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An Examination of the Procedures used by the Amathole District Municipality for Implementing Socio-economic Strategies for Stimulating Small, Micro and Medium Enterprise Development

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ABSTRACT The paper examined the procedures used by Municipal Managers for implementing socioeconomic strategies for stimulating Small, Micro and Medium Enterprise (SMME) development in rural communities of the Amathole District Municipality (ADM) in the Eastern Cape Province of South Africa. The objective of this paper was to investigate the procedures for implementing socioeconomic strategies used by the ADM managers for stimulating SMME development in their local communities in South Africa. This paper used a literature review methodology to unpack the procedures used by the ADM managers for implementing socioeconomic strategies for stimulating SMME development. Similarly, the findings of the study show that the municipality has poor procedures and guideline in implementing socioeconomic strategies for stimulating SMME development in their rural communities. The findings from previous studies revealed that in fact, the ADM faced poor procedural challenges in implementing socioeconomic policy and practical steps that can be taken to address these challenges. The paper gave some contextual clues on the study and explores the Henri Fayol's Administrative Theory of Management Decision and municipality precise Local Government Turnaround Strategy (LGTAS) Guidelines framework for implementation, together with documental analysis as sources of data used in the study. The implication of the findings are that unless the municipality improved or rectified their socioeconomic strategic procedures, the role of ADM managers in implementing socioeconomic strategies for stimulating SMME development in their rural communities will continue to experience negative socioeconomic development.