

# **FACTORS INFLUENCING THE BUSINESS OF FOOTWEAR AS PERCEIVED BY THE PRODUCERS -A SPECIAL REFERENCE OF THE NORTH CENTRAL PROVINCE**

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## ABSTRACT

This study attempted to identify Factors that are influencing the business of footwear as perceived by the producers of the North Central Province. The intention of this study is to provide the understanding on how people should start their business by looking at all the factors affecting business performance hence help to reduce the risk of failure and increase chances of success.

Footwear industry in North Central Province have developed strongly and contributed to creating employment, increasing GDP, and raising the nation's volume of exports. However, footwear industry has found difficulties on the way to development due to lack of management experience and financial resources and due to uncertainty within the business environment.

This research examines what is the level of factors influencing on footwear industry in North Central Province. The research framework of study consists of four variables which are influencing on business. They are personal factors, environmental factors, industrial factors and marketing factors.

The study was conducted among 100 footwear manufactures in North Central Province. This structured questionnaire was administrated to collect the data from the respondents. This collected data wear analyzed by using descriptive measure, such as mean and standard deviation.

**Keywords:** Business, footwear industry, Footwear, factors

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