

5.2 Marital Status of the Clients

On marital status, the research revealed that a good number of the bank’s clientele were married and only a few were divorced. Statistics of the study showed that 71.4% of the respondents were married and 19.0% were single (Table 5.2). It was further revealed that 2.4% were divorced and separated while 7.1% were widowed.

Table 5.2

q3 Marital status?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	30	71.4	71.4	71.4
	Single	8	19.0	19.0	90.5
	Divorced/Separated	1	2.4	2.4	92.9
	Widowed	3	7.1	7.1	100.0
	Total	42	100.0	100.0	

Source: own data 2007

5.3. Level of Education

Almost all of the bank’s customers were literate and the majority of the respondents had college education. This research revealed that 2.4% of the respondents did not state their highest level of education attained and 4.8% indicated that they completed primary education and junior secondary school education respectively (Table 5.3). Statistics further showed 9.5% of the respondents had completed senior secondary education while the majority of the clients which was 64.3% of the sampled population indicated that they completed college education and only 14.3% affirmed that they had completed university education.

Table 5.3**q4 Highest level of education attained?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not stated	1	2.4	2.4	2.4
	Primary	2	4.8	4.8	7.1
	Junior secondary	2	4.8	4.8	11.9
	Senior secondary	4	9.5	9.5	21.4
	College	27	64.3	64.3	85.7
	University	6	14.3	14.3	100.0
	Total	42	100.0	100.0	

Source: own data 2007

5.4. Place of Residence

According to this study, statistics affirmed that 2.4% of the respondents did not indicate their place of residence. 1.9% of the clients interviewed indicated that they lived in a high density residential area while the majority of the respondents, which was about 64.3%, revealed that they lived in a medium residential area (Table 5:4). In the same vein 21.4% of the clients sampled indicated that they lived in a low density residential area.

Table 5.4**q5 Place of residence?**

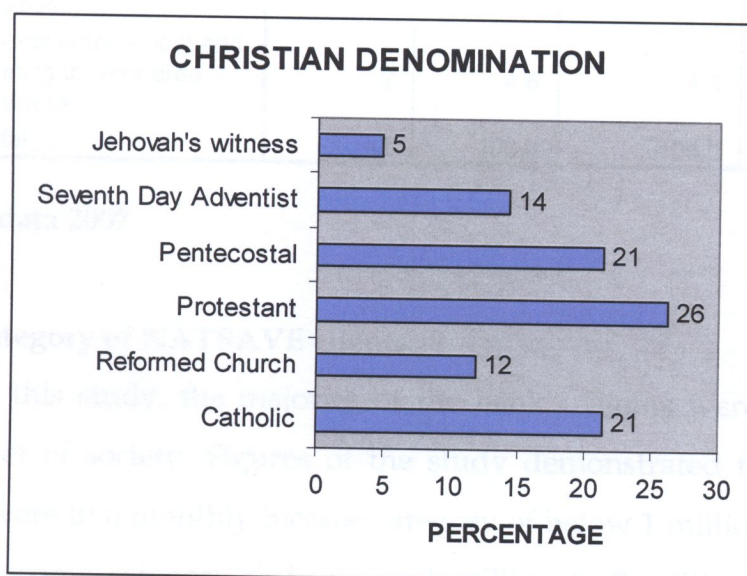
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not stated	1	2.4	2.4	2.4
	High density	5	11.9	11.9	14.3
	Medium density	27	64.3	64.3	78.6
	Low density	9	21.4	21.4	100.0
	Total	42	100.0	100.0	

7.5. Religious Affiliation

On religious affiliation, the study showed that all the respondents belonged to the Christian faith. According to the research findings, 21% of the respondents

indicated that they were Catholics while 12% belonged to the reformed church and 26% of the respondents were Protestants. Additionally, 21% of the bank's clients affirmed that they were Pentecostals and 14% belonged to the Seventh Day Adventists while only 5% of the respondents stated that they were Jehovah's witnesses.

Graph 5.5



Source: own data 2007

5.6. Type of employment

This research established that all the respondents were Zambians and were blacks. The study revealed that 76.0% of the respondents were in employment while 24.0% were not employed (Table 5.6). On the type of employment, statistics showed that 24.0% of the respondents were self employed and were running a registered business whereas 12.0% were self employed running unregistered business. 43.0% of the respondents were just in formal employment and 17.0% were in formal employment whilst operating a registered business. 5.0% were in formal employment and were running unregistered business.

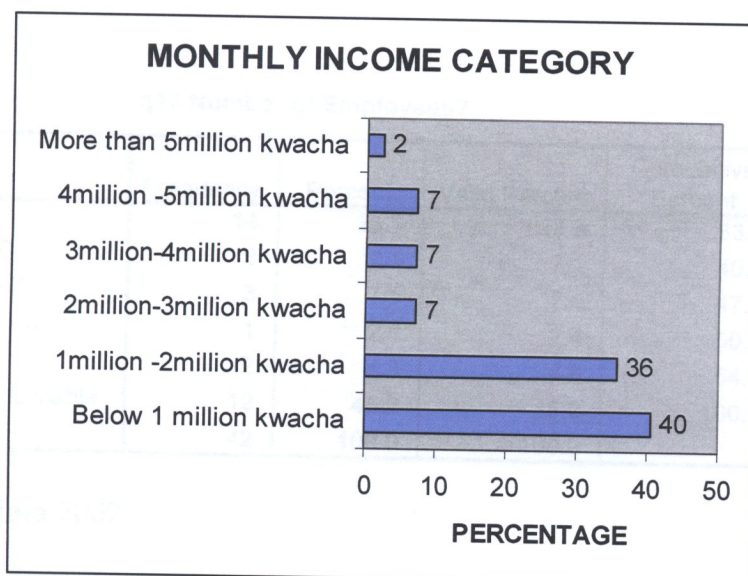
q11 If yes, what is your of income?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Self-employed (registered business)	10	23.8	23.8	23.8
Self-employed (unregistered/informal business)	5	11.9	11.9	35.7
Formal employment	18	42.9	42.9	78.6
Formal employment and operating registered business)	7	16.7	16.7	95.2
Formal employment and running unregistered business	2	4.8	4.8	100.0
Total	42	100.0	100.0	

Source: own data 2007

5.7 Income category of NATSAVE clients

According to this study, the majority of the bank's clients were in the lowest income bracket of society. Figures of the study demonstrated that 41% of the respondents were in a monthly income category of below 1 million kwacha. 36% were in the income category of between 1 million to 2 million kwacha while monthly income categories; 2 million to 3 million kwacha, 3 million to 4 million kwacha and 4 million to 5 million kwacha indicated 7% of the respondents earning that much respectively.



Source: own data 2007

5.7 Business characteristics of NATSAVE's clientele

It has been demonstrated that 3.0% of the respondents did not state their business size, 24.0% were running micro business enterprises, and 29.0% were running medium business enterprises. 45% accounted for the respondents that did not find the question applicable to them. This is attributed to the fact that the majority of the respondents were in formal employment did not operate any business venture. However, statistics showed that 33.0% of the respondents had a number of employees ranging from 1 to 4 employees (Table 5.7), workforce sizes of 5 to 10 and 11 to 49 had 7.0% respectively, 2.0% of the respondents had a workforce size of above 49 employees while 5.0% had none (zero employees). 45% accounted for the respondents that were not applicable to the question. Again, this is ascribed to the fact that the majority of the respondents were just in formal employment.

Table 5.7

q14 Number of Employees?

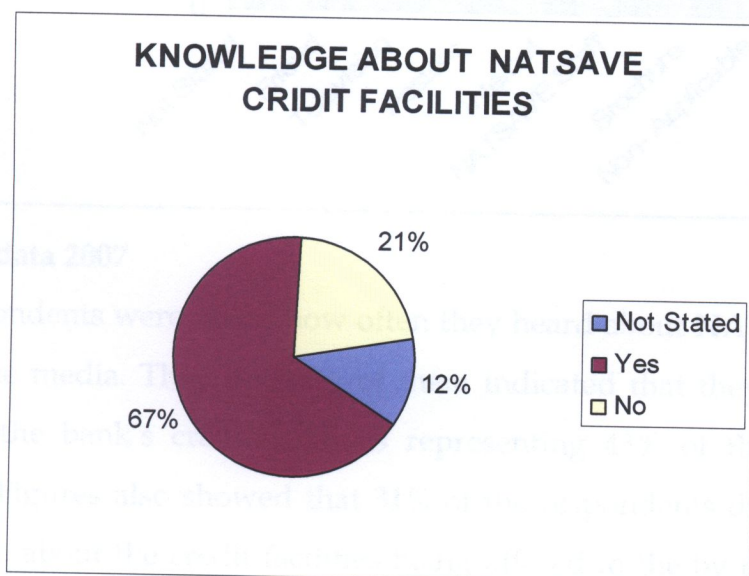
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 to 4	14	33.3	33.3	33.3
5 to 10	3	7.1	7.1	40.5
11 to 49	3	7.1	7.1	47.6
Above 49	1	2.4	2.4	50.0
None	2	4.8	4.8	54.8
Non-applicable	19	45.2	45.2	100.0
Total	42	100.0	100.0	

Source: own data 2007

5.8 Knowledge of NATSAVE credit facilities

According to this study most of the bank's clients revealed that they knew about the bank's credit facilities that were offered to the general public. Statistics of this research showed that 67% of the respondents expressed knowledge of the credit facilities offered by the bank while 21% expressed ignorance of the services. Only 12% did not state whether they knew about the credit facilities (Graph: 5.8).

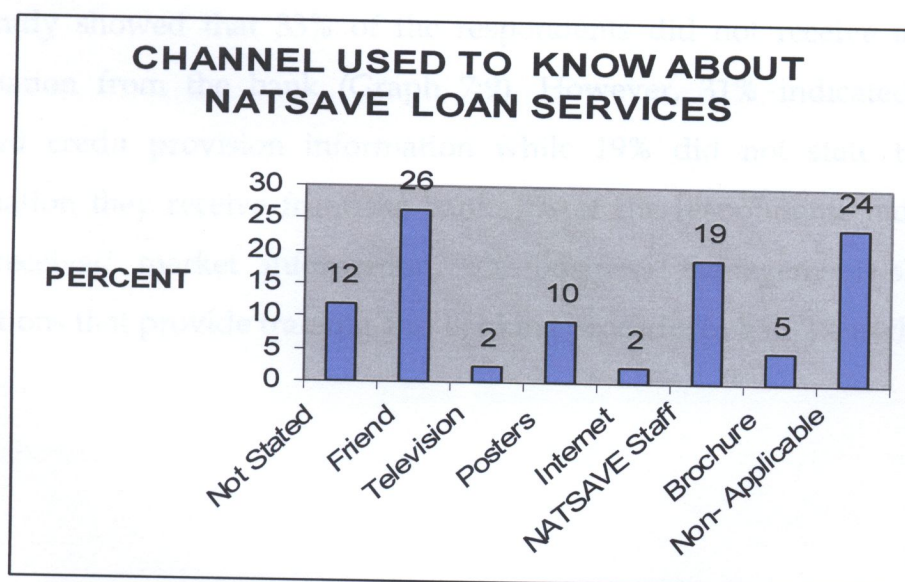
Graph 5.8



Source: own data 2007

Respondents who showed that they knew about NATSAVE loan services were further asked to state the media through which they learnt about the bank's credit facilities. The majority of the respondents indicated that they knew about the availability of these facilities through friends, which were 26% of the total respondents(Graph 5:8:2). Respondents who indicated that television and internet an the channel through which they knew about credit facilities were 2% respectively while 19% were through NATSAVE staff and 2% indicated brochures. 12% of the respondents did not disclose the media through which they learnt about the bank's credit facilities and 24% of them indicated that the question did not apply to them.

Graph 5:8:2



Source: own data 2007

Further, respondents were asked how often they heard about NATSAVE's credit facilities in the media. They majority of them indicated that they very of often heard about the bank's credit facilities representing 43% of the respondents (Table 7:8.3). Figures also showed that 31% of the respondents did not so often hear about the about the credit facilities being offered to the by the bank to the

clients while 7% indicated that they had never heard them. 19% of the clients interviewed did not state how often they heard about the bank's credit facilities.

Table 5.8.3

q28 How often do you hear about NATSAVE's credit facilities?

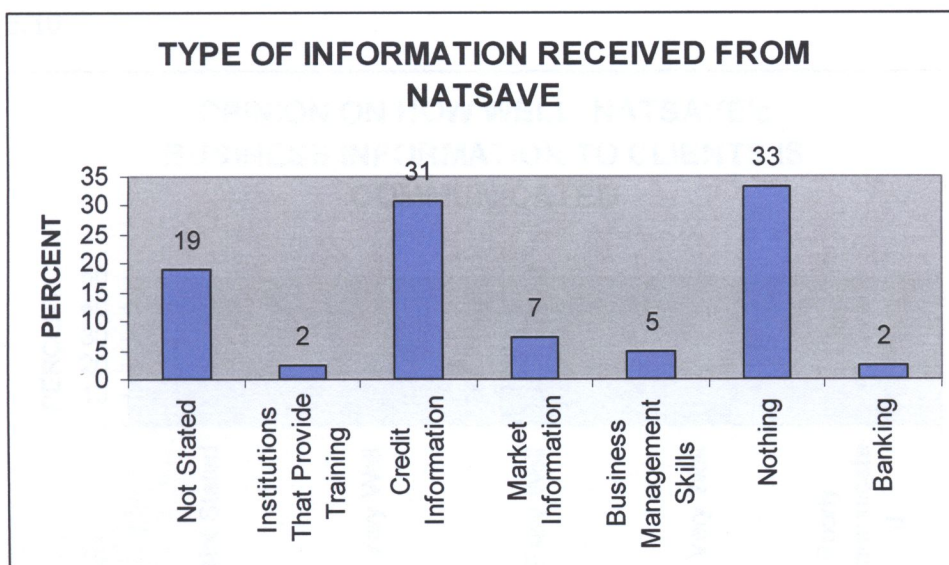
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Stated	8	19.0	19.0	19.0
	Very Often	18	42.9	42.9	61.9
	Not So Often	13	31.0	31.0	92.9
	Never Heard about them	3	7.1	7.1	100.0
	Total	42	100.0	100.0	

Source: own data 2007

5.9. Type of information provided by the bank

The study showed that 33% of the respondents did not receive any type of information from the bank (Graph 7:9). However, 31% indicated that they received credit provision information while 19% did not state the type of information they receive from the bank. 7% of the respondents indicated that they received market information, 5% business management skills while institutions that provide training and banking procedures had 2% each.

Graph 5.9

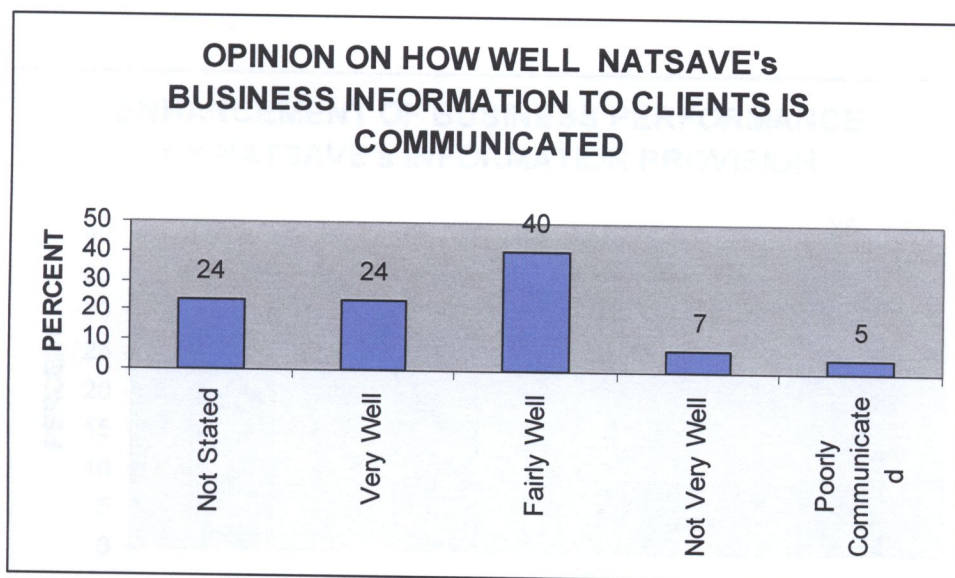


Source: own data 2007

5.10 How well business information is communicated to clients

The research established that 40% of the respondents indicated that the NATSAVE's business information to the clients was fairly well- communicated to the clients while 24% showed that the information was very well communicated (Graph 7.10). 7% indicated that the information was not very well communicated to the clients while only 5% indicated that the business information was poorly communicated to the clients.

Graph 5.10

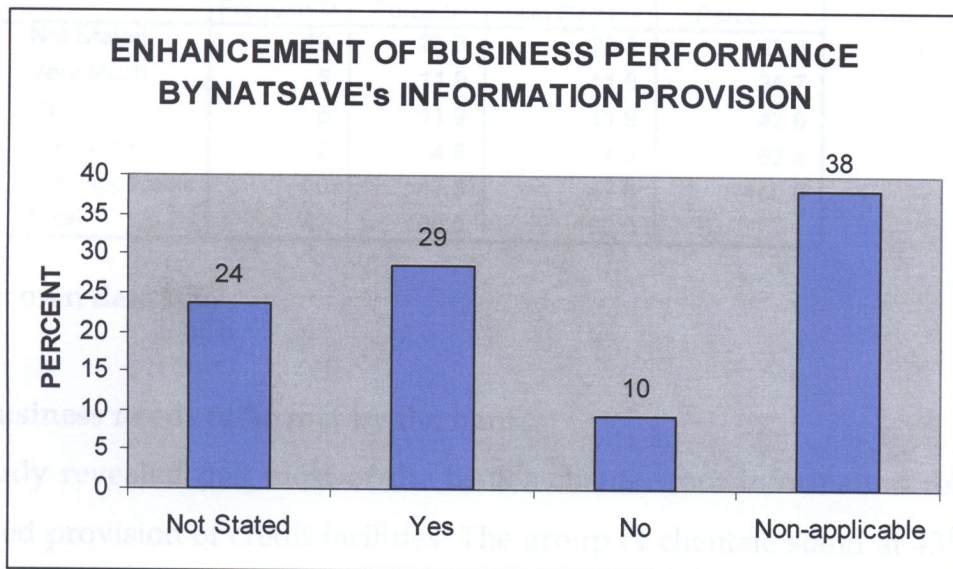


Source: own data 2007

5.11. Business performance enhancement information

The study further attempted to evaluate the impact of communication strategies used to promote entrepreneurship in the country. The majority of the respondents found the question not to be applicable in their situation. These statistics represented 38% while 24 of the respondents did not state whether or not the information provided by the bank enhanced their business decisions. Of the respondents, only 29% indicated that the information received from the bank improved their business information while 10% indicated that the information from the bank did not enhance the performance of the bank.

Graph 5.11



Source: own data 2007

5.12 Extent of information in business performance enhancement

When asked about the extent to which NATSAVE's information provision to the clients had enhanced their business performance, 12% indicated that the impact of information provision to the clients was very much while another 12% indicated that the impact was much (Table 7.12). 5% of the respondents indicated that the impact was not much and 24% did not state the extent to which the information provided by the bank impacted them .48% indicated that the information provided by the bank was inapplicable in their situation.

Table 5.12

q26 Extent to which NATSAVE's information has enhanced your business?

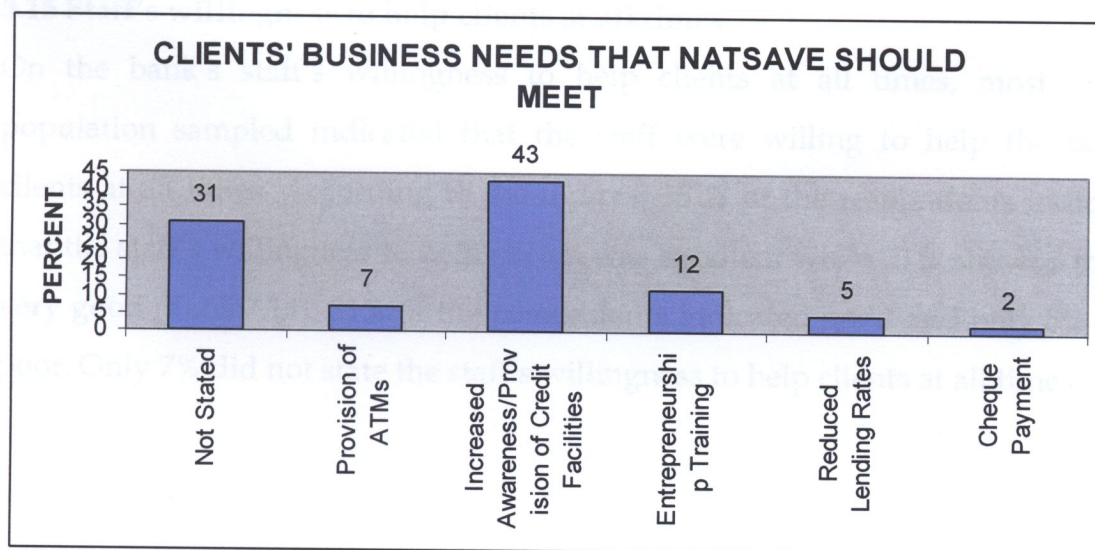
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Stated	10	23.8	23.8	23.8
	Very Much	5	11.9	11.9	35.7
	Much	5	11.9	11.9	47.6
	Not Much	2	4.8	4.8	52.4
	Non-Applicable	20	47.6	47.6	100.0
	Total	42	100.0	100.0	

Source: own data 2007

5.13. Business needs to be met by the bank.

The study revealed that most of the bank's clients want information related to increased provision of credit facilities. The group of clientele stand at 43% while 31% did not indicate the business needs that the NATSAVE should meet for the clients (Table 7.12). 12% demanded information pertaining to entrepreneurship training while 7% indicated the desire to have Automated Teller Machines (ATMs). 5% of the respondents indicated that the bank should reduce on the lending rates and only 2% indicated that the bank should meet cheque payments

Table 5.12



Source: own data 2007

5.14 Ability to provide accurate information upon request

The study further wanted to establish the bank's ability to provide accurate information upon request by customers. More than half of the respondents indicated that the information was accurate, which was 55% (Table 7.14). Statistics showed that 21% indicated very good while 5% showed excellent. 17% of the respondents did not state whether or not they received accurate information. However, only 5% of the respondents showed that NATSAVE'S ability to provide accurate information upon request was poor.

Table 5.14

q34 NATSAVE's ability to provide accurate information upon request?

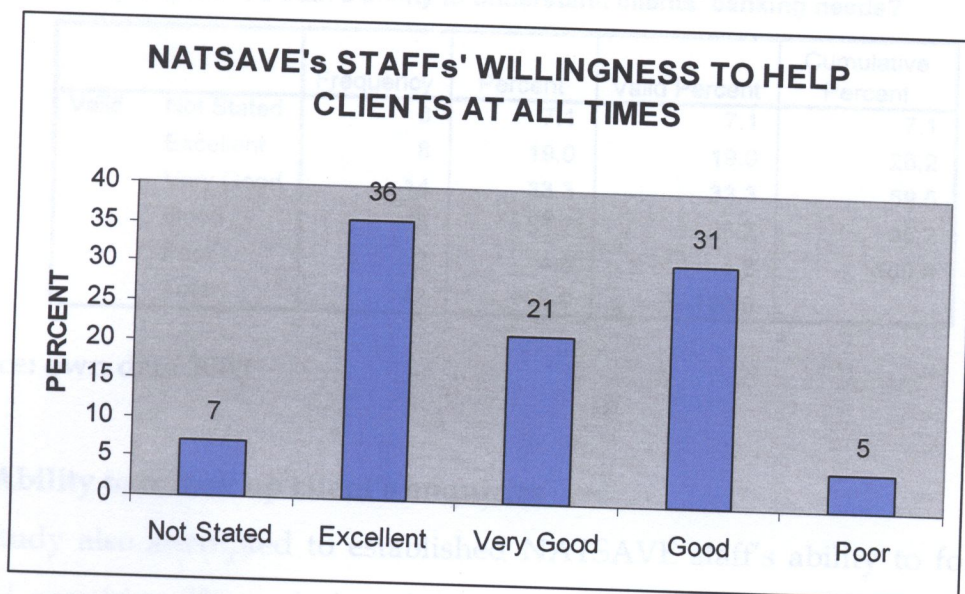
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Stated	7	16.7	16.7	16.7
	Excellent	2	4.8	4.8	21.4
	Very Good	9	21.4	21.4	42.9
	Good	23	54.8	54.8	97.6
	Poor	1	2.4	2.4	100.0
	Total	42	100.0	100.0	

Source: own data 2007

5.15 Staff's willingness to help clients at all times

On the bank's staff's willingness to help clients at all times, most of the population sampled indicated that the staff were willing to help the bank's clients at all times. According to the figures, 36 % of the respondents indicated that the staff's willingness to help clients was excellent while 21% showed that it very good (Table 7.14). 31% of the respondents indicated good and only 5% said poor. Only 7% did not state the staff's willingness to help clients at all times.

Table 5.14



Source: own data 2007

5.16. Staff's ability to understand the client's banking needs

The student also wanted to know the NATSAVE staff's ability to understand various banking needs of its clients. The statistics showed very good results. 19% of the respondents showed that the staff's ability to understand the banking needs of the clients was excellent and 33% indicated very good while 36% of the results showed good (Table 7.16). 7% did not state how they rated the staff's ability to understand the clients banking needs and only 5% showed that it was poor.

Table 5.16**q39 NATSAVE staff's ability to understand clients' banking needs?**

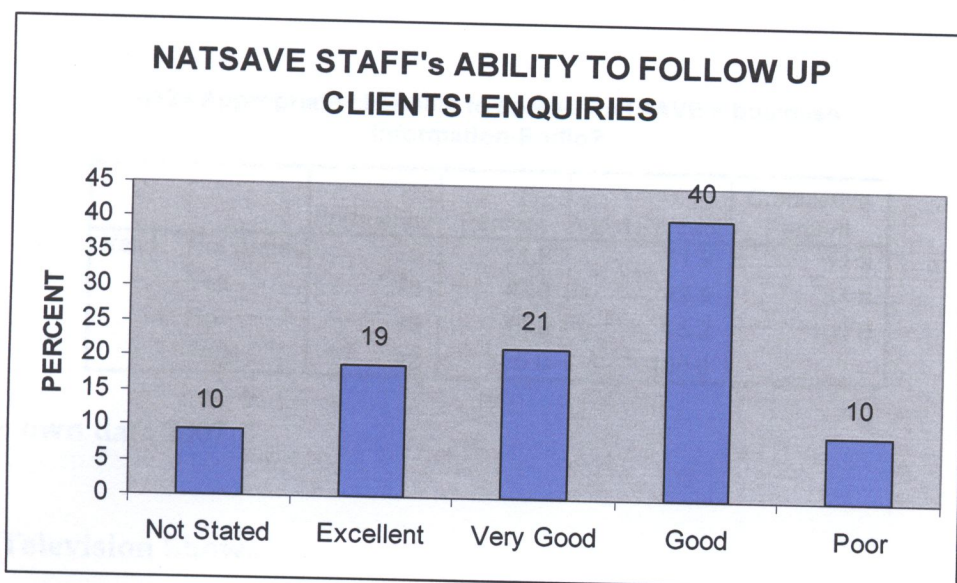
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Stated	3	7.1	7.1	7.1
	Excellent	8	19.0	19.0	26.2
	Very Good	14	33.3	33.3	59.5
	Good	15	35.7	35.7	95.2
	Poor	2	4.8	4.8	100.0
	Total	42	100.0	100.0	

Source: own data 2007

5.17. Ability to follow up client's enquiries

The study also attempted to established NATSAVE staff's ability to follow up clients' enquiries. The majority of the respondents expressed good will on the ability of the bank's to follow up queries posed by the clients. According to the statistics 40% of the sampled people indicated that the follow up ability of the staff of the clients of the bank was good while 21% indicated very good(Graph 7:17). 19% of the respondents affirmed that the ability on the part of the bank staff was excellent. 10% of the sampled population did not state their position while another 10% indicated that the NATSAVE staff's ability to follow the up client's enquiries was poor.

Graph 5:17



Source: own data 2007

5.18. Appropriate medium of spreading Natsave Business information

5.18.1. Radio

During the attachment to the bank, the student never learnt of any programmes on radio promoting the bank's services to the clients. Perhaps, this confirmed the earlier statement that the bank was prohibited from making commercial advertisement on radio. Respondents were asked how appropriate radio was in providing business information for the bank (7.18.1). 43% indicated that radio was an appropriate medium of providing the bank's services to the clients while 45% indicated that it was not. Only 12% did not indicate how they regarded this medium for business provision.

Table 5.18.1

q32a Appropriate channels to spread NATSAVE's business information-Radio?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Stated	5	11.9	11.9	11.9
	Yes	18	42.9	42.9	54.8
	No	19	45.2	45.2	100.0
	Total	42	100.0	100.0	

Source: own data 2007

5.18.2. Television Shows

Apart from the national television, the bank had at least two television set in the branch which showed a range services offered to clients. For instance, the TV runs programmes of the services offered by the Bank such as how to open a bank account, types of bank accounts, location of branches through out the country and the types of loans available to the public.

These programmes target clients who have long transactions and require them to be in the bank for a long time. The programme has a good scope especially during month ends when a lot of people flock to the bank to carry out different transactions.

Among the clients interviewed regarding the appropriateness of television as a medium of advertising, results showed that the majority of the respondents regarded it as very appropriate. Statistics established that this category of clients were 48% of the respondents (Table 7.18.2). 40% of the respondents indicated disapproval of this channel of business promotion while 12% did not state their position on how appropriate this medium was in terms of business promotion.

Table 5.18.2

q32b Appropriate channels to spread NATSAVE's business information-TV?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Stated	5	11.9	11.9	11.9
	Yes	20	47.6	47.6	59.5
	No	17	40.5	40.5	100.0
	Total	42	100.0	100.0	

Source: own data 2007

5.18.3. Brochures and Leaflets

The bank produces and distributes a lot of brochures and leaflets to clients as a way of marketing its products and services. The brochures are of different types and sizes and all carry different messages. However, most of the leaflets carry messages on credit facilities, available bank accounts and the whole range of products offered by the bank.

The problem however with the leaflets relates to distribution of these marketing materials from head office to the branches. There is no consistent flow of these leaflets to the branches and sometimes they can lack as long as a week. This does not augur well in as far as business promotion is concerned. In a competitive business environment such as banking, it is vital that products being offered constantly reach the people so that the picture of the bank and its services is not swayed away by other competitors in the sector.

Regarding the appropriateness of this channel to spread NATSAVE's business information, the study revealed that half of the respondents which was 50% stated that they did not regard this medium as appropriate in promoting the bank's activities, 30% indicated that it was appropriate and 12% did not indicate the appropriateness of this channel in as far as providing business information was concerned.

Table 5.18.3**q32c Appropriate channels to spread NATSAVE's business information-Brochure?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Stated	5	11.9	11.9	11.9
	Yes	16	38.1	38.1	50.0
	No	21	50.0	50.0	100.0
	Total	42	100.0	100.0	

Source: own data 2007

5.18.4. Posters

On posters, majority of the respondents indicated that they were not appropriate way of promoting the bank's services to the general public. 67% of the sampled population indicated that posters were not appropriate, 12% agreed that they were appropriate and only 12 % did not state their position on the appropriateness of this media.

Table 5.18.4**q32d Appropriate channels to spread NATSAVE's business information-Posters?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Stated	5	11.9	11.9	11.9
	Yes	9	21.4	21.4	33.3
	No	28	66.7	66.7	100.0
	Total	42	100.0	100.0	

Source: own data 2007

5.18.5. Newspapers

The bank does not make a lot of headlines in the papers either through their social responsibility policy or through the introduction of new services to the

clients. However, 50% of the respondents did not regard the newspapers as an appropriate channel for diffusing business information pertaining to the bank's activities, 38% said that it was appropriate and 12% never stated their stance on this media

Table 5.18.5

q32e Appropriate channels to spread NATSAVE's business information-Newspaper?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Stated	5	11.9	11.9	11.9
	Yes	16	38.1	38.1	50.0
	No	21	50.0	50.0	100.0
	Total	42	100.0	100.0	

Source: own data 2007

5.18.6. Magazines

Magazines are not common media of advertising in Zambia. This is attributed to a lot of factors which include among others the high cost of production. News print is imported mostly from South Africa and Zimbabwe. Due to these factors, very few organisations have really maximised benefits from advertising in few available magazines. In the case of NATSAVE, statistics showed that 81% of the respondents did not regard magazines as appropriate for advertising the bank's services while 7% of the respondents did. 12% of them did not indicate their regard in business promotion.

Table 5.18.6.

q32f Appropriate channels to spread NATSAVE's business information-Margazines?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Stated	5	11.9	11.9	11.9
	Yes	3	7.1	7.1	19.0
	No	34	81.0	81.0	100.0
	Total	42	100.0	100.0	

Source: own data 2007

5.18.7. Internet

There are very few people who have access to internet in developing countries including Zambia. This is attributed to among other things high cost of computers and the service charges demanded by internet service providers. This coupled with the skill required to operate the computer aggravates the usability of the internet. The study revealed that 74% of the respondents did not regard the medium as appropriate in advertising the bank's services but 14% of the respondents did. 12% did not state the media they thought was appropriate to the bank to promote the bank's services.

Table 5.18.7

q32g Appropriate channels to spread NATSAVE's business information-Internet?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Stated	5	11.9	11.9	11.9
	Yes	6	14.3	14.3	26.2
	No	31	73.8	73.8	100.0
	Total	42	100.0	100.0	

Source: own data 2007

5.18.8. Friends

Friends are very instrumental in diffusing information in a social setting and this is attested by the graph 5.8.2 in which the majority of the respondents indicated that they knew about the bank's services through friends. However, in terms of the appropriateness of this media in disseminating information regarding the services offered by the bank, most of the respondents discarded this channel of communicating business information.

Figures showed that (71%) of the people did not regard the friends as the most appropriate way through which they should be learning the bank services, while 17% did and 12% did not state the medium they thought was appropriate.

Table 5.18.8

q32h Appropriate channels to spread NATSAVE's business information-Friends?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Stated	5	11.9	11.9	11.9
	Yes	7	16.7	16.7	28.6
	No	30	71.4	71.4	100.0
	Total	42	100.0	100.0	

Source: own data 2007

5.18.9 NATSAVE Staff

86% of the respondents indicated that they did not regard NATSAVE staff to be appropriate channels of communicating business information to the clients and only 2% did while 12% did not state their stance on this medium being appropriate in promoting business information.

132i Appropriate channels to spread NATSAVE's business information-Other ways-NATSAVE STAFF?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Stated	5	11.9	11.9	11.9
	Yes	1	2.4	2.4	14.3
	No	36	85.7	85.7	100.0
	Total	42	100.0	100.0	

Source: own data 2007

NATSAVE staff have quiet been effective in promoting awareness about products and services offered by the bank. Although they have recorded significant strides in disseminating business information to the clients, the study revealed that the majority of the clients did not regard staffs as appropriate in as far as spreading business information was concerned. Perhaps, people opt getting into the bank with full knowledge of products and services available to them.

CHAPTER 6: CONCLUSIONS AND RECOMMENDATIONS

6.0. Conclusions

At the epoch of independence from colonialism, the government realised the potential for development in most rural areas of Zambia. In this regard, the government pursued a deliberate policy to spread economic investments through out the country in order to develop infrastructure and create employment. As one of the measures to further foster economic development, the government in 1972 established the National savings and Credit Bank with a special mandate to offer banking facilities at affordable rates in rural areas. Additionally, the bank was established to ensure that it protects people from some exploitative micro financial institutions and make sure that credit facilities are disbursed within the regulatory framework of the law.

In order to achieve its objectives, the bank was tasked with the following responsibilities:

- Accept deposits
- Operate savings schemes in Zambia
- Make loans
- Conduct any other banking transactions to suit the different needs of customers

To this extent, the bank has continued to accept deposits, offer loans, operate savings schemes and carry out other banking transactions such as providing credit and market information to the clients.

The bank's clientele include among others government workers, marketers, clubs, schools, churches, traders and private sector employees. Further, as indicated in chapter one the bank offers various banking services ranging from

salary loans, money transfer, invoice discounting, guarantees through to different bank accounts.

On communication strategies used to promote small and medium enterprises, the findings of this study revealed that by and large, most of the of the bank's clients received business information through friends, television, posters, internet brochures and NATSAVE staff. These clients received information pertaining to institutions that provide training, business management skills, credit and loan facilities, market information, and general banking procedures although most of the respondents indicated that they did not receive any information from the bank.

The call for information for business decision-making has been cited in other related studies as of paramount importance to the promotion and growth of small businesses as Problems that hamper access to information were more to do with lack of vigorous and aggressive advertising of the bank's services to the public. There is therefore need to develop a deliberate policy of marketing the bank and its services to the public in order to increase the customer base.

The study also revealed that only 43% of the respondents indicated that they very often heard about the bank's credit facilities in the media. This symbolised that lack of access to information was a major problem to most NATSAVE SMEs. This result was similar to those of other studies (Kebonang, 1997; Smith, 1996; and Hopwood, 1989). Lundu (1992) cited in Ntsala (2000) observed that modern information professionals had a duty to educate the small entrepreneurs on the importance of developing their own information systems in order for the entrepreneurs to have access to information that could be quite critical to their business success. Ramsey et.al. (2003) noted that to survive in today's competitive business world, small businesses require access to accurate and relevant information both at start-up and during day-to-day operations. APEC

(1995) in a study commissioned on the information technology needs of SMEs in Singapore, Hong Kong and the Philippines found that SMEs needed various information on such areas as: credit, technology market and business opportunities; skills and management training; business exchange/matching; technical assistance in project development; consultancy and advisory services; material sourcing; research and advocacy; legal assistance; production related technical assistance; market information, and Policy reform.

The findings revealed that the Bank's staff's attitude towards the clients was in most instances positive. NATSAVE staffs expressed knowledge of the products and services being offered to the public and were in most instances willing to at all time to help clients. Above, the staff also provided accurate information upon being requested by the clients. The attitude of staff to clients is very cardinal in business promotion and enhancement. Most successful organisations have put customers at the core of their businesses and through this policy, they have recorded major economic and social strides. In other words, the attitude of staff is very essential in making clients develop positive attitude towards the bank. The staff's expression of knowledge of the products and services offered by the bank enables customers have confidence in the bank and plays a major role in customers' retention.

The study also established that most of the clients think that the most appropriate channel of marketing the bank's services were television and radio. This can be attributed to the fact that radio and television in Zambia have wide coverage compared to other media. For instance, Manje L. and T. Muzira (2005:6) have affirmed that Radio Phoenix reaches about 3 million listeners...it enjoys 50% of the listeners in the capital Lusaka alone. Overall, about 4% of the small businesses actively listening to radio Phoenix "starting small" attributed to the growth their business to the programme.

6.1. Recommendations

In prescribing recommendations, it is first important to acknowledge that there are many challenges that SMEs face in their operation. Some of these challenges include lack of information on credit facilities, high interest rates, lack of collateral to enable them borrow money from commercial banks and above all high overhead costs.

- This research established that the majority of the bank's clients were in formal employment and did not operate any business venture. This calls for the bank to have a clear and distinct categorisation of SMEs. Perhaps the bank focuses on salaried loans because they are easy to recover and there are minimal risks involved once the borrower obtains a letter of undertaking from the employer. However, salaried loans do not significantly augment one's investments and subsequently increasing the bank's financial reservoir. Most banks make a lot of profits by making more loanable funds available to small and big business. The risk of lending to these business houses is quite high but for a financial institution whose prime motive is not just to offer loans at affordable rates but also to make profits, it is important that the bank focuses on the small and medium enterprises because the subsequent financial returns are huge compared to salaried loans.
- The communication strategies used by the bank have so far not been effective in leveraging information about the bank's services especially credit facilities to the general public. Statistics of this study showed that most of the bank's clients learnt about the bank's services through informal contacts i.e. friends. This implies that very few of the clients have accesses to business information through other communication channels such as brochures, television, radio and so on. The bank therefore should assertively popularise its services through radio and television because

they are only cheap but also have wide coverage too. Radio messages can reach both the low incomes groups and the elitist groups in society bearing maximum effect. Since the bank is not allowed to advertise by the Ministry of Finance and National Planning, it's imperative that such efforts are carried out in form of product promotions which may include giving gifts to selected clients and more importantly through the corporate social responsibility policy. The successful execution of such endeavours would reach and attract a lot of people to the bank.

- There is need to change the perception of the clients that the bank is not providing any information pertaining to its products and services. Again, it difficult to blame the customers when the bank has not aggressively promoted its services through common and renowned media channels. This therefore implies that the NATSAVE should effectively utilise orthodox media houses to market its products and get maximise financial returns.
- Many clients view the provision of credit information as one of problems faced with the bank. Thus, this study established that the majority of the clients demanded for increased awareness and provision of credit facilities. With the attainment of this demand, the bank would increase the number of customers borrowing from the bank consequently making more profit. Further, some clients wanted training in entrepreneurship in order to enhance their business knowledge and skills. This demand can be met by partnering with some international organisations (i.e. USAID) to closely monitor and evaluate the progress of these SMEs. Other banks like Barclays are already employing this strategy and if applied appropriately, NATSAVE can equally reap maximum benefits.
- The bank in this time and era cannot continue to operate without being connected online. The clientele which forms the basis of its establishment equally deserve excellent services from the bank. In this regard, clients

should be given an opportunity to save their income in a conducive and efficient banking environment and this can only be attained if the bank went online. The introduction of this service would not only reduce congestion in the bank but would greatly lead to customer service satisfaction.

- The bank should substantially invest in equipment to hasten operations. There is need for the bank to buy state of the art computers and other accessories that bestow the bank with the reputation it attracts. Some clients are attracted by such small but vital technologies as they liken them to efficiency.

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APPENDIX

Serial #.....

SMEs in Zambia: The Case of NATSAVE

Questionnaire

INTRODUCTION AND CONSENT

Dear Respondent,

You have been selected to assist in this information needs assessment survey by kindly filling in the questionnaire. The information to be gathered will be strictly used by NATSAVE to improve service delivery to its customers. This information will be treated with the strictest confidentiality and privacy. You are therefore urged to give honest answers by circling the appropriate answer and filling the blanks where applicable.

Date ____/____/2007	Interviewer's name _____
Time interview started ____:____HH:MM	Time interview ended ____:____HH:MM

Instructions: indicate the appropriate answer by circling and filling in where necessary

No.	Question	Response	Skip To	Co
SECTION A: DEMOGRAPHIC CHARACTERISTICS				
1.	Age of the respondent (<i>record age in completed years</i>)	<div style="display: inline-block; width: 40px; height: 20px; border: 1px solid black; margin-right: 5px;"></div> <div style="display: inline-block; width: 40px; height: 20px; border: 1px solid black;"></div>		
2.	What is your age group?	Below 19.....1 20-25.....2 26-30.....3 41-45.....4 46-50.....5 51-55.....6 Above 56.....7		
3.	Marital Status	Married1 Single.....2 Divorced/Separated.....3 Widowed.....4		
4.	Highest level of education attained	Primary.....1 Junior secondary.....2 Senior secondary.....3 College.....4 University.....5 Never been to school.....6		
5.	Place of residence	High density.....1 Medium density.....2 Low density.....3		
6.	Religious Affiliation	Christianity.....1 Islam.....2 Hinduism.....3 Others.....4		
7.	Christian Denomination	Catholic.....1 Reformed Church.....2 Protestant.....3 Pentecostal.....4 Seventh Day Adventist.....5 Jehovah's witness.....6 Other specify.....7		

		Response	Step To	Co
8.	Nationality	Zambian.....1 Non-Zambians.....2		
9.	Race	Blacks.....1 Asians.....2 Whites.....3 Coloured.....4		
10.	Are you in employment?	Yes1 No.....2		
11.	If yes, what is your source of income?	Self-employed (registered business).....1 Self employed (unregistered/informal business).....2 Formal Employment.....3 Formal employment and operating registered business.....4 Formal employment and running unregistered/informal business.....5		
12.	In which monthly income category do you fall?	Below 1 million Kwacha.....1 1million-2million Kwacha.....2 2million-3million Kwacha.....3 3 million-4 million Kwacha.....4 4million-5million Kwacha.....5 More than 5 million kwacha.....6		
SECTION B: BUSINESS CHARECTERISATION				
13.	Type of business size?	Micro.....1 Medium.....2		
14.	Number of employees?	1 to 4.....1 5 to 10.....2 11 to 49.....3 Above 49.....4 None.....5		
15.	In what type of industry does your business belong?	Agriculture, Forestry, Fishing.....1 Construction.....2 Manufacturing.....3 Transport, Communication, Electric, Gas and		

	Question	Response	Skip To	Go To
	(Circle all those that apply to you)	Sanitary services.....4 Wholesale Trade.....5 Retail.....6 Trade Finance.....7 Insurance8 Real Estate.....9 Services.....10 Public administration.....11 Imports/Exports.....12 Others (Specify).-----13		

SECTION C: BUSINESS INFORMATION NEEDS

16.	How would you describe the performance of your business?	Very Profitable.....1 Profitable.....2 Not profitable.....3 Don't know yet.....4		
17.	What would you attribute the performance of your business to?	_____ _____ _____		
18.	Do have an account with NATSAVE?	Yes.....1 No.....2		
19.	Do you know about NATSAVE credit facilities?	Yes.....1 No.....2		
20.	If yes, how did you learn about NATSAVE loan services?	Friend.....1 Radio.....2 Television.....3 Posters.....4 Newspapers.....5 Internet.....6 NATSAVE Staff.....7 Brochure.....8 Other (specify)-----		
21.	Have you ever gotten a loan from NATSAVE?	Yes.....1 No.....2		
22.	If yes, how many times have you borrowed from NATSAVE?	Once.....1 Twice.....2 Thrice.....3 More than three times.....4		

			Stop To	C
23.	What type of information do you receive from NATSAVE?	Institutions that provide training in business management.....1 Credit information.....2 Market information.....3 Business management skills.....4 Nothing.....5 Other (specify)-----		
24.	How would you describe the information you receive from NATSAVE to your business decision-making? <i>(Circle all those that apply to you)</i>	Relevant1 Timely 2 Current.....3 Irrelevant..... 1 Outdated.....2		
25.	Has the information you receive enhanced your business performance?	Yes 1 No.....2		
26.	To what extent has the information you receive from NATSAVE enhanced your business?	Very much.....1 Much.....2 Not much.....3 Not at all.....4		
27.	If information provided by NATSAVE has not enhanced your business performance, give reasons why		
28.	How often do you hear about NATSAVE credit facilities?	Very often1 Not so often..... 2 Never heard of them.....3		
29.	Through which medium do you hear about NATSAVE's credit facilities? <i>(Circle all those that apply to you)</i>	Radio.....1 TV.....2 Brochure.....3 Posters.....4 Newspapers.....5 Magazines.....6 Internet.....7 Friends.....8 Other Specify-----		
30.	In your opinion, how well is	Very well.....1		

		Response	Skip To	
	the business information communicated to the clients?	Fairly well.....2 Not very well.....3 Poorly communicated.....4		
31.	What are some of your business needs which you would like NATSAVE to provide?	_____ _____ _____ _____		
32.	What channels would be more appropriate for you to access the business information? <i>(Circle all those that apply to you)</i>	Radio.....1 TV.....2 Brochure.....3 Posters.....4 Newspapers.....5 Magazines.....6 Internet.....7 Friends.....8 Other Specify_____		
33.	How do you rate NATSAVE's information provision with other banks you know?	Excellent.....1 Very Good.....2 Good.....3 Poor.....4		
34.	How do you rate NATSAVE's ability to provide accurate information upon request?	Excellent.....1 Very Good.....2 Good.....3 Poor.....4		
35.	How do you rate NATSAVE's ability to complete a transaction correctly the first time?	Excellent.....1 Very Good.....2 Good.....3 Poor.....4		
36.	How do you rate the friendliness and attitude of NATSAVE staff to clients?	Excellent.....1 Very Good.....2 Good.....3 Poor.....4		
37.	How do you rate NATSAVE staff on knowledge of products and services provided by the bank?	Excellent.....1 Very Good.....2 Good.....3 Poor.....4		

	Question	Response	Skip To	Code
38.	How do you rate NATSAVE staff on focusing on your transaction and not other duties?	Excellent.....1 Very Good.....2 Good.....3 Poor.....4		
39.	How do you rate NATSAVE staff's ability to understand your banking needs?	Excellent.....1 Very Good.....2 Good.....3 Poor.....4		
40.	How do you rate NATSAVE staff's willingness to help at all times?	Excellent.....1 Very Good.....2 Good.....3 Poor.....4		
41.	How do you rate NATSAVE staff's ability to follow up on requests and enquiries by clients?	Excellent.....1 Very Good.....2 Good.....3 Poor.....4		
42.	Thinking about the time you are applied for a loan, how do you rate the quality of explanation provided to you by a NATSAVE staff in all aspects?	Excellent.....1 Very Good.....2 Good.....3 Poor.....4 Never applied for a loan.....5		
43.	What do you think NATSAVE should do to enhance quality of service provision to its clients?	_____ _____ _____ _____ _____ _____ _____ _____		

END OF QUESTIONNAIRE

THANK YOU