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# Apprenticeship and Entrepreneurship Development among Igbo Traders in Nigeria

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#### **ABSTRACT**

The soaring poverty and unemployment rate in Nigeria orchestrated by rising business mortality has engendered the awakened interest for empirical investigation into apprenticeship and entrepreneurship development in Nigeria. The study sought to determine the extent to which start-up capital, business skill, tenure of apprenticeship, mentorship and business tolerance has influence survival rate among Igbo traders. The questionnaire was used for collection of data on a sample of 348 respondents drawn from two major markets in southeast Nigeria using multi-staged sampling technique. Data collected were analyzed using t-test statistics and the linear regression model. Findings revealed that start-up capital, business skills, tenure of apprenticeship, mentoring, business tolerance and financial discipline has a direct and positive relationship with survival rate among Igbo traders in South East, Nigeria. However, from the hypothesis tested, it was revealed that all the variable construct - start-up capital, mentoring, business skills, tenure of apprenticeship and business tolerance have significant influence on the survival rate among Igbo traders in South East, Nigeria. Based on the findings of this study, the following recommendations are made: To ensure that start-up capital are dully provided to apprentice, parents and representative of the apprentice should ensure a legally documented agreement between the master and the apprentice. Parents and representatives of the apprentice should advise their ward on the need to be patient and diligent to carefully learn the business skills from the master because this is the basis for apprenticeship. Parents and representatives of the apprentice should advise their ward to ensure that they complete their apprenticeship. This is important as tenure of apprenticeship is imperative for developing the needed business skills for entrepreneurship development. Masters should endeavour to mentor their apprentice because through mentoring they can build very strong business synergy in the long run. The apprentice should remain steadfast and focused in learning the trade. This will help him develop the needed resilience and tolerance for entrepreneurship development.

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**KEYWORDS:** Apprenticeship, Entrepreneurship Development, Igbo Traders

#### 1. INTRODUCTION

Apprenticeship has been an age old tradition and system of inculcating practical and theoretical business and professional skills into an applicant (Anigbogu, Onwuteaka & Okoli, 2019). According to Akande (n.d), apprenticeship may be considered as a system of learning whereby an individual learns a professional skill in a practical way through a structured program of on the-job training. It usually

involves acquiring knowledge, mechanical skills and the development of an attitude or discipline for a particular job. Apprenticeship is also described as a combination of on-the-job training and related technical instruction in which workers learn the practical and theoretical aspects of a skilled occupation, craft or trade. However, the system of apprenticeship considered in this study is known as the Igbo man perspective of apprenticeship (Anigbogu, Onwuteaka & Okoli, 2019).

Anighogu et al (2019) posits that the apprenticeship system practiced among the Igbo ethnic group is arranged in such a way that the apprentice lives and serves his master for a specified period of years after which the master settles the apprentice by setting him up in business; that is, paying his rent for two or three years and also giving him a cash infusion so that he can venture into business and start trading. This system of funding is called locally generated venture capital. Analysts have described the Igbo apprenticeship governs their system that entrepreneurship development as the largest business incubator platform in the world. It is therefore imperative to carry out the study of this magnitude to substantiate the assertion. The apprenticeship system was brought to the limelight in Nigeria after the Nigerian-Biafran war. Many parents who were left with nothing after the war were forced to send their children (8-20 years) to survive as traders. This was how Igbo settlers after the war rebuilt Onitsha, Nnewi, Aba and most parts of Lagos. In the apprenticeship system, the 'Oga' and 'Nwaboyi' are in agreement for a period ranging from 4-7 years whereby the apprentice is to serve and learn from the 'Oga'. Usually, the mode of settlement is contained in the agreement (Onyima, Nzewi & Chiekezi, 2017).

Today, the Igbo man system of apprenticeship has contributed immensely entrepreneurship development and this suggests that there are behind the scene principles that drives the apprenticeship system which has enhanced entrepreneurship development in Nigeria. Unfortunately, this trend is however gradually dying out. These days, Igbo traders seem to have resorted to the employment of salesgirls as against apprenticeship. This seems to be affecting the business creation and mentoring for sustainability of businesses in the area. A situation which may be catastrophic, as many youths are without gainful employment in the region, also if this trend continued may pose security and economic threats in the future as a result of massive youth unemployment. It is against this backdrop that this study tends to explore the principles behind the business construct that has enhanced entrepreneurship development in the area.

Entrepreneurial development has helped in shaping the economy of most of the advanced and developed nations for over a century now. The phenomenal concept has been a topical issue in both developed and developing economies because of the significant and critical roles entrepreneurship has played in building most of the advanced and emerging economies. It has been asserted that entrepreneurship play critical role by contributing to economic growth, job creation, and national income and hence to national prosperity and competitiveness (Baig, 2007; Abdul & Idris, 2014). According to Diyoke (2014), entrepreneurship is the dynamic process of creating incremental wealth. The wealth is created by individuals who assume the major risks in terms of equity, time and career commitment or provide value for some products, but value must somehow be infused by the entrepreneur by receiving and locating the necessary skills and resources.

## Statement of the Problem

Rising business mortality and the attendant soaring poverty and unemployment rate in Nigeria have engendered the awakened interest for empirical investigation into apprenticeship and entrepreneurship development in Nigeria. Presently, over 100 million Nigerians live below poverty line on less than US\$1 a day and with the percentage of the population in abject poverty rising from 54.7% in 2004 to 79% in 2018 (NBS, 2018). The situation has even become more constricting with the recent COVID-19 pandemic which h has affected every aspect of human endeavor. According to Anigbogu and Okoli (2019), successive governments in Nigeria over the past four decades have evolved policies and programmes, aimed at developing entrepreneurship through the establishment of various apprenticeship and skill acquisition programmes aimed at the development of small and medium scale enterprises (SMEs). In spite of all the efforts, poverty soars and remained one of the highest in the world behind India, unemployment rate is also high. However, Small and Medium Enterprises owned by entrepreneurs of southeastern Nigeria extraction seems to be relatively more successful when compared with similar businesses owned by people from other extractions in Nigeria. Extant literature revealed that the system of apprenticeship among Igbo traders is a major factor responsible for the success and survival of businesses owned by Igbo traders. Perceptibly and arguably, cash infusion for starting a business, business skills acquired through apprenticeship, tenure apprenticeship that helps business consolidation, mentoring for sustainability and business tolerance for risk on a particular line of trade have been observed to contribute to the survival of businesses owned by Igbo traders. However, the extent to which these variables contribute to the survival of the Igbo trader's business is uncertain which therefore warrants an empirical study of this nature.

## Objectives of the Study

The main objective of this study is to examine apprenticeship and entrepreneurship development

among Igbo traders in Southeast Nigeria. The specific objectives are to:

- 1 To determine the extent to which start-up capital has influenced the survival rate of Igbo traders in South East, Nigeria.
- 2 To ascertain the extent to which business skills has influenced survival rate of Igbo traders in South East, Nigeria.
- 3 To examine the extent which tenure of apprenticeship has influenced survival rate of Igbo traders in South East, Nigeria.
- 4 To determine the extent to which mentoring has influence survival rate among Igbo traders in South East, Nigeria.
- 5 To ascertain the extent to which business tolerance has influenced survival rate among Igbo traders in South East, Nigeria.

## Hypotheses

The following null hypotheses were formulated and tested in the study:

## Hypothesis One

**Ho<sub>1</sub>:** Start-up capital has no significant influence on the survival rate among Igbo traders in South East, Nigeria.

# Hypothesis Two

**Ho<sub>2</sub>:** Business skills have no significant influence on the survival rate among Igbo traders in South East, Nigeria.

### Hypothesis Three

Ho<sub>3</sub>: Tenure of apprenticeship has no significant influence on the survival rate among Igbo traders in South East, Nigeria.

#### Hypothesis Four

**Ho<sub>4</sub>**: Mentoring has no significant influence on the success of survival rate among Igbo traders in South East, Nigeria.

## Hypothesis Five

**Ho<sub>5</sub>:** Business tolerance has no significant influence on the survival rate among Igbo traders in South East, Nigeria.

#### 2. METHODOLOGY

## Research Design

This study adopts a descriptive survey research design that involves asking questions, collecting and analyzing data from a supposedly representative members of the population at a single point in time with a view to determine the current situation of that population with respect to one or more variable under investigation (Okeke, Olise & Eze, 2008). The questions asked are to elicit responses that will answer the research questions and address the objectives of the research. The survey obtained the perceptions of people on apprenticeship and entrepreneurial development among the Igbo traders in southeast Nigeria.

# Area of Study

The study was carried out in south-east Nigeria, specifically in - Anambra and Abia States. The states are significant to this study because they are major economic hubs in Nigeria with respect to the size of markets. The two states have the largest markets in West Africa. Onitsha in Anambra and Aba in Abia State play a leading role as a centre for entrepreneurship development, importations and sale of fabrics, articles, the manufacturing of cars, assembly and distribution of motorcycles and spareparts in Nigeria and as such other economic activities take place in the states. The inhabitants are predominantly traders who are into various kinds of economic activities and manufacturers of auto and auto spare parts.

Southeast Nigeria is a region of Nigeria that borders Cameroon to the east and the Atlantic ocean to the south. It is the homeland of Kwa speaking people and the dominant language of this region is Igbo. Southeastern Nigeria is also where the oil wealth of Nigeria originates from, which has led to environmental degradation of its extreme south in the mangroves, rivers, and swamps facing the Atlantic. Although southeastern Nigeria is often referred to as a region by Nigerians, it stopped being an official region in 1967 after Nigeria switched to states.

# Population and Sample Size for the Study

The population of the study consists of all the Igbo traders in Onitsha in Anambra State and Aba in Abia State both in southeast Nigeria. Multi-staged sampling technique was used to determine the sample size of the study. This was carried out in three stages. According to Chukwuemeka (2002), multi-stage sampling is somewhat the combination of the other sampling techniques. At least, it combines two methods. The first stage was the selection of Onitsha in Anambra State and Aba in Abia State both in southeast Nigeria using purposive or judgmental

sampling. Judgmental sampling is a non-probability sampling that makes use of typical cases among the population to be studied which the researcher believes will provide him or her with the necessary data needed (Micheal et al, 2012). The second stage was a sub-sampling also called a two-stage sampling. This involved a random selection of Igbo traders from Onitsha in Anambra State and Aba in Abia State both in southeast Nigeria. In the third stage otherwise called the three-stage sampling, the simple random sampling technique was also used to select two hundred Igbo trader from the economic hub of the two states in southeast Nigeria. In the final analysis, a total of four hundred (400) Igbo traders were selected. Out of the 400 only 348 responded to the questionnaire.

# Method of Data Collection

The researcher explored mainly the primary data. The primary data were obtained from Igbo traders in Anambra and Abia States using structured questionnaire instrument. Secondary sources of literature for the study were obtained from existing literature in the field of study which were available to the researcher; they are: journals, internet materials, unpublished write-ups etc.

# Instrument of Data Collection

The instrument used for the data collection was the questionnaire which was designed and administered to Igbo traders in Anambra and Abia States. The coment questionnaire was titled apprenticeship entrepreneurship development among Igbo traders in Southeast Nigeria. The questionnaire has two sections. Section A and Section B. Section A sought information on demographic profile of the respondents. Section B was made up of items designed to elicit information relating apprenticeship and entrepreneurship development among Igbo traders in Southeast Nigeria. Using a close ended questions and a five (5) point likert summative scale question of Very Great Extent (VGE) 5 points; Great Extent (GE) 4 points; Undecided (U) 3 points; Some Extent (SE) 2 points; and No Extent (NE) 1 point.

## Method of Data Analysis

Data collected were analyzed using descriptive statistics (frequencies, percentages, mean, and standard deviation) and the inferential statistics such as t-test statistics and the linear regression model. The demographic profiles were processed using descriptive statistics. Objectives one to five using descriptive statistics (like percentages, mean and standard deviation) and the regression model of the Ordinary Least Square (OLS). T-test and F-test statistics were used to test the hypotheses of the study

and the overall fitness of the model. All the analyses were done using SPSS version 23. Linear regression model of the Ordinary Least Square (OLS) approach was used to analyse the objectives in order to ascertain the influence and also determine the relationship between the independent variables and dependent variable in the conceptualized model of the study. The use of Ordinary Least Square (OLS), is informed by the fact that under normality assumption for  $\alpha_i$ , the Ordinary Least Square (OLS) estimator is normally distributed and is said to be best, unbiased linear estimator (Gujarati and Porter, 2008).

Thus, the model of this study, is stated as follows:

The functional form of the model is

$$ED = f(SC, BS, TA, ME, BT).$$

The mathematical form of the model is

ED = 
$$\beta_0 + \beta_1$$
 SC  $+\beta_2$  BS  $+\beta_3$  TA  $+\beta_4$  ME  $+\beta_5$  BT .....(2)

The econometric form of the model is

ED = 
$$\beta_0 + \beta_1$$
 SC + $\beta_2$  BS + $\beta_3$  TA + $\beta_4$  ME + $\beta_5$  BT + $\alpha_1$ ......(3)

Where; ED = Entrepreneurship Development proxied by number of years of existence

SC = Start-up Capital

BS = Business Skills

TA = Tenure of Apprenticeship

ME = Mentoring

BT = Business Tolerance

 $\beta_0$  = Intercept of the model

 $\beta_1 - \beta_5 =$  Parameters of the model

 $\alpha_i$  = Stochastic error term

## 3. Presentation of Empirical Results

Regression Analysis Result

Table 1: Regression Result on Apprenticeship and Entrepreneurship Development Among Igbo Traders in Southeast Nigeria

Model	В	Std.	T	Sig.
		error		
Constant(C)	0.025	0.006	4.449	0.000
Start-up capital	0.699	0.063	11.018	0.000
Business Skills	0.556	0.092	6.029	0.020
Tenure of	0.430	0.139	3.091	0.047
Apprenticeship				
Mentoring	0.566	0.112	5.046	0.056
Business	0.689	0.075	9.143	0.001
Tolerance				
R	0.529			
$\mathbb{R}^2$	0.889			
Adj. R <sup>2</sup>	0.841			
F-statistic	221.401			0.000

**Source:** Field Survey, 2021

Dependent Variable: Years of Business Experience To ascertain the effect of apprenticeship on entrepreneurship development among Igbo traders in Southeast Nigeria, the weighted mean of the five independent variables were regressed on the dependent variable to enable us determine the nature relationship between the dependent and independent variables, effect of the five independent variables on the dependent variable, the overall fitness of the model using the F-statistics and probability value and the level of significance of the independent variables in influencing the dependent variables using the t-test and probability value. The table above shows the regression result. It also shows the precision of the model which was analyzed using economic a priori criteria and statistical criteria.

# Discussion based on economic a priori criteria

Discussion using this criterion enables us to determine the nature of relationship between the dependent and independent variables. In this case, the sign and magnitude of each variable coefficient are evaluated against theoretical or economic a priori criteria/expectations. As showed in the table 2, it is observed that the regression line has a positive intercept as presented by the constant (c) = 0.025. This means that if all the variables are held constant or fixed (zero), the entrepreneurship development among Igbo traders in Southeast Nigeria increases by 2.5%. The result also conforms to the a priori expectation. This states that the intercept could be positive or negative, so it conforms to the theoretical expectation.

Start-up capital has a positive relationship with entrepreneurship development among Igbo traders in Southeast Nigeria. This implies that the start-up capital and entrepreneurship development among Igbo traders in Southeast Nigeria increase in the same direction. That is to say that start-up capital has a direct and positive relationship with entrepreneurship development among Igbo traders in Southeast Nigeria. In other words, 1% increase in start-up capital will bring about 69.9% growths in the entrepreneurship development among Igbo traders in Southeast Nigeria.

This finding is in line with the finding of Onyima, Nzewi and Chiekezie (2017) in effect of apprenticeship and social capital on new business creation process of Igbo 'Immigrant' entrepreneurs in Wukari, Taraba State which revealed that social capital is very important and serves as a source of insurance for the business to be established. Also, Ezenwakwelu, Egbosionu and Okwo (2019) state that lack of start-up capital impedes the course of skill acquisition and apprentices do not ultimately acquire sufficient entrepreneurial skills and knowledge for the entrepreneurial development.

Business Skills has a direct and positive relationship with entrepreneurship development among Igbo traders in Southeast Nigeria. In other words, 1% increase in Business Skills will bring about 55.6% growths in the entrepreneurship development among Igbo traders in Southeast Nigeria. This result is in line with the findings of Adeyeye, Falola, Waribo and Akinbode (2015) which showed from their survey that apprenticeship system has positive significant impacts on employees" skill development in informal sector and in particular in printing industry. Also, Anifowose (2015) in his results revealed that there is low level of education among the majority of the selected small-scale businesses in the Southern region of Nigeria and majority acquired their skills through the apprenticeship.

Tenure of Apprenticeship has a direct and positive relationship with entrepreneurship development among Igbo traders in Southeast Nigeria. As the Tenure of Apprenticeship grows, it increases the entrepreneurship development among Igbo traders in Southeast Nigeria. In other words, 1% increase in Tenure of Apprenticeship will bring about 43.0% increases in the entrepreneurship development among Igbo traders in Southeast Nigeria. This finding is inline with Keppa and Vuuran (2019) who noted that tolerance of failure is a necessary entrepreneurial virtue that encourages knowledge acquisition by both experimental and experiential learning – a risk element that also spurs entrepreneurial innovation and

ultimately encourages both profitability and growth of the business entity, if well managed.

Mentoring also have direct and positive relationship with entrepreneurship development among Igbo traders in Southeast Nigeria. Therefore, 1% increase in mentoring will bring about 56.6% increase in the entrepreneurship development among Igbo traders in Southeast Nigeria. This result is also in-line with Odili, Adim and Keremah (2020) findout that there is a significant relationship between mentoring programs and survival of Deposit Money Banks in Port Harcourt.

Business Tolerance have direct and positive relationship with entrepreneurship development among Igbo traders in Southeast Nigeria. Therefore, 1% increase in business tolerance will bring about 68.9% increase in the entrepreneurship development among Igbo traders in Southeast Nigeria. This finding is in-line with the findings of Kamelina (2018) that People with a lower risk tolerance spend less time in business, or risk tolerance and the amount of time spent in business are positively related.

#### Discussion based on statistical criteria

In order to evaluate the effect of apprenticeship on entrepreneurship development among Igbo traders in Southeast Nigeria, the analysis was also done based on statistical criteria by applying the coefficient of determination (R<sup>2</sup>) and the F-test. In general, the joint effect of the explanatory variables-independent variables-in the model account for 0. 841 or 84.1% of variations apprenticeship influencing the in entrepreneurship development among Igbo traders in Southeast Nigeria. This implies that 84.1% of the variations in the entrepreneurship development among Igbo traders in Southeast Nigeria are being accounted for or explained by the variations in startup capital, business skills, tenure of apprentice, mentoring and business tolerance. While other independent variables not captured in the model explain just 15.9% of the variations in the entrepreneurship development among Igbo traders in Southeast Nigeria.

Five coefficients (startup capital, business skills, tenure of apprentice, mentoring and business tolerance) are significant determinant of entrepreneurship development among Igbo traders in Southeast Nigeria.

# **Test of Hypotheses**

The t-test is used to know the statistical significance of the individual parameters at 5% significance level. The result is showed on table 4.20 below.

**Table 2: Summary of T-Statistic** 

Variables	t-cal	Sig.	Conclusion
	(t <sub>cal</sub> )		
Constant(C)	0.025	0.000	Statistically
			Significance
Start-up capital	0.699	0.000	Statistically
			Significance
Business Skills	0.556	0.020	Statistically
			Significance
Tenure of	0.430	0.047	Statistically
Apprenticeship			Significance
Mentoring	0.566	0.056	Statistically
_			Significance
Business	0.689	0.001	Statistically
Tolerance			Significance
F-statistic	221.401	0.000	Statistically
			Significance

Source: Researchers computation 2021

We begin by bringing our working hypothesis to focus in considering the individual hypothesis. From table 2, the t-test result is interpreted below:

The following null hypotheses were formulated and tested in the study:

Hypothesis One

Table 3: Summary of T-Statistic on the Effect of Start-Up Capital

Variables	t-cal	Sig.	Conclusion
	(t <sub>cal</sub> )		
Constant(C)	0.025	0.000	Statistically
	8		Significance
Start-up	0.699	0.000	Statistically
capital			Significance

Source: Researchers computation 2021

**Ho<sub>1</sub>:** Start-up capital has no significant influence on the survival rate among Igbo traders in South East, Nigeria.

**Ha<sub>1</sub>:** Start-up capital has significant influence on the survival rate among Igbo traders in South East, Nigeria.

From table 3, the t-test value of start-up capital is significant at 0.000 level of significant. We, therefore, reject the null hypothesis and conclude that start-up capital has significant influence on the survival rate among Igbo traders in South East, Nigeria.

Hypothesis Two

Table 4: Summary of T-Statistic on the Effect of Business Skills

Variables	t-cal (t <sub>cal</sub> )	Sig.	Conclusion
Constant(C)	0.025	0.000	Statistically Significance
Business Skills	0.556	0.020	Statistically Significance

Source: Researchers computation 2021

**Ho<sub>2</sub>:** Business skills have no significant influence on the survival rate among Igbo traders in South East, Nigeria.

Ha<sub>2</sub>: Business skills have significant influence on the survival rate among Igbo traders in South East, Nigeria.

From table 4, the t-test value of business skills is significant at 0.020 level of significant. We, therefore, reject the null hypothesis and accept the alternate by concluding that business skills have significant influence on the survival rate among Igbo traders in South East, Nigeria.

Hypothesis Three

Table 5: Summary of T-Statistic on the Effect

OF Tenure of Apprenticeship

Variables	t-cal (t <sub>cal</sub> )	Sig.	Conclusion	in
Constant(C)	0.025	0.000	Statistically Significance	elo
Tenure of Apprenticeship	0.430	0.047	Statistically Significance	Z43

**Source**: Researchers computation 2021

Ho<sub>3</sub>: Tenure of apprenticeship has no significant influence on the survival rate among Igbo traders in South East, Nigeria.

Ha<sub>3</sub>: Tenure of apprenticeship has significant influence on the survival rate among Igbo traders in South East, Nigeria.

From table 5, the t-test value of tenure of apprenticeship, is significant at 0.047 level of significant. We, therefore, reject the null hypothesis and accept the alternate by concluding that tenure of apprenticeship has significant influence on the survival rate among Igbo traders in South East, Nigeria.

Hypothesis Four

**Table 6: Summary of T-Statistic on the Effect of Mentoring** 

Variables	t-cal	Sig.	Conclusion
	(t <sub>cal</sub> )		
Constant(C)	0.025	0.000	Statistically
			Significance
Mentoring	0.566	0.056	Statistically
			Significance

Source: Researchers computation 2021

Ho<sub>4</sub>: Mentoring has no significant influence on the success of survival rate among Igbo traders in South East, Nigeria.

**Ha**<sub>4</sub>: Mentoring has no significant influence on the success of survival rate among Igbo traders in South East, Nigeria.

From table 6, the t-test value of mentoring is significant at 0.056 level of significant. We, therefore, reject the null hypothesis and conclude that mentoring has significant influence on the success of survival rate among Igbo traders in South East, Nigeria.

Hypothesis Five

Table 7: Summary of T-Statistic on the Effect of Business Tolerance

Variables	t-cal	Sig.	Conclusion
(	(t <sub>cal</sub> )		
Constant(C)	0.025	0.000	Statistically
C C 470	8		Significance
Business	= 0.689	0.001	Statistically
Tolerance	$\mathcal{F}$		Significance

**Source**: Researchers computation 2021

**Ho<sub>5</sub>:** Business tolerance has no significant influence on the survival rate among Igbo traders in South East, Nigeria.

**Ha<sub>5</sub>:** Business tolerance has significant influence on the survival rate among Igbo traders in South East, Nigeria.

From table 7, the t-test value of business tolerance is significant at 0.001 level of significant. We, therefore, reject the null hypothesis and conclude that business tolerance has significant influence on the survival rate among Igbo traders in South East, Nigeria.

#### 4. CONCLUSION AND RECOMMENDATIONS

Following the analysis of the study, findings revealed that:

1. Start-up capital has a direct and positive relationship with survival rate among Igbo traders in South East, Nigeria. The descriptive statistics also suggests that cash infusion has influenced the

- survival rate among Igbo traders in South East, Nigeria with a grand mean of 4.24. However, from the hypothesis tested, it was revealed that the level of influence by the start-up capital on the survival rate among Igbo traders in South East, Nigeria was significant.
- 2. Business skills has a direct and positive relationship with survival rate among Igbo traders in South East, Nigeria. The descriptive statistics also suggests that business skills have influenced the survival rate among Igbo traders in South East, Nigeria with a grand mean of 3.85. The hypothesis also confirmed that business skills have significant influence on the survival rate among Igbo traders in South East, Nigeria.
- 3. Tenure of apprenticeship has significant influence on the survival rate among Igbo traders in South East, Nigeria. The descriptive statistics suggests that tenure of apprenticeship relationship influences the survival rate among Igbo traders in South East, Nigeria with a grand mean of 4.33. It also has a direct and positive relationship with the survival rate among Igbo traders in South East, Nigeria.
- 4. Mentoring has a direct and positive relationship with the survival rate among Igbo traders in South East, Nigeria. It also has a level of influence on the survival rate among Igbo traders in South East, Nigeria. However, mentoring has significant influence on the survival rate among Igbo traders in South East, Nigeria.
- 5. Business tolerance has a direct and positive relationship with the survival rate among Igbo traders in South East, Nigeria. However, business tolerance has a significant influence on the survival rate among Igbo traders in South East, Nigeria.

Based on the findings of this study, the following recommendations are made:

- 1. To ensure that start-up capital are dully provided to apprentice, parents and representative of the apprentice should ensure a legally documented agreement between the master and the apprentice.
- 2. Parents and representatives of the apprentice should advise their ward on the need to be patient and diligent to carefully learn the business skills from the master because this is the basis for apprenticeship.
- 3. Parents and representatives of the apprentice should advise their ward to ensure that they complete their apprenticeship. This is important

- as tenure of apprenticeship imperative for developing the needed business skills.
- 4. Masters are should endeavour to mentor their apprentice because through mentoring they can build very strong business synergy in the long run.
- 5. The apprentice should remain steadfast and focused in learning the trade. This will help him develop the needed resilience and tolerance for the trade.

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