

THE DIFFICULTIES FACED BY MICRO AND SMALL ENTERPRISES IN THE FORMAL MARKET ACCESS: THE CASE IN SMALL AND MICRO ENTERPRISES IN THE CITIES OF MAKASSAR AND KABUPATEN GOWA SOUTH SULAWESI

Zainuddin Rahman

Faculty of Economics University of Indonesia Muslim Makassar

Email: zainuddinrahman@yahoo.com

ABSTRACT

This research aims to analyze about the difficulties faced by micro and small enterprises in accessing markets in sustaining and expanding the operation and the survival of their businesses. Samples taken from the 45 micro and small businesses (UMK) chosen deliberately from the entire population. Design research in the applied Research Exploratory. Data collection is done with in depth interviews with business owners (industry) to obtain data that is associated with this research. From a sample of research found that very few micro and small businesses (UMK) managed to access the formal market, the main reason is the inability of their products to meet the requirements set by the institution of a formal marketing, they are only able to do marketing. The conclusions of the research are: a). skills principals UMK on marketing management are generally very low, b). quality of the resulting product is still low so as to make their difficulties in dealing with competitors in the market, c) continuity in serving customers/partner has yet to be secured, d) difficulty in using modern production technology, because of lack of capital, e) slow in doing the response to changes in the market. Recommended: that the Government should also play a more active role in facilitating the ease of access to the formal market, by helping UMK in partnerships, and the provision of facilities for product market UMK on any area in the form of marketing outlets adopted the model Alpha March.

Keywords: Difficulties of access, the formal market, micro-business, small business, partnerships

INTRODUCTION

Micro, Small and medium-sized business is an asset strategic development, this sector in macro can create huge job opportunities, as in 2003 can absorb 99.45% labor and created value added to GDP of 58.3%. Micro small and medium business (UMKM) in South Sulawesi, was very potential and played an important role in this endeavor and provide the right opportunity earn income, especially for weak economic efforts that are in the Sulawesi South. Please note that the portion of the total overall Small Medium Enterprises existing Business in South Sulawesi was 99.82 per cent consists of: micro 87.60 percent, small business, Medium Business percent 11.62 0.60 percent and great effort 0.18 percent. The proportion of micro and small, so big (99.22 percent) showed that in South Sulawesi society in general are still at UMK business scale and its tendency is on micro enterprises. i.e. of 87.60 percent (BPS: 2013). Based on such statement, then many countries such as; Singapore, Hong Kong, South Korea, Mexico and Taiwan focused his attention to the empowerment of SMEs as motors of economic growth, since SMES can easily absorb technology. In addition, SMES can easily customize the condition if there is a change in

the economy, as expressed by some researchers (Theng, Wang and Lim Geok Lau, 1996; Looney, Rober, 2004; Chee-Chuong Sum, 2004; Amini, 2004 and Kim-Sum, 2005).

Small and medium enterprises (SMEs) are considered as the engine of growth in Kenya because of their primary role in economic development. This sector generates employment opportunities, providing goods and services and direct competition and innovation (KIPPRA, 2002) SME comprises about 75% of all businesses, employing 4.6 million people (30%), accounts for 87% of new jobs created and contributed to 18.4% of the GDP. (Gok, 2009). But the sector is facing challenges that are heavy on market access. In addition to the limitations on market access, limited access to information, finance and technology and policies that are not advantageous for SMEC (gok, 2005.0: Kiveu, m. and g. Ofafa, 2013).

Limitations to market Access remains a severe constraint to SME growth and competitiveness as experienced by Small Medium Enterprises in Kenya due to the impact of globalization. (Gok, 2005; KIPPRA, 2006). Limitations of aces market information to make SMES lack information opportunities on the market. Transaction costs are high is because of the inefficiency of the market and information asymmetry. SMES face difficulties accessing the markets because of limited market information, market research and marketing capacity that low point to the difference between supply and demand. (KIPPRA, 2006, Kiveu, m. and g. Ofafa, 2013).

Based on the background of the issues raised then appear the question this research seeks to answer the following questions:

- What factors cause difficulty for marketing access UMK.
- What strategy is reducing the difficulty of market access UMK
- How the role of Government in helping the market access for UMK.

Whereas the purpose of this research is to understand and explain the difficulties faced by Small Medium Enterprises in accessing the market as follows:

- To explain the cause of the difficulty of access to the market for UMK
- To explain the strategy that can give ease market access for UMK
- To explain how the role of Government in helping the market access for UMK.

LITERATURE REVIEW

Although it is understood that SMES play an important role in the economy, but there is no standard definition of SMES. There is which gives the definition berdasarakan Scale company, based on the amount of labor used as well as some of the Small Medium Enterprises, and the magnitude of the investment. (KIPPRA, 2006) In Kenya, the majority of companies are classified based on the number of employees involved in the company. A number of micro enterprises and small businesses in the survey, based on the results of those surveys so that the company can be defined as Small Medium Enterprises in both the formal and informal sector employs 5-99 employees fulltime. Small businesses employing 5-49 employees while medium enterprises employing 50 to 99 employees fulltime (CBS, ICEG & K-REP, 1999, Kiveu, m. and g. Ofafa, 2013). The main advantage of the SMEC is almost all sectors of the economy, Small Medium Enterprises provides a source of productive employment, income, government revenue and the reduction of poverty. This sector comprises 98% of all businesses in Kenya; employing more than 4.6 million people (30%) and accounted for 18.4% of the GDP. The amount of venture capital in this sector is 28 billion (gok, 2009). The ability of SMES to survive in an increasingly competitive global environment largely depends on their capacity to exploit information as a resource and to benefit from the value of the information. SMES need access ready for comprehensive and relevant information because they operate from times but capacity

limitations concern. The perpetrators of the SMES need information about business trends and the market; business environment, legal and regulatory aspects, business management, customer needs, business expansion and diversification; technology; business opportunities; linkages and partnership efforts. (Schleberger, 1998). Limited access to appropriate information, current, relevant and important to barriers is insufficient UKM in Kenya. Companies are struggling to gain access to the vital information needed to improve productivity, customer satisfaction, increasing the time cycles and the opportunities in the market. (ITG, 2002, Hanna, 2010) Market signals about business opportunities and trends customers are not communicated effectively to SMES, so that they are obtaining information that has information access (KIPPRA, 2006, Kiveu, m. and g. Ofafa, 2013). A major challenge is the bagiUKM market information relating to the acquisition and capacity so that should live can effectively access to obtain information. Without access to market information, SMES are not able to timely to acquire market opportunities, technology of production. This sector is able to survive and grow in a market environment that is highly competitive and globalizing (gok, 2005). Limitations on market access formal markets/modern hardest problem is facing by Small Medium Enterprises having access to capital to formal financial institutions. The difficulty faced by Small Medium Enterprises toward the market access into a classic problem but crucially, because in line with rapid business growth in the market but are not followed by the managerial capabilities of the owners. The growth of micro and small businesses like growing mushrooms in the rainy season, it becomes a dynamics in the business world and become competitors in the market. Most micro and small entry into the market would produce similar products produced by Small Medium Enterprises and industry in the market. The perpetrators of the attempt went into the market with the preparation efforts potluck without adequate skill support, so that in the end facing difficulties in developing his business due to capital constraints and market access very tight. Therefore businessmen should be able to mengugred and validate the destination markets based on market and consumer orientation potensil target. Market orientation is "a kind of organization of market intelligence related to customer needs in the present and the future, conduct market survey within the scope of the broader purpose of the market to ensure that the product to be marketed" (Kohli and Jaworski, 1990; quoted from Amario, Ruiz, and Amario, 2008). Therefore the main focus of market orientation is to understand the needs of customers in domestic and international markets, so the bid might develop products and services to meet the requirements. In short, the market orientation of the means of implementation of the company's marketing concept and philosophy of business to achieve a greater degree of market access. In this case a number of researchers have pointed out that there is the combined effect of the orientation of the market and the company's positive performance innovation ' (Verbees and Meulenverg, 2004, Kiveu, m. and g. Ofafa, 2013) The key elements of market orientation includes: customer orientation; the orientation of the competitors; functional coordination; long-term focus and profitability; market research; and the response of the market (Kohli and Jaworski, 1990; Narver and Slater and 1990). The traditional study of market orientation is mainly on large enterprises; It was found that the growth is crucial for SMEs in shoring up the world economy, particularly in developing countries, it is expected that the growth became one of the key success factors for SMEs (Spillan and Parnell, 2006). Given the fact that most of the domestic market for SMEs in the Asia-Pacific Countries is limited, so there is a desire to encourage SMES to access international markets to encourage their growth. Thus, the orientation of the market serves to provide information and incentives to promote their products to international markets to provide a market opportunity in increasing turnover and profit of the company.

The orientation of the SME market is conceptually related to the phenomenon of internationalisation, as expressed by; Singh, Pathak and Naz (2010), market orientation is a broad term used by experts in distinguishing different goals such as market; "export, trade, cross-border clustering, kalaborasi, cross-border alliances/subsidiaries, branches and business activities that go beyond the environment of countries of origin". Export is the spectrum of the internationalization readiness takes time and resources, which reflects the idea that SMES have the limitation of resources and a big problem faced by large companies (Hessels and Terjesen, 2010; and Hollenstein, 2005) and therefore the choice of entry model is a process of cost-benefit analysis (Erramilli and Sharma, 2004).

Kotler (2005), declares that the marketing mix (the marketing mix) is a set of marketing tools the company used to constantly achieve the purpose of marketing in the target markets, these marketing tools are classified into four broad groups called 4 p consisting of Products (product), the price (price), place (place), and promotion (promotion). The marketing mix is a blend of product strategy, promotion, price and place that is uniquely designed for a mutually satisfying exchanges generate with the intended market.

Several theories have been proposed to explain the concept of marketing and market access. This research examines the theories with a view to isolate and understand key marketing factors relating to market access for Small Medium Enterprises. Market orientation theory States that the key to achieving the goal of the organization is to be more effective than competitors in combining marketing activities to determine the needs of the target markets (Kotler, 1999).

Companies with a better understanding of their customers, competitors and the environment have a competitive advantage. So companies must strive to understand the needs of customers who must then be translated into products or services. To achieve this, businesses need market information to effectively market its products. Market research and consumer analysis that is important to allow the company to meet the needs of their customers to remain competitive. Market orientation aims to provide superior customer value. There is a positive relationship between market orientation and company performance (KIPPRA, 2006).

Closely related to the market orientation theory is a theory of the evolution of system changes argue that the company's ability to survive and succeed depends on his ability to seek and respond to opportunities permintan the market. However the market system of the dynamic, changing in response to the growing needs and behaviour of the competitors; create a market system is in the continuous shift towards an inefficient provision company, so need to adapt to the new environment and find a competitive advantage through repair, maintain high quality, choose a location of strategic markets, promote products and services, identify market opportunities and access to other markets outside their area.

The neoclassical paradigm theory based on the concept of the competition that is guided by some assumptions perfect information and no-fee, no transaction fees, no public goods, there are no economies of scale, the perfect rationality and that of companies maximize profits. All players in the market are perfect will attempt to maximize their profits and in the long run, the market will tend towards equilibrium to return equivalent to the cost. But the market is not Perfectly realistic and the absence of sophisticated legal structures, competition law and regulation, companies operating in the market are not perfect face high transaction costs, distortion, failure information monopoly, mistrust, uncertainty and risk aversion. For perfect competition, companies need the perfect information and no cost and minimal transaction costs to compete effectively.

Marketing theory argue that customers are increasingly looking for suppliers who deliver value not only in terms of price but a variety of interesting things. This approach leads to the need for relationship marketing defined as build, develop and maintain relational exchange success (KIPPRA, 2006). It describes the relationships, networks and collaborative process, stakeholder relations include horizontal and vertical in a joint effort to increase the value of customers. Companies need to develop customer relationships to gain and retain customers.

Transaction cost theory to try to explain the importance of the institution of marketers and non-market economic exchange. This theory acknowledges that the market is driven by the cost of the transaction created by the asymmetry of information, opportunism and asset specificity. Transaction costs include the cost of information, negotiation, monitoring, coordination and enforcement of contracts. (Adegbidi, 2012) This implies that the costs of the transaction are not less importance in marketing and in improving market access.

RESEARCH METHODOLOGY

1.1. Research Approach

This research uses qualitative approach by selecting with Natural Exploratori Design Research with the purpose of: (1) information about Dig how market access difficulties experienced by UMK (2) to find the meaning and the nature of the experience in accessing the market, UMM not just looking for an explanation or seeking a measure of reality, (3) to obtain an overview of the skills possessed by the UMK in accessing formal market and (4) describe the ability of competing products in the market of UMK.

1.2. Location Research

This research was carried out in the South Sulawesi city of Makassar and on Gowa. Site selection done intentionally to represent several areas in South Sulawesi. Location of the study area represents the other representative is seen because it populations describe a homogeneous population, have the same problem, capacity, and the scope of the business activities a versatile homogenous.

Methods Of Data Collection

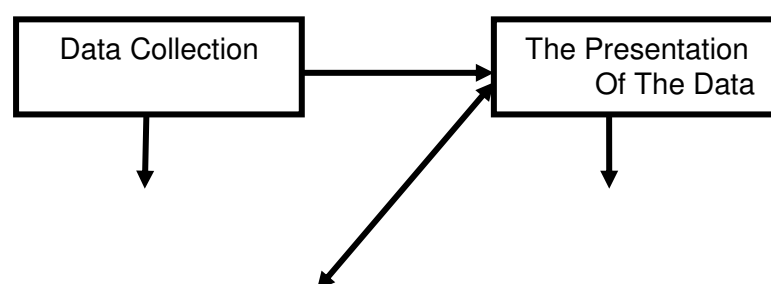
Data collection is the most important part in a research activities, so that in this study the method of data collection used is:

- a. Observation
- b. In-depth interview
- c. Documentation

The third method of data collection of the above intended can continuously and related to each other in the process of collecting data to explain the meaning of that obtained in the data collection activities.

1.3. Data Analysis

The data and information obtained through information gathering, then analyzed using qualitative analysis. Qualitative analysis is meant to understand an object or subject through the disclosure of what is seen, felt, and experienced within the context and situation where carrying out data collection (Research). Data analysis on qualitative research is shaped cycle and not linear as can be seen in Figure 1 as follows:



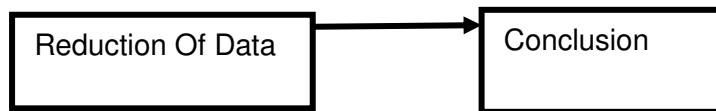


Figure 1. Interactive Data Analysis Model

Source: Miles and Huberman (1992) in Muchksin 2006, and came out 2003.

RESULTS AND DISCUSSION

4.1 Obstacles faced by UMK in formal market access in South Sulawesi

Some factors that can complicate market access identified Small Medium Enterprises in South Sulawesi, among others; lack of market information, limitations on access to the market of marketing facilities, physically available is very limited, still lack the ability to partner with larger companies in the marketing, advertising and promotional capacity is very limited, it is difficult to enter the UMKM products compete in the market, the transaction costs faced by high-relatip.

Results of interviews indicate that the constraints of the market information; 15.5% Small Medium Enterprises that has market access total, 33.4% have access to the medium, and UMKM 51.1% access with low condition. Whereas the factors of market access limitations, there are; 22.2% have access high, 37.8% have access to the medium, and market access 51.0% lower. Access to the Facilities, there is a 15.6% declared high, 44.5% declared being and 40% declared low. Similarly on the aspects of marketing partnerships, there is a high% were either 11.2 20.0% stated, medium, and low 68.9 stated. While advertising and promotion is low. So with the ability compete high no, 22.1% stated the ability bersaingnya medium and 88.9% stated that the ability of low-bersaingnya. Low level of market access for Small Medium Enterprises, caused because of the limited skill in marketing management, business organizations are still not organized, mostly Small Medium Enterprises still in informal conditions primarily micro enterprises. The results showed that 92% of the sample selected does not yet have terampil management in managing their businesses, so as to implement the marketing management still Trouble.

The findings are in line with what is expressed by the (gok 2005 KIPPRA, 2006) research conducted in Kenya with the result that most Small Medium Enterprises cannot access market information, market access, competition on the local market alone, the global market. Many SMES produce goods and services without considering the needs of the market and customers and as a result they are not able to penetrate the market.

1. SME Product Marketing Strategy

Philip Kotler mendefenisikan marketing mix the marketing mix or as: a series of variables that can be controlled and variable rates used by the company to influence the target market. The four elements of marketing mix variables or (the Marketing mix) or the so-called four p's, are as follows: 1. the product strategy 2. Pricing strategies 3. Distribution/distribution strategy 4. Promotion strategies Marketing mix the marketing mix or very important note at the beginning of the establishment of the SME business or home meal.

Brand/Brand by most perpetrators of SMES have not be erhatian them well so that products sold on the market less attractive for consumers. So also is the case with product packaging, labeling, and assurance of product produced.

The dominant products Small Medium Enterprises in South Sulawesi was food and beverage products are produced with the technology that is still very modest, so the quality is not yet able to match with the product industry using advanced technology. For example, to make products that are generated by the SME, also produced by the industry with more advanced

technology. Product quality still had the UMK low quality as can be seen from some indicators such as; the brand is only 5% who have a brand that's already got the permission selebinya 95% don't have licensed brands, packaging only 10% who have a good packaging the rest 90% the packaging still less well. This is the case with flat products is still very much compared to rival products that are on the market, only 6% who have a taste that can compete, the security of the products is very difficult for UMK only 3% that can guarantee quality and continuity as they produce goods just match his desire without regard to the wishes of the markets and consumers. The results showed that the quality of the product if it is measured using the six indicator (branding, packaging, labeling, flavours, of security, and the deliveri), then in general the quality can be said to be low. Thus there needs to be the efforts made in improving the product quality of SMES. A solution that can be done is mentoring and mentoring for UMK in work and hard-wired in periodic so that all the elements of weakness in the product can be controlled and refined.

2. Location or distribution (Place).

The location is an important factor in achieving the success of an SME, namely concerning, among others, good visibility, easy access, convenience, curb side appeal, parking. The channel's decision would affect two things, namely the range of sales and costs. Each channel of the selected alternative is clearly influenced by other elements contained within the corporate marketing mix.

The selection of distribution channel to market products is a serious problem faced by the SME manufacturers, due to their corporate organization still is semi formal, even 75 percent of SMES are still in the status of the informal businesses. Such conditions become obstacles in doing channeling their products to market. The perpetrators of micro, small, and medium enterprises generally have insight into marketing is still narrow so reluctant to use institutional in marketing the product. As the results of research. that of 45 samples of SMES which are examined, there is 71.2 percent SME offender chooses to market their own products, and using an intermediary, 28.8 percent while wholesale, and Agent no one chooses to use it.

The reason why they do not involve wholesale and agents in marketing their products, due to the they avoid costs that arise with the growing number of institutional involved in marketing. The issue of costs is indeed being always avoided by the perpetrators in marketing its products, so by not realizing that the market itself is often face constraints, time, energy, and ability to sell such products so that the market is very narrow.

The fact that such a public facing the perpetrators UMK, however cannot be avoided, by reason of the very classic is a lack of cost. It therefore needs to be created is a container for product marketing UMK in formal institutional forms with do Bransmarking marketing model with large companies such as; Alfa Alfa and Mart, Midi Indofood products to market. So for the Government should think of UMK to provide joint products marketing UMK Center in the form of a self-service ' SME Mart ' sponsored by the Government and companies through a GRANT and CSR.

3. Promotion.

The aim of the promotion is to increase awareness of consumer perception, attract buyers first, achieving a higher percentage for consumers who repeatedly, creating brand loyalty, increase-kan average check, increase sales on a particular food or special times, and introduce new products. How a promotion can be done among others with the promotion of mounth by mounth, following certain events, hold a discount is reserved at any given moment, giving member card at the customer. Can also be done through promotions such as Billboard, newspaper inserts and mass media or use banners. In addition, it makes a unique product concept and favored by customers. The policy of merging marketing certainly will be more successful if what has been programmed

communicated with a good listed. communicate the company's programs to the community of consumers can do with four variables, i.e.:

- a. Advertising: forms of presentation and promotion of non personal about ideas, goods, and services that are paid by the sponsors of certain.
- b. Personal selling: oral presentation in a conversation with one or more prospective buyers who intended to create sales.
- c. Publicity: the drivers of demand are private non for a product, service or idea by using commercial news in mass media and sponsors are not saddled a number of paid directly.
- d. Sales promotion: marketing activities in addition to personal selling, advertising and publicity push consumer purchase and efektifitan

Based on the results of the analysis of the data showed that of the four forms of promotion which is measured, only personal selling becomes the SMEC options as a way of promotion of their products means 100% UMK do marketing directly to the consumer's personal store. Because it was already known that generally Small Medium Enterprises face constraints in utilizing the means available for promotional costs are expensive. Therefore, the expected presence of promotional media prepared by the Government in mediate the perpetrators of Small Medium Enterprises in promoting the products, for example through internet media and tabloid special product promotion provided Government is cheap even for free. Thus Small Medium Enterprises promotional products can be done easily and cheaply.

4. Price.

The price is a unit of monetary or other sizes including other goods and services exchanged in order to acquire the rights to a user or ownership of goods and services. The price is also an important consideration in selecting the products by SMES. Factors that affect the price of the product applied in a SME, are: the relationship between supply and demand, the decline in consumer loyalty, sales mix, price competition, overhead costs, psychological aspects, the need to gain profit. How to determine the right price is to look at the selling price of similar competitors, of course with the quality and portions of food that are roughly the same. Then, set the selling price of the food product is slightly cheaper than the selling price of similar so that competitors products consumers willing to try food products offered in the market. But the selling price is not always lower than similar competitors, if the product has the characteristics that attract consumers is reserved. So the product has more value than competitors. A decision about selling price has implications large enough companies or consumers. Prices that are too high can lead to the possibility of declining competitiveness. Conversely low prices can cause harm, especially when costs rise. This is particularly an issue for the company's new stand. The goals will greatly affect the price level will be set to the company. As for the purpose of the determination of the sale price is:

1. For Survival

When the company is in the face of competition which is very intense, shifting consumer desires the presence of idle capacity, then that is how the company wants to survive in the conditions to exist in the business world

2. Market Penetration

If companies want to strengthen the market share of a product that is marketed, then the company will assign a low selling price. With a low price policy expected buyer will be very sensitive to price.

3. Maximum Profit in The Short Term

If a company set to benefit as high as possible, then it will be assigned a high selling price.

4. Get The Money as Quickly as Possible.

If the company is in financial difficulties, then the company will assign a lower selling price in order to get quick cash.

5. For Excellence in Product Quality

An enterprise aims so that the quality of the products marketed are always the best. For it research and development need to be continuously.

Pricing for SME products is still done the traditional way, they just do a price assessment based on estimates by comparing prices of products that similar to the products concerned. It was mostly driven by the desire to maximize profits and for the purpose of earning money as soon as possible. Can it be that the tendency of the UMK sample set the price for wanting to earn a profit of 44.45 percent, and the rest of the tendency to obtain money of 55.55 percent.

The method of pricing for SMEs in general have not been grounded with consideration of survival and market penetration so that face obstacles when entering into the market to compete with similar industry products. Marketing strategies become a major concern, especially for local products. Local traditional industries are still using traditional marketing methods. This could make the industry experienced a decline in performance. But the effort to develop industry-based local wisdom with innovative and modern marketing could help regain market advantage. Policies like this can prevent loss of cultural and historical value due to the impact of globalization. A product of local culture-based industries is an expression of culture and the arts, which is usually a lot of interest to foreign buyers and has the potential to export. Though in General, most of this industry is the difficulty of micro marketing abroad.

Development of e-commerce is a strategy that can help market your products out of the country with a cheap cost. Before that, narrowing the digital divide needs to be done and the construction of the infrastructure of the internet. To overcome the limitations of size and resources, the businessman local culture can apply the strategy development cooperation, such as cooperation with marketing businesses in local cultural industries and other business that is mutually beneficial. The business partner is able to work together to build associations or networks to promote the product.

In the context of the marketing policy of the SMEC, has inspired a notion that the marketing policy ahead should stemmed from products conditions the SMEC today (existing product), while the expansion of its market is very dependent with a competitive advantage. When the flow of thought this can serve as a reference for policy formulation, Small Medium Enterprises marketing products Small Medium Enterprises should be mapped out in advance based on the classification of the competitive advantage of each product. The next task of the Government is facilitating the market where the product the opportunity to Small Medium Enterprises win the competition. So test the market and market research in particular to the global market for Small Medium Enterprises became the responsibility of the Government.

CONCLUSION

Investigation and analysis of the results of such research results, can be put forward that :

1. The difficulties faced by the UMK in accessing the markets because generally the UMK business management skills you don't have, especially in marketing management.

2. Product quality, continuity, and security of the UMK delivery, in general have yet to be implemented in market access limited sake that compete with products on the market.
3. The ability to access market information for very low due to the skills of the UMK perpetrators UMK is still low in the use of ICT through elum have good management.
4. UMK slow in responding to the ability of changes happening in the market at any time causing difficulty in accessing the market for UMK well.

ADVICE

Based on the findings of this research, can be summed up a few things as follows:

1. To reduce the limitations of the UMK in accessing markets, it is necessary in the field of skills improvement efforts on farm management for marketing and management on an ongoing basis through the initiative of the Government and large corporations in the form of business mentoring program periodik in the specified time.
2. To improve skills of using technology so the perpetrators can be through UMK training and pendampinga, and akases market through partnerships between large businesses and Small Medium Enterprises the main effort in the area of outlet.
3. The Government is expected to sooth and alignments in providing marketing Center for Small Medium Enterprises, in the province, and each district, and the city to ease access for marketing products Small Medium Enterprises. Thus marketing issues can be resolved on an ongoing basis.
4. The Government should facilitate the involvement of stakeholdes; universities, NGOs, Local Government, State-Owned Enterprises, provide training facilities, and mentoring for UMK in the field of information technology (ITC) and product marketing management.

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