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SUSTAINABLE FISHERIES MANAGEMENT PROJECT (SFMP)

Report on MSMEs Training Needs Assessment for Ankobra and Pra Estuaries



Hɛn Mpoano



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ACRONYMS

| | |
|---------|--|
| CEDECOM | Central Region Development Commission |
| CEWEFIA | Central and Western Region Fishmongers Improvement Association |
| CLaT | Child Labour and Trafficking |
| DAA | Development Action Association |
| DSW | Department of Social Welfare |
| FoN | Friends of Nation |
| SFMP | Sustainable Fisheries Management Program |
| SNV | Netherlands Development Organization |
| USAID | United States Agency for International Development |
| WFCL | Worst Forms of Child Labour |

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INTRODUCTION

As part of activities under IR 4.8.2, Four hundred (400) MSMEs were identified and screened. Out of the four hundred, two hundred (200) MSMEs were selected and registered to be trained. With an objective to provide an effective tailor made training program for the selected MSMEs, a training needs assessment tool (TNA) was conducted to their training needs.

PURPOSE

The purpose for the Training Needs Assessment was to identify and list the training needs of selected MSMEs in all the three coastal communities; Shama, Axim, Sanwoma. This exercise was carried out on 1st, 7th and 8th of July, 2015.

METHODOLOGY

In order to identify the training needs of MSMEs, a Training Needs Assessment Tool was developed and used to assess the knowledge of MSMEs on financial literacy, health, safety and environment, marketing and customer care, pricing and record keeping. The table below shows the number of MSMEs assessed per each community. In all one hundred and ninety out of the two hundred selected MSMEs were interviewed.

Table 1 Number of MSMEs in Communities

| Community | Number of MSMEs Assessed | Percentage |
|------------------|---------------------------------|-------------------|
| Axim | 76 | 40 |
| Sanwoma | 62 | 33 |
| Shama | 52 | 27 |
| Total | 190 | 100 |

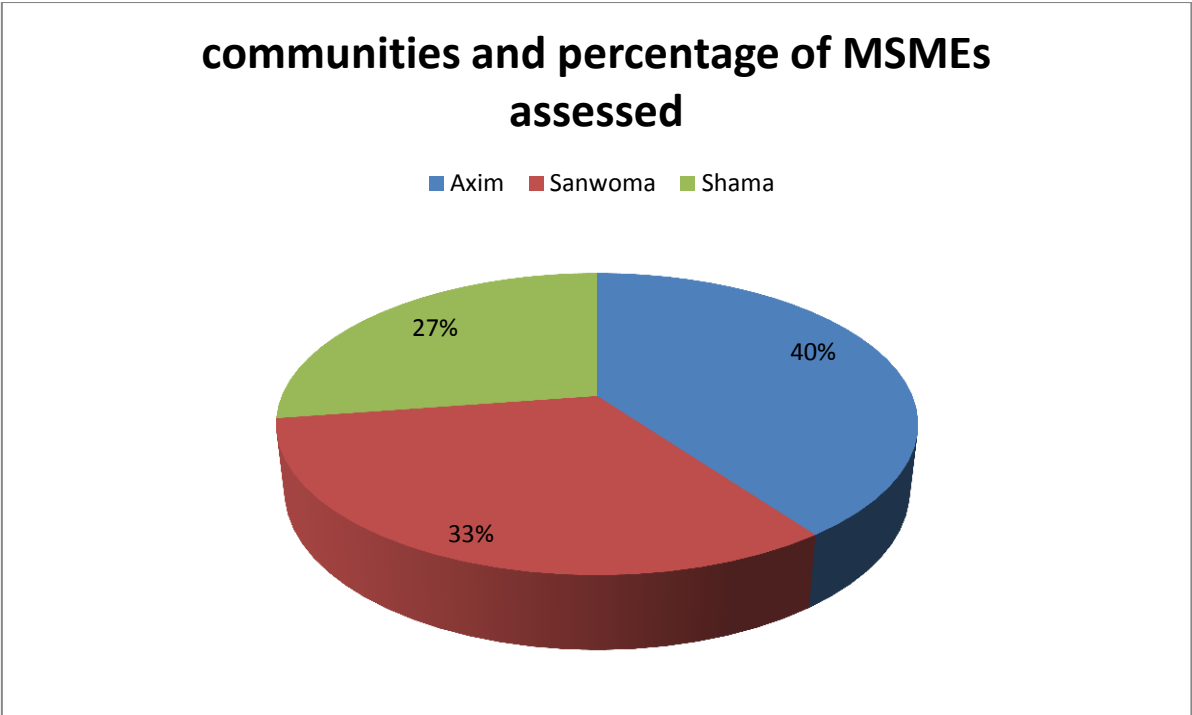


Figure 1 Communities and Percentage of MSMEs Assessed

Source: TNA Assessment date, 2015

From Figure 1:

76 out of 190 (40%) respondents represented Axim

62 out 190 (33%) represented Sanwoma

52 out of 190 (27%) represented Shama



Figure 2 Questionnaire Response 1

Source: TNA Assessment data, 2015

From Figure 2:

32 out of 190 (17%) respondents stated they had received some business management training

158 out of 190 (83%) stated they had not received any business management training

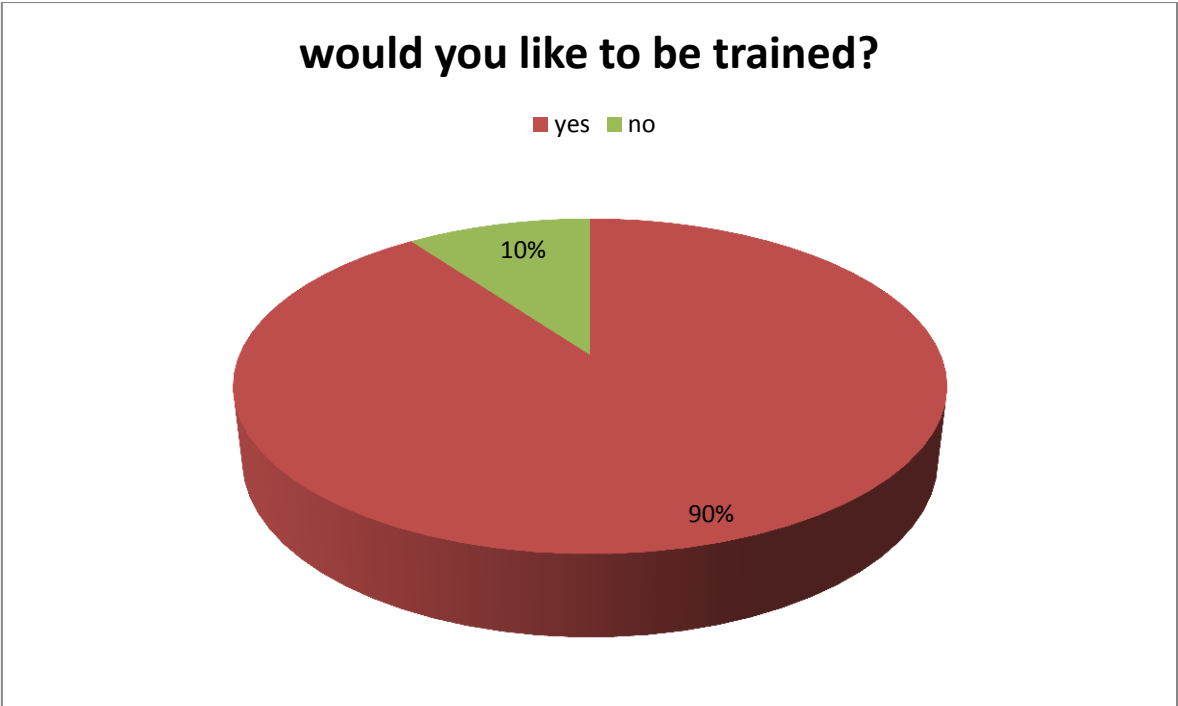


Figure 3 Questionnaire Response 2

Source: TNA Assessment data, 2015

From Figure 3:

171 out of 190 respondents (90%) stated they would like to be trained

19 out of 190 (10%) stated they would not like to be trained.



Figure 4 Questionnaire Response 3

Source: TNA Assessment data, 2015

From Figure 4:

23 out of 190 (12%) responded they would want financial literacy / management training

81 out 190 (43%) responded they would want business management training

47 out of 190 (25%) responded they would want training on packaging / storage and branding

12 out of 190 (6%) responded they would want training on profit making

20 out 190 (10%) responded they would want training on record keeping

7 out 190 (4%) responded they would want training on marketing / customer service



Figure 5 Questionnaire Response 4

Source: TNA Assessment data, 2015

From Figure 5:

159 out of 190 (84%) responded they have no knowledge on health safety and environment

31 out 190 (16%) responded they have some knowledge on health safety and environment

CONCLUSION

From the analyses above, it is clearly established that MSMEs need the following training skills to improve their businesses:

1. Business management training 43%,
2. Packaging/Storage and branding training 25%
3. Financial literacy/management training 12%
4. Records keeping training 10%,
5. Costing, Sales and Profit margin computation 6%.
6. Marketing/customer care 4%