates that the perceived level of support provided by the local government falls below the expectations or needs of a significant proportion of entrepreneurs. The reasons for this perception could vary and may include a lack of supportive policies, limited resources or infrastructure, inadequate access to funding or business support programs, and challenges in navigating bureaucratic processes.

To further understand the level of support from the local government, it would be beneficial to consider additional factors such as government initiatives, policies, and programs specifically targeted at promoting entrepreneurship in Buea. Examining the availability of resources, funding opportunities, business development centers, and collaboration between the government and local entrepreneurial networks would provide a more comprehensive assessment of the local government's efforts in fostering entrepreneurship.

6.3.3 Support of local communities in promoting entrepreneurship in Buea

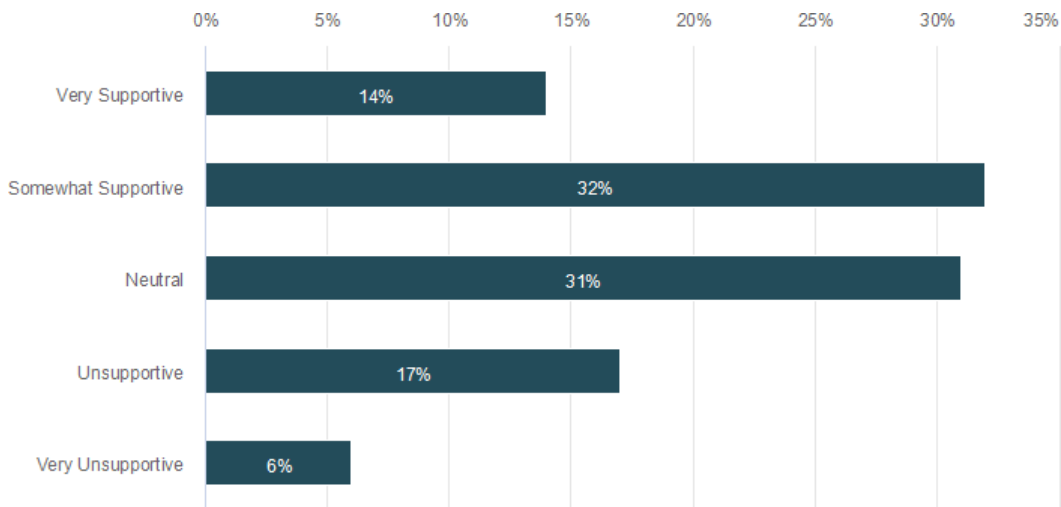


FIGURE 5. Local community supports towards entrepreneurship.

The responses in figure 5 indicate a varied perception regarding the supportiveness of local communities in promoting entrepreneurship in Buea. Among the respondents, a moderate proportion (14.3%) perceive the local communities as very supportive, while a slightly higher percentage (31.4%) consider them somewhat supportive. Additionally, an equal number of respondents (31.4%) hold a neutral stance on the matter. On the other hand, a notable percentage of respondents (17.2%) view the local communities as unsupportive, and a smaller percentage (5.7%) perceive them as very unsupportive.

These findings suggest that the level of support from local communities in promoting entrepreneurship in Buea is perceived differently by individuals. While some respondents view the local communities as supportive, others perceive them as less supportive or neutral. It is worth noting that entrepreneurship and its impact on local development have been acknowledged as having significant potential for fostering economic growth and revitalizing communities. However, the specific dynamics and factors influencing support for entrepreneurship in Buea's local communities may require further investigation.

6.3.4 Factors that discourage entrepreneurship in Buea

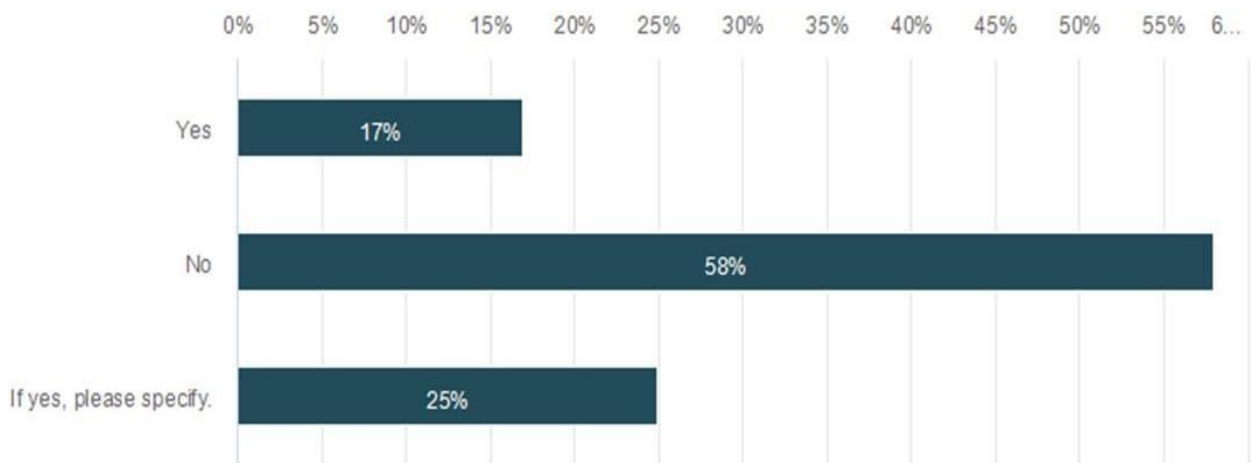


FIGURE 6. Cultural and or social factors affecting entrepreneurship in Buea

According to the data obtained from the respondents, there is a perception that cultural or social factors discourage entrepreneurship in Buea. Among the respondents, 16.7% answered "Yes" to the presence of such factors, while the majority, 58.3%, answered "No." For those who indicated "Yes" and specified the factors, several aspects were mentioned:

Basic education and lack of entrepreneurial education: The level and quality of education, particularly in entrepreneurship-related topics, were identified as factors that may discourage entrepreneurship; Location of the business and economic environments; The geographic location of businesses and the overall economic conditions in Buea were mentioned as potential discouraging factors; Status of the population, mostly students: The high proportion of students in the population was seen as a factor that might discourage entrepreneurship, possibly due to limited experience or financial constraints; Social insecurity and high taxes; Concerns about social insecurity and the impact of high taxes on entrepreneurial activities were mentioned as potential deterrents; Constant lockdowns that prevent small businesses from opening; The presence of frequent or prolonged lockdowns, which restrict the operation of small businesses, was identified as a hindrance to entrepreneurship; Social and cultural ties: The existing social and cultural ties within the community were mentioned as factors that may discourage entrepreneurial activities; Individual biases among entrepreneurs: Perception of biases or prejudices held by individuals within the community toward entrepreneurs was highlighted as a potential discouraging factor; Lack of trust in local entrepreneurs by community members: The lack of trust in local entrepreneur

among community members was identified as a potential deterrent to entrepreneurship, Mobility.

Challenges related to mobility, such as transportation infrastructure or accessibility, were also mentioned as potential obstacles.

In Buea, social and cultural factors influence or discourage entrepreneurship according to these findings. It was important to note that these factors are perceived by respondents and may require further research to understand their full impact on entrepreneurship in the specific context of Buea.

6.3.5 Programs in Buea that support entrepreneurs.

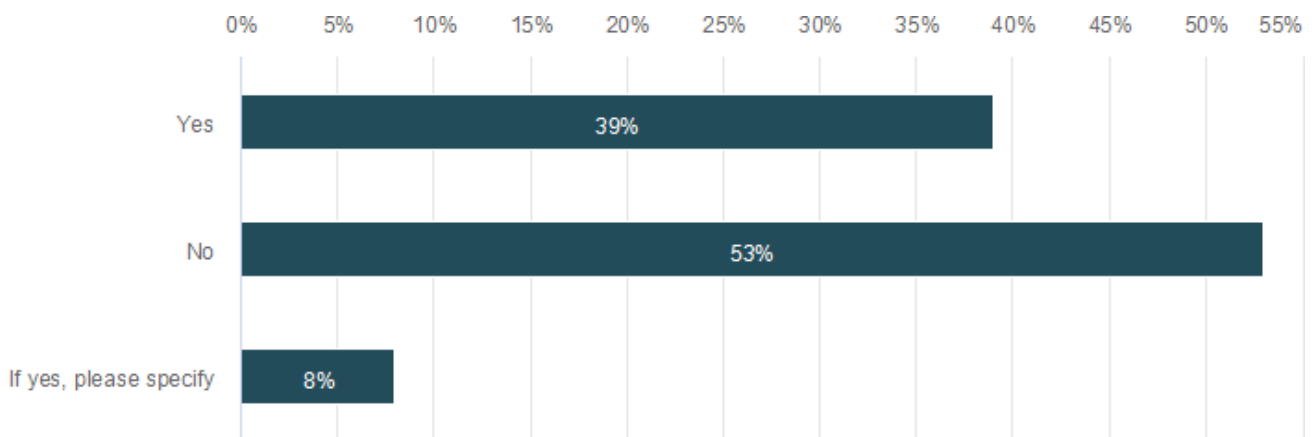


FIGURE 7. Programs or Organizations supporting entrepreneurship in Buea

According to the data obtained from the respondents (figure 6), there is a perception that there are organizations or programs in Buea that support entrepreneurs. Among the respondents, 38.9% answered "Yes" to the presence of such organizations or programs, while 52.8% answered "No." For those who indicated "Yes" and specified the organizations or programs, the following were mentioned:

GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit): GIZ is a German firm that supports small businesses in the fields of environmental sustainability and agriculture with funds. It is one of the organizations that aid entrepreneurs in Buea.; Trade fairs are mentioned as programs that encourage entrepreneurs in Buea. These events provide a platform for entrepreneurs to showcase their products or services, network with potential customers or partners, and gain exposure for their businesses; Women empowerment centers: Women empowerment centers were mentioned as organizations or

programs that support female entrepreneurs in Buea. These centers provide resources, training, mentorship, and networking opportunities specifically tailored to empower and support women in their entrepreneurial endeavors.

6.4 Challenges faced by entrepreneurs in Buea

Based on the responses provided by the 29 respondents, the following challenges were identified as the biggest for entrepreneurs in Buea:

The first one was capital: Accessing sufficient funding or capital to start and grow their businesses was mentioned as a significant challenge. Taxes and heavy rents: Entrepreneurs expressed concerns about the burden of high taxes and expensive rental costs, which can impact their profitability. Marketing and building a brand: Limited financial resources can make marketing and brand-building challenging for entrepreneurs, as it often requires significant investments. Mobility: The intermittent occurrence of "ghost town" days in Buea, where commercial activities are disrupted due to socio-political issues, was cited as a challenge for entrepreneurs in terms of maintaining regular business operations. Lack of creativity and market saturation: Some entrepreneurs mentioned a lack of originality and a tendency to copy ideas from others. Moreover, the small population of Buea and the saturation of certain business sectors were seen as challenges, leading to a scarcity of customers.

Funding and capital are also issues: Entrepreneurs highlighted the difficulty of accessing funds or capital needed for their business ventures. Competition: The presence of competitors in the same business sector was seen as a challenge for entrepreneurs, as it can lead to a struggle for market share and customers. Product market fit and finding customers: Entrepreneurs expressed difficulties in finding the right target market for their products or services and acquiring customers. Regulatory regimes and lack of transparency: The rapidly evolving tax and regulatory landscape, coupled with a perceived lack of transparency, was mentioned as a challenge for entrepreneurs. Lack of support: Some entrepreneurs expressed a need for more support, whether in the form of mentorship, guidance, or resources.

6.5 Proposition for improvement

Based on the responses provided by the 31 respondents, as follows suggestions were given to improve the entrepreneurial ecosystem in Buea: Several respondents emphasized the importance of government support in the form of subsidies and grants to empower and encourage entrepreneurs. Entrepreneurs expressed a need for support, which can include mentorship, guidance, and resources to help them navigate the challenges of starting and growing a business. Respondents mentioned the importance of reducing the financial burdens on entrepreneurs, such as high rental costs and taxes, to create a more favorable environment for business growth.

Many entrepreneurs highlighted the need for improved access to funding options, including loans and financial assistance, to fuel their business ventures. Creating more institutions that offer comprehensive training and education programs specifically designed for entrepreneurs was suggested to enhance their skills and knowledge. Emphasizing the importance of online marketing and providing resources to entrepreneurs to enhance their digital presence and reach a broader customer base. Encouraging entrepreneurs to connect, listen to customer feedback, and participate in mentorship programs to foster collaboration and growth.

Establishing a central information center and organizing workshops to disseminate valuable knowledge and information for entrepreneurs. Advocating for tax policies that are more favorable to small businesses and startups, including lower tax rates for new ventures. Addressing the political crisis and providing a stable environment for businesses to thrive, can contribute to a more conducive entrepreneurial ecosystem. Developing financial structures and offering financial assistance to support entrepreneurs, including providing access to loans and grants. Encouraging a belief in local products and services, fostering community support, and promoting the growth of homegrown businesses.

7 CONCLUSION

In conclusion, the demographic data collected from the respondents in Buea, Cameroon provided valuable insights into the factors affecting entrepreneurship in the region. The findings highlighted a higher representation of female respondents, a focus on the young adult population (25-35 years), a diverse mix of occupational backgrounds, a high level of educational attainment, and a significant presence of entrepreneurs among the respondents.

These results align with previous research that emphasizes the increasing participation of women in entrepreneurship and the importance of education and diverse occupational experiences in entrepreneurs' endeavors (Radović-Marković & Avolio Alecchi 2013, 498-508.). According to the data, entrepreneurs are motivated to contribute to economic growth and social well-being through financial gain, social impact, and innovation. Moreover, many of the respondents expressed a willingness to take high risks when starting a business, reflecting their entrepreneurial spirit and adaptability to uncertain environments.

These findings have important implications for policymakers, educators, and aspiring entrepreneurs in Buea. Policymakers can use this information to design targeted support programs and policies that address the specific needs and challenges faced by entrepreneurs in the region. Educators can integrate entrepreneurship education to nurture the entrepreneurial mindset and equip students with the necessary skills and knowledge. By gaining insights from successful entrepreneurs in Buea, aspiring entrepreneurs can be motivated to pursue their entrepreneurial dreams. While this study provides valuable insights, further research is needed to explore in-depth the specific factors influencing entrepreneurship in Buea and their long-term impact on business development and economic growth.

In summary, this study contributes to the existing body of knowledge on entrepreneurship in Cameroon as well as lays the groundwork for future research and policy interventions aimed at strengthening Buea's entrepreneurial ecosystem.

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APPENDIX 1: QUESTIONNAIRE

Dear Respondent,

I am **Sorshu Elizabeth Chancelle**, a final-year Student at the UNIVERSITY OF APPLIED SCIENCES. I am researching “**Factors Affecting Entrepreneurship in Cameroon. Case Study Molyko Buea.**” With your daily experience in the field, we believe your views will go a long way to provide the necessary data required to attain the goal of this research. I shall be incredibly grateful if you assist me by ticking the appropriate boxes (✓) and filling in the blank spaces where necessary to assist me in completing my project. I assure you that the analysis of the responses will be confidential.

Should you have any questions to ask, kindly contact me.

Primary Researcher: Sorshu Elizabeth Chancelle

Tel: +358 40 3647212

Part 1: Demographics

Q1. What is your age?

- a. 15 – 25 b. 25 – 35 c. 35 – 45 d. 45+

Q2. What is your gender?

- a. Male b. Female

Q3. What is your level of education?

- a. High School Diploma b. bachelor's degree c. master's degree d. Doctoral Degree e.

Other (please specify): _____

Q4. What is your occupation?

- a. Lecturer b. Entrepreneur c. Doctor d. Vendor

e. Business Owner f. Other (please Specify):

Q6. Are you an entrepreneur?

- a. Yes, b. No

Part 2: Entrepreneurial Attitudes and Behaviors

Q1. Have you ever considered starting a business?

- a. Yes, No

If no, what are the reasons why you have never considered starting a business?

.....
Q2. How important is financial gain to you as an entrepreneur?

a. Very Important b. Somewhat Important c. Not Important

Q3. How important is social impact to you as an entrepreneur?

a. Very Important b. Somewhat Important c. Not Important

importantQ4. How important is innovation to you as an entrepreneur?

a. Very Important b. Somewhat Important c. Not Important

Q5. How much risk are you willing to take when starting a business?

a. High b. Medium c. Low

Q6. Have you ever received any support or assistance for your entrepreneurial activities?

a. Yes, b. No

Part 3: Entrepreneurial Ecosystem

Q7. How easy or difficult is it to access funding for a new business in Buea?

a. Very Easy b. Somewhat Easy c. Neutral d. Somewhat Difficult
e. Very Difficult

Q8. How easy or difficult is it to access relevant information about entrepreneurship in Buea?

a. Very Easy b. Somewhat Easy c. Neutral d. Somewhat Difficult
e. Very Difficult

Q9. How supportive is the local government in promoting entrepreneurship in Buea?

a. Very Supportive b. Somewhat Supportive c. Neutral d. Unsupportive e. Very Unsupportive

Q10. How supportive are the local communities in promoting entrepreneurship in Buea?

a. Very Supportive b. Somewhat Supportive c. Neutral d. Somewhat Unsupportive e. Very Unsupportive

Q11. Are there any cultural or social factors that discourage entrepreneurship in Buea?

a. Yes, b. No

If yes, please specify.

.....
Q12. Are there any organizations or programs in Buea that support entrepreneurs?

a. Yes, b. No

If yes, please specify.

.....
Part 4: SURVEY

Q1. Overall, what do you think are the biggest challenges for entrepreneurs in Buea?

.....
Q2. What do you think could be done to improve the entrepreneurial ecosystem in Buea?

.....
Q3. Is there any other information you would like to share about entrepreneurship in Buea?

.....

THANK YOU