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An Assessment of Why Small to Medium Enterprises in Artisanal Engineering Remain In Subsistence Entrepreneurship and Not Productive Entrepreneurship: A Case Study of Kelvin North Industrial Area, Bulawayo

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ABSTRACT
This study was aimed at assessing why small to medium enterprises in artisanal engineering remain in subsistence entrepreneurship and not productive entrepreneurship. The survey was carried out in Kelvin North Industrial Site in Bulawayo. A total of 21 industries were surveyed. The study primarily focused on artisanal engineers, that is, those involved in pre casting, metal fabrication, repairing and fixing of motor spares and metal work. The SMEs manufactured different products that were used by the public in the town. These were people who were directly linked to the operations of the different SMEs. Each SME created an average of 5 jobs in the town. This shows the potential of SMEs to create the much needed employment. The study has also revealed that SMEs are the major players in industrial development in urban centres. Manufacturing industry was restricted to the SME sector. However the sector requires a lot of infrastructural and financial support for it to reach its full potential. There is a need to promote networking among the SME sector so that enterprises can realize economies of scale in their operations.

The study was qualitative in nature, thereby adopting qualitative methodologies. As described in an online publication by Wyse (2011), this method is used to gain an understanding of opinions and motivations. It provides insights into the problem or helps to develop ideas to hypotheses for potential qualitative research. As such, this study will reflect opinions and insights into why the artisanal engineers in Kelvin North Industrial site have remained at a subsistence level. This information was gathered through the usage of structured questionnaires and in-depth interviews. The are several recommendations to the government of Zimbabwe; entrepreneurs and for future research that this study will give.