

## **Internal Factors Affecting the Successful Growth and Survival of Small and Micro Agri-business Firms in Alice Communal Area**

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**KEYWORDS** Small and Micro Enterprises (SMEs). Agribusiness. Strategy . Production Skills. Financial Management Skills. Revenue

**ABSTRACT** This paper employed the quantitative method in data collection and analysis in order to ensure reliability and generalisability of the results. Ultimately, all the quantitative data were coded into Epi info software for graphs and descriptive statistics. According to the findings, the most significant internal factors that impact on the growth and survival of small and micro agribusiness firms in Alice communal area are: business plan, marketing strategy, mission/vision, SWOT analysis and finance. The study eventually recommended strategies and policies to small and micro agribusiness firms in Alice communal area to positively improve their growth and survival. The results of the study will be significant to policy makers (that is government and quasi-government agencies), SMEs and other researchers.