

The Determinants of Longevity of Micro Enterprises in South Africa

Olawale Fatoki

*Department of Business Management, Turfloop Campus, University of Limpopo, Limpopo
Province, South Africa*

Telephone: 00927 015 268 3897, E-mail: Olawale.fatoki@ul.ac.za

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ABSTRACT This study investigated the determinants of longevity of micro enterprises in South Africa. This study is significant because of the high failure rate of micro enterprises in South Africa. Three hundreds questionnaires were distributed in a survey using convenience sampling and 121 questionnaires returned. Data analysis included descriptive statistics and the principal component analysis. The results indicated six factors that can contribute to the longevity of micro enterprises. These are the entrepreneur's personal characteristics, customer satisfaction, management knowhow, finance and resources, strategy and networking. Recommendations to ensure the longevity of micro enterprises are suggested.