

BUSINESS ENVIRONMENT AND ORGANISATIONAL GROWTH

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**A RESEARCH PROJECT WRITTEN AND SUBMITTED TO THE DEPARTMENT OF
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DECLARATION

I declare that:

This project work is based on a study undertaken by me in the Department of Business Administration, University of Benin under the supervision of **Prof. Shaibu Ibrahim**. This work has not been previously submitted for award of a degree elsewhere.

All ideas and views are product of my personal research effort and all references to works of others have been duly acknowledged.

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CERTIFICATION

We certify that **Azuka Anthony JUWAH** with the Matriculation Number **MGS1808031** submitted this research work to the Department of Business Administration, Faculty of Management Sciences, University of Benin, Benin City.

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DEDICATION

This work is dedicated to God Almighty, who in His infinite mercy have seen me through the course of my study, through the hurdles, and brought me this far. Also, to my loving parents, Mr & Mrs A.V JUWAH, who have supported and encouraged me through the course of this programme.

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ABSTRACT

This project explores the intricate relationship between the business environment and organizational growth. In today's dynamic and ever-changing landscape, businesses face numerous internal and external factors that influence their growth trajectory. This study delves into the multifaceted nature of the business environment, examining the impact of economic, technological, social, and regulatory factors on organizations of various sizes and industries.

The research methodology includes a comprehensive review of existing literature, case studies, and surveys to provide a holistic understanding of the subject. It also investigates the strategies employed by successful organizations to leverage opportunities and mitigate risks within their respective business environments.

Furthermore, this project aims to provide valuable insights for business leaders, managers, and policymakers, enabling them to make informed decisions that foster sustainable growth in an increasingly complex world. By shedding light on the nuances of the business environment and its profound influence on organizational growth, this research contributes to the ongoing discourse on effective business strategies and adaptability in a rapidly changing global landscape.

CHAPTER ONE

INTRODUCTION

1.1 Background Of The Study

Nowadays, in the business world, there are many changes happening. Some of these changes include competition all over the world, technology, the importance of providing good service, and the responsibility companies have to society. Because of these changes, managers have to think again about how they do their jobs and make changes to the way they work. Because of this big change, there are now new companies that are better at adapting and reacting to what is happening inside and outside of their organization. The internal factors are things that are present within a company and have a direct impact on various parts of the business. These are the things that can cause problems for a company. They include the company's goals, not wanting to do things differently, having poor quality employees, not having good control over things inside the company, not managing money and resources well, having problems with how the company operates, too many employees leaving, and borrowing too much money. Other things that can cause problems are government rules, when the economy is bad, when there are problems with politics, when there are companies that can do things cheaper, when customers start doing things differently, when there are problems with the environment or people's health, when there are changes in technology, when there are disasters like earthquakes or floods, when the things the company needs to make products change, when there are big changes in the economy, and when there are terrorist attacks. So, it is important for a business to stay up to date with the different changes in the world to be able to survive for a long time.

In simple terms, a good business environment should greatly help a business to at least survive and possibly even thrive. Business environments can either make a business succeed or fail. This

happens because environmental factors can sometimes help a business grow, but other times they can hurt the business and cause it to fail. Basically, it could be a rule made by the government, or the cost of borrowing money, or how much competition there is in the market, or how advanced the technology is that a company uses.

The Nigerian business environment is different from typical business environments. The Nigerian business environment is unique and needs to be studied differently. This is true because the environment can either help businesses grow or not.

Based on Adebayo and colleagues' research, In 2005, the business world can be divided into two main parts: the internal environment and the external environment. The internal environment includes things that the company can control and change to reach its goals. The external environment includes things that the company cannot control or change. So, the company needs to make a plan to deal with different things happening around it (Oluremi and Gbenga, 2011). Similarly, the way the business environment is has been classified into three types: dynamic, stable, and unstable. This classification helps companies choose the right strategies. Adeoye (2012) said that businesses need to create and use good plans in order to handle the fast and always changing business world. This will protect their operations and give the outcomes they want. In the same way, Ogundele (2005) said that how a company sees the world around it depends on how big it is and what industry it's in. Business survival means that a company can keep running, even when it faces different obstacles. Managing a firm by taking care of its ongoing operations and making sure it satisfies everyone involved. (Akindele et al. , 2012) According to Dun and Bradstreet (2009), business failures are when a company goes bankrupt or stops operating, causing financial losses and an inability to meet their obligations to creditors. To

stay alive, companies closely monitor their activities to make sure they can keep going. Adeoye (2012) said that the current challenges for companies include different ways of leading, changes, not knowing what will happen, arguments, the way people act, technology, how the company is set up, competition, making money, and how motivated people feel at work. Therefore, companies need to create a plan and operating procedure that fits well with the current business environment and helps them make the best use of their resources and reach their goals.

Burns (2001) said that small businesses are not just smaller versions of large businesses because they have many important differences. One reason for these differences is that small businesses do not benefit from economies of scale and scope, which means they do not have access to the same resources and production methods as large businesses. So, Ciano (2011) said that there are four important factors in any plan to change and improve a business. This means how often they review their progress, how well the team is able to finish the project on time based on their skills and qualities, how willing the managers and employees are to accept and adapt to change, and the extra effort required from employees for the change to happen. Alexander (2000) noted that the fast-paced and ever-changing business world has a big effect on how well organizations can survive and grow. This means that the outside world is complicated and always changing, and it is characterized by competition. When there is a lot of competition, businesses often need to gather more information about their customers to evaluate and use that information to their advantage. This helps businesses find their customers and understand how to better meet their needs, wants, and ultimately grow.

The connection between theory and practice has motivated experts and researchers to study general business management and strategic management specifically. Many researchers have suggested different ways of doing strategic management. The strategic management model suggested by Wright, Kroll, and Parnell (1996) has five important parts. These include: 1. Opportunities and external threats, which look at the overall market conditions and industry factors. 2 The internal environment, which considers the company's resources, mission, and goals. 3 Strategy formulation, which involves planning at the business unit and functional level. 4 Strategy implementation, which involves organizing the company's structure, leadership, authority, and culture. 5 Strategic control and growth, which focuses on monitoring and managing the strategy over time. The basic understanding of this model is that it is important to divide the strategy into phases at different levels of the company, such as corporate, business unit, and functional levels. Additionally, Wheelen and Hunger (2010) explain the process of creating a strategy in a more practical way. This involves defining the mission, goals, strategies, and policies at a more detailed and hands-on level. Regarding how the strategy outlined in the degree program will be put into action, the budget and procedural steps will be followed. In the practical way to manage a company called strategic management, the Wheelen and Hunger model is easier to understand and implement. However, they did not focus as much on leadership, structure, and culture in their model.

1.2 Statement Of The Problem.

The economic situation in Nigeria has been seen as not good for business activities at times. This might be partially true, but the reality is that the country's current economy gives us some hope for doing business. Even though certain individuals have control over importing some capital goods, it still affects the average business person in a fair way. There are some things that can affect Nigerian businesses. These include how much the economy is growing, how high interest rates are, how exchange rates work, and how much prices are going up (inflation). These things have a big effect on how businesses work and make choices. For instance, when interest rates change, it affects how much money a company needs to borrow, which can impact how much the

company can grow and expand. Exchange rates impact how much it costs to send products out of a country and the availability and cost of bringing products into a country. The way the government manages the economy has a big impact on how businesses operate in Nigeria. Sometimes, the rules on how much money a person or company has to pay to the government can impact how a business is run. The rules on buying and selling things between different countries can also have an effect on business. For instance, Aliko Dangote is the only person responsible for bringing certain goods into Nigeria. This impacts other business people and makes it harder for Nigerian entrepreneurs to do business.

1.3 OBJECTIVES OF THE STUDY

The main objective of this study is to assess the impact of business environment on organizational growth, specifically the study intends to:

- i. Determine the extent at which environment factor affect Nigeria business.
- ii. Evaluate business environment in order to ascertain the type of environment suitable for growth and development
- iii. Add to existing knowledge in various categories of business sectors
- iv. To explore ways in which effective growth can be ascertained
- v. To examine the environment and business relationship.

1.4 Research Questions

- i. How does an economic problem affect the business environment?
- ii. How does the improvement on technological level affect development in business environment?

- iii. How does ethical behaviour affect the growth of employee or an organization in the environment?
- iv. To what extent will political instability affect business environment?

1.5 Research Hypothesis

Ho: Business environment has no significant impact on organizational growth.

Hi: Business environment has significant impact on organizational growth.

1.6 Significance Of The Study

This study will greatly help other researchers who want to learn more about this topic. It can also be used by non-researchers to enhance their own research. This study adds to what we know and can help other studies.

1.7 Scope Of The Study

This study is on an assessment of business environment and its impact on organizational growth.

1.8 Limitations Of The Study

i. Sample Size: The number of participants or subjects included in a study project can be limited due to practical constraints, such as time, cost, or availability. A small sample size may not adequately represent the larger population, leading to limitations in generalizability or statistical power.

ii. Sampling Bias: The process of selecting participants for a study can introduce bias if it is not random or representative of the target population. This can limit the external validity of the findings.

iii. Measurement limitations: The tools and instruments used to collect data may have inherent limitations. For example, self-report measures can be influenced by participants' subjectivity, memory recall biases, or social desirability biases. Measurement tools may also lack reliability or validity, affecting the accuracy and robustness of the findings.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

A business is any activity that aims to make money. The main goal of business organizations is to make money, expand, and stay alive in their surroundings.

The place where businesses operate is complicated and has a big impact on them. The environment influences how an organization thinks and what it wants to achieve by setting limits on it. These limits on organization goals can be because of competition. For example, if a trade union asks for a higher salary, it will reduce the money that shareholders receive as dividends. Unethical behavior can also hurt profits. All the different factors in these settings affect how the organization works and what it creates.

2.1 Concept of Environment

Environment refers to everything around an organization. According to Harrison (1996), the environment refers to everything happening around and impacting the growth of a whole organization or any of its internal parts. He said that the environment has different complex forces that change in different ways and in different situations. In simpler terms, Atsegbua (2002) explained the environment as the things around us, like living and non-living things, that we interact with and change to meet our needs. The Black Law Dictionary (6th edition) describes various aspects of the world that impact the attractiveness and worth of property. These aspects include physical conditions, economic factors, cultural influences, aesthetic elements, and social conditions. These factors also have an impact on the overall quality of people's lives.

In the world around us, the word "environment" means everything that affects a person or a group. Bernard (1999) says that the environment is made up of tiny particles, groups of things moving around, rules made by people, feelings caused by physical laws, rules for society, ideas and beliefs of society, normal behaviors, actions, and both the power and resistance to that power. There are a lot of them and they always keep changing.

The natural surroundings we live in can often make it difficult for managers to make decisions because there is a lot of uncertainty. The ever-changing nature of variables that are not well identified has a complicated impact on the results of events that start in the organization. But just because management doesn't have control all the time, it doesn't mean they should ignore the environment. Instead, they should keep an eye on the environment all the time so they can react to any problems or changes that happen.

Every organization needs to exist in some way; no organization can survive on its own. Every organization has objectives and duties that are connected to other entities around it. Our organization needs to work with the people and things around us to make everything run smoothly. We also need to think about what other people want and need, while also thinking about what we want and what we do.

2.2 Business environment

The business environment is seen as a complicated and significant result. Many scholars have looked at the concept in various ways. For instance, Ola (1993) thinks that the business environment is very complicated and diverse that it cannot be explained by just one definition. Many experts like Oyebanji (1994), Lawal (1993), and Aldrich (1979) have highlighted the significance of the business environment. All these experts have talked a lot about how the business surroundings can impact a group in a certain situation and encourage everyone to reach their goals. The environment in management refers to the factors that impact how well a business performs in achieving its goals. It's not just about the physical surroundings, but the forces that affect the business's effectiveness.

According to Oyebanji (1994), the business environment refers to the things that can affect a person's business. He explained that all organizations should think about the restrictions of the environment, like the materials and people they have, even if they are at different levels. The impact of the environment is different depending on the situation.

Ola (1993) described the Nigerian business environment as the Nigerian economy because businesses operate within the economy. He thought that the current situation has a big impact on the businesses in that economy.

Oyebanji (1994) said that the business situation in Nigeria has completely changed over time. It all began with the oil boom in the 1960s, followed by a period of financial restriction in the early 70s, and then the implementation of a program to improve the country's economy in the 80s.

Aldrich (1979) said that the environment is made up of different types of things that can be stable or unstable, similar or different, rich or poor, complex or simple, and unpredictable. He emphasized that the conditions in which businesses operate can change as well as the resources they use, and some aspects of the environment may stay the same for a while.

The statement was backed up by Ashley and Van de Van (1986), who believed that the main job of a manager is to be able to handle and direct the organization during challenging and urgent times. Changes are when things need to adjust or change to fit a new situation. The manager needs to understand how things are going and make changes within the company's organization to adapt to any changes happening around them. This will help the company stay successful and efficient. It is important to study the business environment because organizations do not exist on their own. To effectively manage a business in a complex and changing society, we need to understand the strengths and weaknesses of the organization and the opportunities and challenges that come from the external environment. In order to survive and thrive, organizations need to adjust to these changes.

2.3 Types of Environments

There are two types of environments namely, External environment and internal environment (Lawal, 1993).

A. The Internal Environment

This means the things happening within the organization. These factors mostly come from choices made by the management. They usually have control over them. It means everything inside the organization like its resources, how people behave, what they are good at, what they are not good at, how well they work together, and what makes the organization special.

An organization uses different things to make it stronger or weaker. This happens over time.

Organizational capability in designing and implementing company rules and strategies depends on the organization's capacity and ability to effectively use its unique strengths to stand out in a specific area.

There are five major variables within the organization that management must consider:

(i) Objectives (ii) Structure (iii) Tasks (iv) Technology (v) People

i. Objectives

This is what the group wants to achieve by working together. The process of planning helps managers set goals and coordinate efforts effectively. This helps organization members understand what they need to do. It helps the people in the organization understand what they need to do. The goals might include increasing profits, improving productivity, being cost-effective, gaining more market share, providing quality service, developing new products, training and selecting management staff, and being socially responsible.

ii. Structure

Formal organizations have different levels of management and smaller groups called functional areas. These areas include marketing, personnel, finance, and production. The structure of an organization refers to how different management levels and departments are organized in order to achieve their goals effectively.

iii. Tasks

Given tasks that need to be finished in a certain way and within a certain timeframe. When people specialize in different jobs, it leads to the creation of new tasks. Based on how

management has organized the company, each person's job has a specific set of tasks to help the organization reach its goals.

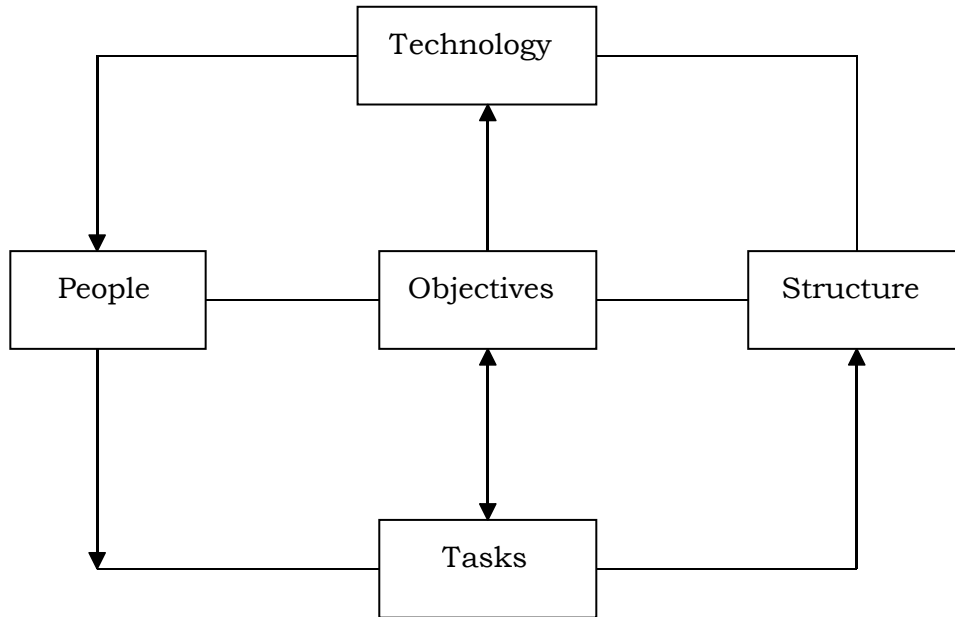
iv. Technology

This is a process where we use various things like people, information, or physical materials to make things that people want to buy. It also includes things like machines, equipment, and knowledge used in the process of transforming things.

v. People

When we talk about organization, management, subordinates, and workers, we are just talking about groups of people. When a factory shuts down, the decision is not made by a group of people in charge of managing the company, but by one or a few individuals. When a company's product is not good, it means that the people responsible for making it didn't do their job the right way. Management achieves its goals by working with people, so people are valuable and it is necessary to understand their differences. Research has found that it is very unlikely for two people to act exactly the same way in every situation.

Figure 1: Interrelatedness of Internal Variable of Organization



Source: Emerson, J.E (2002), Essential Management: Illinois McGraw-Hills

All of the internal variables are interrelated. A change in one variable invariably affects others to some degree. If it has a negative effect on one variable it may impede the attainment of organizational objectives.

B. External environment

An organization's external environment includes things outside of the organization that affect its operations, like customers, competitors, government agencies, suppliers, employees, and financial firms.

It includes everything outside the organization that can possibly impact the organization. These things are important for how organizations work and need to be watched carefully.

Types of external environment

There are two types of external environment

- I. **Direct (task) environment:** It refers to the factors that directly impact and are influenced by the activities and development of an organization. These groups are: people who buy things, other companies we compete against, organizations that represent workers, and government agencies that make rules for businesses.
 - a. **Customers:** They are people or groups who get things or help from a business and make the business successful. The main goal in any business is to attract and keep customers.
 - b. **Competitors:** This refer to other businesses in the same industry or similar field who offer the same products or services to the same customers. The main problems that need to be solved here are unique competition issues and difficulty in entering the market.
 - c. **Suppliers:** This refer to people or organizations that give the organization the stuff it needs to make things (like materials, equipment, energy, and money).
 - d. **Government regulatory agencies:** They are organizations created by the government to control and oversee business activities. They use politics and laws to make rules that affect how businesses operate. These rules have a big impact on businesses. These rules and regulations can either help or harm businesses.
- II. **Indirect (general) environment:** This refers to the overall surroundings that have an impact on something but may not directly interact with it.

This can also be said to be something that has a wide reach and affects what is around it, which contributes to a bigger picture that may or may not be connected to other specific things. Every aspect of a situation has the power to affect the organization in unique ways.

(A) Economic dimension

In his article, Griffin (1997) emphasized the importance of the overall health of the economy in which many organizations operate.

The things that have a big impact on businesses are high prices, borrowing money, and not having enough jobs for everyone. To get back the money they lost, companies increase the price of their product. However, when consumers see the higher price, they are less likely to buy the product because they don't want to spend more money.

When there are many people looking for jobs but not many available, companies have to be picky about who they hire. This can lead to less work getting done and the company losing customers because they can't meet their demands.

(B) Technological dimension

This means taking materials and turning them into things we can use, using new machines. The technology used in an organization comes from the world around it. This means coming up with new things and making current things better. It can be about creating new ideas and enhancing things like tools and substances that we already use. This means having a lot of information stored in an organized way about how to do things with machines instead of using our hands.

The impact of technology affects how we work, how things are made, and the machines and services we use, making them better. The advantages to the society can be listed as:

- The society now has more goods and services to choose from.
- Lowering the cost of an item helps increase the production of large quantities, which in turn improves the overall quality of life for society.
- Production is done in a way that saves time and resources.
- It makes the production system better by helping with design, planning, scheduling, and control.
- Mechanization and automation make it possible to have efficient systems in place for an organization. Mechanization means using machines instead of people for work tasks. Capital-intensive equipment refers to machinery or equipment that requires a large amount of money to purchase or operate. Automation in manufacturing means that the production of a product or its parts happens automatically, without the need for manual intervention or moving it from one step to another.

(C) Ethnical/social dimension

This means that the organization must consider the people it serves, their beliefs, the rules, and the characteristics of the community it works in. Ethical behavior is important because it determines the product, services, and conduct levels that society is likely to receive. This helps create a friendly relationship between bosses, employees, and customers.

Oyebanji (1994) stated that people's actions are connected to each other and it is hard to tell apart individuals and their actions. People have different attitudes towards work habits, taking

risks, embracing or welcoming challenges, determining the level of authority, and material possessions. Ethnic heritage shows itself in specific ways people behave in business operations.

(D) Political dimension

We can see that political factors refer to the rules set by the government regarding businesses.

The connection between business and government is significant for three main reasons.

First, the laws determine some of the actions that an organization should or should not take.

Secondly, there are opinions either in support of or against businesses, in which the government tries to affect the way businesses operate in an organization.

Additionally, political stability affects planning. For instance, no company would want to establish a business in a country where the trade relationships are not clearly defined and stable.

Oyebanji (1994) thinks that when the political situation is stable, it helps the economy to grow and develop. It also makes foreign and local investors more interested in investing. When it comes to the laws that affect businesses, it is important for businesses to keep up-to-date with any new rules and regulations. For a business to be legally compliant, large companies have legal departments, while small companies hire legal experts. In Nigeria, the current government doesn't support or attract foreign or local investors.

(E) Government

The government creates rules for industries which affects businesses and how they operate. These rules are made to protect the public from harmful business practices. Examples of these rules are FEPA, NAFDAC, and NDLEA.

2.4 Organizational growth

Organizational growth means using resources effectively to prevent any unnecessary waste. When organizations and their surroundings interact, growth depends on how the organization responds, grasps, and has an impact on changes in the environment. Unfortunately, people don't want to do those tasks without getting something in return. For instance, if they plan well, they can finish their tasks quickly.

Using company money to do things like research and development can upset investors who want to see immediate results.

Derek (1998) described growth as when a person is willing to do what a company wants them to do. Organization growth is when a bunch of people join forces and agree to work towards specific goals and plans. Organization growth refers to the group's ability to achieve specific goals.

2.5 Effects of business environment on organizational growth

The way people do business and how it relates to the workplace is something that came from his work as the director of a research institute at the University of Michigan in the United States. The book "New Pattern of Management" talks about supervisors who can produce a lot of things

with very little cost and keep their employees motivated. In his research, he found that managers who produce a lot tend to rely on their team of employees, who work together and support each other. This teamwork is encouraged through various incentives that appeal to their personal motivations and desire for creativity. The study found that the manager who produced a lot used classical management work-study methods. They also acknowledged the employees' goals and encouraged them to get involved in decisions. Okunola emphasized the importance of having a supportive relationship. When employees feel like they are part of a "supportive" work group and experience a sense of personal value, importance, and recognition, management can achieve significant productivity growth.

Okunola (1998) was a management philosopher who studied how people are different from each other and what they need. He also looked at market strategies and the need for achievement, power, and social connections.

These people set achievable goals for themselves and like to be recognized for their achievements. They are often independent and self-focused. However, people with a strong desire to achieve often focus more on completing tasks and less on gaining power or controlling others. Managers and supervisors should have a reasonable level of motivation in all three types of needs.

According to Okunola, the most important need is the need to accomplish things. However, his ideas are important for helping us understand how the concept of achievement can be applied in the workplace, especially when working with ambitious young employees.

The business environment is not just based on reality, but also on how the business perceives reality. Taking proper care of the business is important for accurate profit margins. According to

this theory, people try to figure out how likely something is to happen. The personal outcomes are things that organizations can give you, like more money, a better job, extra rewards, special benefits, status, and even good relationships with your co-workers. The expected outcomes are what you hope to get, and how much you think they matter to you. This is called valence, and it shows how attractive and important you think the rewards are.

To make the work environment better, managers need to help employees improve their skills and motivation. In a place where getting promoted is seen as a good thing for a new employee, it helps them improve their work and makes them think positively about their job. However, if someone is only getting promoted because they have connections (known as "god fatherism"), it can discourage their hard work and effort. Not all attempts to grow will guarantee a reward, but it has been proven that rewarding employees can help them grow more effectively.

The exhibition shows that the management needs to control environmental factors by creating appropriate adjustments and incentives to improve the business environment understanding. The lack of a free and comfortable work environment causes problems for workers, employers, and customers in the organization. This can lead to frustration and negative behavior, such as not caring, missing work, and even engaging in fraud. they become unhappy, negative, unhelpful, and create ways to protect themselves. Basically, workers do things that harm and prevent the organization from achieving its goals.

Managers need to create plans that help workers focus on their tasks to achieve the organization's main goal, as well as their own personal goals. This is where the worker works harder to achieve company rewards and personal goals.

When he achieves his ultimate goals, the tension he was feeling before decreases and disappears completely. So, if you keep offering the same rewards to someone, they may eventually stop behaving well or positively because they're no longer motivated by it. The manager's job is very challenging because he is expected to know the best solution to any situation and work towards achieving the organization's main goals.

The implication to management in Nigeria

It means that in a place, organizations can make things less risky or damaging by focusing on activities that make money or could harm the business. A good example is when Nigeria had a lot of oil in the late 70s and early 80s. The oil industry made up about 22% of the money the country made, and it also brought in a lot of money for the government and for exporting. During that time, the organizations were doing very well until the oil price suddenly dropped in the mid-1981.

But, there were problems with the exchange rates between different countries' currencies, and the value of the US dollar went down. It went from \$25.9 billion in 1980 to \$7.2 billion in 1986, which had a negative impact on the company being examined.

After that, a lot of companies have had trouble staying alive. They were no longer able to make good products, so people started buying products from other countries instead.

i. Economic factors

There is quality in the foreign product, price reduction and availability of the product in the market.

ii. Psychological factors

People seek for distinctiveness, exclusiveness and egoism in the quantity of most goods and it is only foreign products that probably have that outstanding quality which most buyers and owners of goods are looking for.

iii. Historical factors

Habits and past experiences can influence the consumers taste and choice, for example, even before independence, Nigerians preferred foreign products to local ones, and this has come to stay in their behaviours.

iv. Government attitude and regard to foreign goods

The government liked foreign contractors more than local ones and they let foreign products come into the country with low import taxes. They didn't do a good job of stopping smuggling.

To sum it up, for businesses to do well in this chaotic time, they need to be managed effectively. This involves being able to handle unexpected setbacks and take advantage of unexpected opportunities.

2.6 Environment and Business Organisation

The environment means the things around us that affect people, businesses, and communities. According to Adebayo and his colleagues, In 2005, the environment is described as the things around something that influence and shape its path. Business organizations do not work alone; they work in the surroundings where they make and deliver things. Duncan (1972) believed that just like how a person's actions and choices are influenced by the people and society around them, the same is true for business activities that individuals or groups take part in. During the

process, businesses and the environment interact with each other. According to Carrasco (2007) and Oginni (2012), the environment is everything that affects a business, such as factors that influence or determine its operations or growth. Azhar (2008) added that the environment decides what the organization can accomplish. Simply put, the environment is made up of various things, both physical and non-physical, that help organizations succeed. It includes things like the market for their products and services and being a source of resources for others. So basically, a business's environment is all the things, both inside and outside, that affect how it exists, grows, and develops.

In the study by Adebayo and colleagues. In 2005, the environment can be separated into things happening inside and things happening outside. This means that we can understand that the business environment can also be divided into two categories. The internal business environment includes things that the organization can control and change, like money, employees, and goals. The external business environment consists of things that affect a company but the company has no control over them. Some examples are technology, politics, government laws, economy, society and culture, and physical factors. Asheghian & Ebrahimi (1990) and Grant (1999) in Adeoye (2012) found another part of the outside environment called the task environment. They explained that the task environment is the part of the outside environment that is closest to the organization. It includes things like customers, suppliers, labor unions, the labor market, competitors, financial institutions, and raw materials. These things directly affect the organization, unlike other parts of the outside environment that only have an indirect impact on the business organization. Daft et al (1988) believed that the task environment is uncertain because the short-term environment is more unpredictable than the long-term environment.

Environmental uncertainty occurs because organizations cannot predict their surroundings (Oluremi and Gbenga 2011).

Oluremi and Gbenga (2011) said that if a business wants to do well, it needs to know what's happening in the industry and the things that influence competition. This knowledge will help the organization decide on the right strategy or strategies based on the current trends in the business environment. They will do this by analyzing the environment, looking at things like strengths, weaknesses, opportunities, and threats. Adeoye (2012) agreed that businesses must have a way to measure their growth in a constantly changing environment. This can be done by using strategies that give them information that is important for their success. However, Ibidun and Ogundele (2013) believed that knowing the type of business environment (which can be dynamic, stable, or unstable) can help a company improve its position through the right strategies. Ogundele (2005) also mentioned that a company's perception of the business environment depends on its size and industry. This means that whether a business environment is dynamic, stable, or unstable depends on its size and industry. Each business organization will face a different type of business environment based on its size and the sector of the economy it belongs to.

Business Organisational Survival

Business survival means that a business is able to continue operating and stay in business. Organizations often need to adjust and reorganize to keep up with the activities necessary to function properly. These activities can be complicated and involve things like leadership, changes, uncertainty, conflict, culture, technology, structure, competition, making money, and motivating employees. Because of these difficulties and obstacles, an organization must

carefully plan and create a structure that allows it to use its resources effectively and achieve its goals.

Business Organisational Growth

According to Laosebikan and his colleagues. In 2013, every organization has a different understanding of organisational growth because they have various ways to measure it. This happens because most organizations aim to make a profit. Most companies will assess their progress by looking at how much money they make, including their total earnings and other financial information. Other factors to consider when evaluating the growth of an organization include the amount of products or services sold, the number of people working for the organization, any physical growth such as opening new locations, the success of the organization's product offerings, and gaining a larger portion of the market. According to Roberts and John (2004), organizational growth is measured by how well a company performs compared to the goals it has established for itself. Similarly, Coffman and her team. In 2010, Oginni explained that if a business wants to keep operating and stay in existence, it needs to grow. Aluko et al (1999) said that most organizations, regardless of their size, want to achieve organizational development.

2.7 Factors that affect enterprise growth Funding

Money is very important for running small businesses. Using funds effectively and efficiently leads to the creation of many other important factors. According to Ogunjuiba, Ohuche and Adenuga (2014), finance plays a significant role in the success of small and medium-sized enterprises (SMEs), accounting for 25% of the determining factors. Uduak (2009) and Banabo and Koroye (2011) explained that when financial institutions lend money, they help improve the

economy by adding funds. These funds can be used to enhance businesses, improve living conditions, and overall contribute to economic development.

i. Education: Education can come in two types - formal or informal. Both types of knowledge can be combined to make sure that customers are happy with the company. The introduction of management education by Richardson (1940) in a real estate management program at Oxford University in the UK and in the USA during the 1300s has impressed many universities, academics, and institutions worldwide. The government needs to work harder to make sure that all schools have a required class about starting businesses. They should also make sure that technical and vocational schools have everything they need to teach students different skills.

ii. Technology: Technology is very important for businesses to grow in a competitive environment. Technology constantly changes and can have a negative impact on a company's ability to compete. If we look at how small and medium-sized businesses are growing, we can see that technology has played a big role. For example, using digital cameras instead of old-fashioned pinhole cameras and computers instead of manual typewriters have made a difference in how businesses operate. Overall, new modern technology has changed how businesses do things. However, Oghojafor (2010) explains that technology can be both helpful and harmful. So, it is important to keep an eye on the environment and choose the right technology that will improve the growth of small businesses. If businesses fail to do this, they will start to lose out and could eventually disappear.

The research shows that businesses can grow better by using new technology. This helps them save money and increases their chance of success. This is similar to what is written in an article by Jasra et al.

iii. Infrastructure: Basic needs like power, roads, water, communication, and market are important for the growth of small businesses. The lack of the mentioned facilities in the lives of small businesses causes them to grow slowly, which can lead to shutting down if action is not taken promptly. The issue of inconsistent electricity supply has greatly affected small and medium-sized businesses. This has led to various problems like lower product quality, less production, higher prices, fewer job opportunities, and increased unemployment.

iv. Government Policies: The government makes rules and sometimes changes the rules, which can impact how businesses run. The government's way of creating rules can help bring about new ideas and businesses. As part of the government's plan to help small businesses grow, they need to create policies that improve the financial support provided by banks and other institutions.

v. Raw Materials: This is the information that the company uses to make something. The Manufacturers Association of Nigeria (Ibrahim, 2011) discovered that not having enough raw materials leads to problems like lack of progress, low quality products, and slow economic growth. This means having enough materials helps businesses grow well.

2.8 Relationship between environmental factors, Business survival and Growth.

Oginni (2012) thought that analyzing the business environment means studying and evaluating the opportunities and threats in the surroundings, as well as assessing the business's strengths and weaknesses. Carrasco (2007) and Oginni (2012) both believe that a business's external environment comes with opportunities and threats, while its internal environment deals with strengths and weaknesses. As a result, external analysis looks at the opportunities and threats in

the surroundings, while internal analysis focuses on the strengths and weaknesses of the business to deal with these external forces. However, good chances and challenges exist regardless of the company. According to Oginni (2012), the internal conditions of a company are always changed in order to meet the goals of the organization, in response to the demands of the outside world. Ghazali and others (2010) agreed with this belief. Ibidunn and other researchers in 2013 studied the important factors inside and outside of Malaysia that impact the country's strategic planning. The study looked at the good and bad things inside and outside that could affect their situation. This included what they were good at, what they were not so good at, things that could help them, and things that could harm them. Their research found that a company's strengths come from its money, while its weaknesses come from how it is managed. The research also found out that the government's support and encouragement are external factors that can benefit companies. Threats are the bureaucratic obstacles that companies have to deal with in order to obtain approval for their plans and a certificate of fitness.

Pulendran and his team (2000) studied the business environment and found that it is complicated and always changing. They also discovered that competition is a big part of the external environment and business organizations. According to Asika (2001), organizations that understand and acknowledge the competition are more likely to gather information about their customers and use that information to their advantage. This helps businesses seek out their customers and find better ways to meet their needs and desires, leading to organizational growth (Azhar, 2008).

According to Alexander (2000), the fast-changing environment in which most organizations compete has a big influence on their survival and growth. This includes things like politics, economics, society, and technology. So, organizations should pay more attention to their

surroundings by regularly checking and analyzing them. In a study by Adeoye (2012), it was found that the manufacturing industry is facing new challenges due to changes in the environment. Some companies in the clothing industry have come up with new ways to make and sell their products in order to adapt to these changes. As a result, the impact of environmental factors on business growth and profits is becoming more important, and companies need to come up with smarter strategies to succeed.

Ogundele and Opeifa (2004) explained that when we look at the outside environment and its factors, it can help us understand how a business can survive and grow. By understanding how environmental factors and business variables work together, we can predict the future of a business.

2.9 Theoretical Review

Legitimacy Theory

This theory suggests that companies change how they report their activities to make it seem like they are following society's values and expectations. According to Junru (2013), people believe that companies started sharing more information about the environment because they felt pressure from people who have an interest in their business. This belief is based on the idea that companies want to appear legitimate in the eyes of these stakeholders. Companies use the legitimacy perspective to share information about their environmental practices. This makes them seem like they are following society's expectations and values. By doing this, they appear more legitimate and can meet public pressure. They need to prove that they have the right to exist as a company. Legitimacy theory suggests that if a company shares enough information about its social and environmental actions, it can enhance its reputation and show why it should continue to exist.

According to this theory, companies can use CSED (communication medium) to share information about what they do and how they do it, in order to meet society's expectations and keep their permission to operate (Dutta & Nezhobin, 2017). According to Fuadah and her colleagues in 2019, Legitimacy theory is about how much and what kind of information a company puts in its yearly report. This is based on what the company thinks the community cares about. This theory suggests that companies use statements to improve their reputation when people have a negative view of the company. The legitimacy theory suggests that the management gives information to make the company seem good to stakeholders, but this information may not be helpful for making wise investment choices. Legitimacy theory focuses on why companies share information about their environmental practices with the public.

2.10 Stakeholders Theory

The main idea of the stakeholder theory is that how well a company manages its relationship with stakeholders determines its success. Simplify this text: (Jha & Cox, 2015). In this situation, the organization identifies the people or groups that are important to them and needs to manage relationships with them to achieve their goals. Stakeholder theory suggests that since companies are very big and have a strong influence on society, they should be responsible not only to their shareholders but also to other parts of society. Companies affect shareholders, and shareholders also affect companies (Dang, 2018). There are two parts of stakeholder theory: one part is about what is right and wrong, and the other part is about how to manage stakeholders. The policy perspective of stakeholder theory treats all stakeholders of the company equally and does not consider the influence or importance of each stakeholder. The normative perspective of stakeholder theory says that managers should work to benefit all the people involved with the company.

From a management point of view, stakeholder theory considers the concerns of a small group of important individuals who have the ability to influence the organization. The power of the company is determined by the important resources owned by the stakeholders. This theory suggests that how different groups of people behave can help managers better align their corporate goals with the environment around them. The managerial part of stakeholder theory gives a way to analyze CSED in an organization in a focused way. Successfully managing stakeholders by being accountable through the CSED method can be viewed as a way for an organization to gain credibility and acceptance. (Salvi 2018)

2.11 Positive Accounting Theory

This theory suggests and explains why companies choose to share information about their social activities. According to Nguyen and Tran (2019), the positive accounting theory aims to find proof that supports the idea of political costs as a reason for companies sharing information about their social activities. This theory is built on the idea that managers, shareholders, and regulators/politicians make decisions that are in their best interest in order to increase their wealth and maximize their value. In their research, Nguyen and Tran (2019) said that positive accounting theory is a way to show neo-classical economic theory. The main idea is that people generally act based on what is best for themselves, which is called rational choice theory. This behavior is driven by self-interest and the desire to take advantage of opportunities. This belief is at the core of all economic activities. So, in positive accounting theory, people pick accounting methods and make policy decisions based on what benefits them personally. Nguyen and Tran (2019) stated that the goal of positive accounting theory is to understand and predict how managers use accounting in practice. In simple terms, we need to know which companies release

specific details like corporate information. The positive accounting approach doesn't specify which reporting method to use. It is based on real-world information and isn't about giving advice or judgments.

Öztekin (2015) and other scholars disagreed with the positive accounting arguments because they didn't agree with the basic ideas behind the theoretical framework. As they said, positive theories explain what social reporting is, rather than what it should be. In simpler terms, positive accounting explanations for why firms make social disclosures are harder to ignore. Simple words: Casual observations show that positive accounting explanations use similar empirical evidence as other explanations (such as legitimacy theory) for social disclosure. This was mentioned by Poddi et al. In 2016, people appeared to find more things agreeable. According to these experts, several studies have found that there is a strong connection between revealing information and how big a company is, and also between revealing information and the type of industry a company is in. Actually, the relationship between size disclosure seems to be the strongest according to empirical evidence. These findings support the idea of legitimacy theory and positive accounting theory.

2.12 Empirical Review

Aziz and Yasin (2010) did a study to see how the way companies think about the market and the conditions outside the company can affect the growth of small and medium-sized businesses in the Agro-Food Sector in Malaysia. MO involves focusing on customers and competitors, working together within different parts of the business, and sharing information. EE includes the changes and uncertainty in the market and technology, as well as the level of competition. All of these factors have an impact on how a business grows. We gave a survey to the managers of food and drink companies. This survey helped us collect data for our study. We also used

regression analysis to test our ideas. The study found that businesses that focused on pleasing customers and sharing information saw more growth. However, working together between different departments did not have a significant impact on growth. In simpler terms, the level of competition and changes in technology outside of a company have no effect on the relationship between MO (presumably referring to market orientation) and business growth.

Philip (2011) conducted a study to explore the things that influence the success of small and medium businesses in Bangladesh. The researcher studies different factors that can affect the success of small and medium-sized enterprises (SMEs). These factors include the products and services they offer, the outside environment they operate in, their management skills and knowledge, the resources and finances they have, the way they conduct their business, and their ability to work together with others. A questionnaire was used to gather information, and it was analyzed using SPSS software. The software provides useful analysis in terms of how reliable the data is, how often certain things occur, how different factors relate to each other, and comparisons between groups. The study found that there are certain things that can greatly impact the success of small and medium-sized businesses. These include management skills, the products and services they offer, how they conduct their business, and the external factors that surround them. It was also discovered that there is a strong connection between these factors and the overall success of these businesses. However, having resources and money, as well as certain characteristics of small and medium-sized enterprises (SMEs), does not greatly affect the success of these businesses. Shehu and his colleagues. In 2013, a study was done to learn more about the factors that contribute to the growth of small and medium-sized businesses (SMEs) in Nigeria. The study aimed to understand how certain factors influence this growth. This study looks at how certain things like what the owner or manager knows, how tough the competition is, how

complicated marketing is, how skilled they are in their field, how big their company is, and the advice they receive can affect the growth of small businesses in Nigeria. This study used a survey to collect information from 278 small manufacturing businesses in Kano State, Nigeria. A total of 198 surveys were completed correctly, representing a 71% response rate. The study also used a statistical method called Structural Equation Modeling to test the hypotheses being studied. The study found that advisory services, complexity of marketing decisions, and the owner/manager's knowledge have a strong and positive effect on the growth of small and medium-sized enterprises (SMEs). However, the study showed that there is no positive relationship between the size of the firm, technical competence services, and the growth of SMEs. The research also found that advisory services help with the relationship between what the owner knows and how difficult marketing decisions are.

Anga (2014) studied what factors influence small and medium-sized businesses in Nigeria. A survey was done to collect information from 230 small and medium-sized businesses. The data collected was analyzed using a computer program called SPSS. Another analysis called logistic regression was used to measure the things that affect these businesses' success. This includes factors from inside and outside the businesses, such as taking risks, having good communication and business skills, being able to make decisions, having good management skills, having enough money, government rules, corruption, marketing, technology, and infrastructure. All of these things can impact how much these businesses grow.

The result of the study reveals that factors like taking risks, having good communication and business skills, and being able to make decisions do not have a big impact on the growth of small and medium-sized businesses. The growth of small and medium-sized businesses is negatively affected by things like money, rules made by the government, and how well the

product is doing in the market. Corruption and information communication technology (ICT) have a positive connection to the growth of small and medium-sized enterprises (SMEs) in Nigeria. Additionally, the findings suggest that infrastructure also has an impact on the growth of SMEs.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction.

The chapter will cover the data collection method employed, restatement of research gestations and hypotheses, characteristic of the study population, sampling design and procedure, description of data collection instrument, administration of data collection instrument and limitation of the methodology.

3.2 Research design.

The research method design to be adopted will be Survey method it will focus on the activities or factors that affect the organizations within tile contemporary Nigeria business environment for a comprehensive study of business environment in relationship to organization growth. Since, the research design methods are the plans, framework structure and strategy of Investigation conceived so as obtain answers to research problem.

3.3 The population and sample.

Sampling method that was used is probability sampling method and random sampling to be specific. The parameter used to select the sample includes age, education qualification level bottling company. The population consisted of conceivable elements relating to the Investigation. In this case bottling company. sample of fifty (50) respondent were drawn out.

3.3 Source of data.

Data here refers to the information used in the preparation of this study. The source of data is from questionnaire which is primary source and secondary source of unpublished materials and published records of the firm and those in internet.

3.4 The research instrument.

The research instrument used in this study is the “QUESTIONNAIRE”. It was adopted in order to minimize the problem associated with the collection of data. It was designed to sample respondents view about the questions asked on “Effect of business environment on the growth of an organization with special reference to bottling company. While the section B contains questions reacting to the research question and hypotheses.

3.5 Analytical procedures.

The statistical tools or statistic techniques that was used in analysis data collection is chi-square.

It is used to determine the extent of which the variable are related.

Chi- square is described as $X^2 = \sum(O - E)^2$

E

Where Σ = Summation

O = Observed Frequency

E = Expected frequency

3.6 Validity of Research.

By validity we mean the extent to which instrument measures accurately which it purports to measure. The questionnaire was validated by the research supervisor and experts in tests and measurement.

3.7 Reliability of Research.

Reliability refers to a measures ability to yield consistent results each time it is applied. The techniques for estimating tile reliability the study was test retest and it involved applying a measure to a sample of people and then somewhat later, applying the sample measure to the same people again. After the retest, two scores on the same measure for each person were obtained.

3.8 Methods of data collection.

The primary source of Information was obtained from the responses to the questionnaire that were administration on a selection sample size of the company and of bottling Lagos state.

The secondary sources of Information were from the annual disclosure, publication front web page of the company and other published work of the company on the internet. There are two types of secondary data which collected. There are

i. **Internal secondary data** : Internal secondary data which are found within the firm are collected for some purpose other than the current research, this includes sales records.

ii. External secondary source: External secondary sources are data which is found outside the firm and these includes the federal government is raise

CHAPTER FOUR

DATA PRESENTATION ANALYSIS AND INTERPRETATIONS

4.1 INTRODUCTION

This chapter concern with the analysis of the data gathered during the study through responses of the workers of bottling company, Edo State

Information gathered from the respondents will be used to analyse and test the hypotheses. The need to analyse the data collected cannot be overemphasized, since all the data will be used to prove the research topic as well as giving it a befitting result and solution.

4.2 Respondents Characteristics and Classification

The characteristic of the respondents includes age, sex, marital status, length of service etc. While it is classified on management, senior staff and junior staff level all of which are staff of bottling company, so that they can provide practice and accurate responses to the questionnaire being sent to them.

4.3 Method of Administering of Questionnaire

The questionnaires were self administered. It contained 27 questions and 50 copies which were administered to all the staff of bottling company, Lagos state.

DATA ANALYSIS

TABLE 1

Distribution by Sex

SEX	NO OF RESPONDENTS	PERCENTAGE (%)
MALE	35	70
FEMALE	15	30
TOTAL	50	100

Source: *Field Survey*

The table analysis shows that thirty five (35) 70% respondents were male while fifteen (15) 30% respondents were female which means male worker attempted more than the female ones.

TABLE 2

Distribution by Age

AGE	NO OF RESPONDENTS	PERCENTAGE %
18-25	-	-

26-35	23	46
36-45	15	30
46 Above	12	24
Total	50	100

Source: *Field Survey*

The above table shows that there is no respondent that fall under the range of 18 – 25 years of age, which 23 (46%) respondents fall within age 26 – 35, 15 (30%) respondents falls within age 36 – 45 and 12 (34%) respondents falls within age 46 and above.

TABLE 3

Distribution by marital status

VARIABLES	NO OF RESPONDENTS	PERCENTAGE (%)
Single	35	70
Married	12	24.2
Others	3	6
Total	50	100

Source: *Field Survey*

The table indicate that 35 (70%) were single, 12 (24%) respondents were married while 3 (6%) respondent were others.

TABLE 4*Distribution by Educational Qualification*

VARIABLES	NO OF RESPONDENTS	PERCENTAGE (%)
WACE/GCE	-	-
OND/NCE	23	46
HND/B.SC	18	36
M.SC/MBA	8	16
OTHERS	1	2
TOTAL	50	100

Source: *Field Survey*

The information about shows that 23 – (46%) respondents were OND/NCE holders, 18 (36%) respondents were HND/B.Sc holders, and 8 (16%) respondents were M.SC/MBA holders, while 1 (2%) other qualification.

TABLE 5*Distribution by length of service*

VARIABLES	NO OF RESPONDENTS	PERCENTAGE (%)
Less than 2 year	3	6
2-6 years	10	20
6-1 years	18	36
10 years above	19	38
Total	50	100

Source: *Field Survey*

The tables above shows that 3 (6%) respondent deeds fall within the range of less than 2 years 10 (20%) respondents fall within the range of 2 – 6 years, 18 (36%) respondent fall within the range of 6 – 10 years while 19 (38%) respondents fall within 10 years and above.

TABLE 6*Distribution by position in the company*

VARIABLES	NO OF RESPONDENTS	PERCENTAGE (%)

Management	3	6
Senior	20	40
Junior	27	54
Total	50	100

Source: *Field Survey*

The table indicate that 27 (54%) respondents were junior staff, 20 (40%) respondents were senior staff,while 3 (6%) respondents were the managers of the company.

TABLE 7

Question 1: *The general business environments have effect on the growth of an organization (bottling company).*

VARIABLES	NO OF RESPONDENTS	PERCENTAGE (%)
Strongly agree	32	64
Agree	15	30
Disagree	3	6
Strongly disagreed	0	0
Total	50	100

Source: *Field Survey*

The table shows that 32 (64%) of the respondents strongly agreed with the assertion 15 (30%) disagreed and 0 (0%) fall under the category of strongly disagreed.

TABLE 8

Question 2: Increase in the price of your product leads to organization growth.

VARIABLES	NO OF RESPONDENTS	PERCENTAGE (%)
Strongly agree	8	16
Agree	7	14
Disagree	15	30
Strongly disagree	20	40
Total	50	100

Source: *Field Survey*

The table shows that 8 (16%) strongly agreed with the ascertain 7 (14%) Agreed, 15 (30%) disagreed while 20 (40%) strongly disagrees.

TABLE 9

Question 3: Consumers buying decision affects the prices of your product.

VARIABLES	NO OF RESPONDENTS	PERCENTAGE (%)
Strongly agree	27	54

Agree	15	30
Disagree	8	16
Strongly disagree	-	-
Total	50	100

Source: *Field Survey*

The table indicate that 27 (54%) of the respondents strongly agree with the assertion, 15 (30%) agree, 8 (16%) disagree and non at the respondents strongly disagreed.

TABLE 10

Question 4: *Profit maximization leads to the growth of your organization (bottling company).*

VARIABLES	NO OF RESPONDENTS	PERCENTAGE (%)
Strongly agree	10	36
Agree	15	30
Disagree	10	20
Strongly disagree	7	14
Total	50	100

Source: *Field Survey*

The table shows that 18 (36%) strongly agreed with the assertion 15 (30%) agreed, (20%) disagreed while 7 (14%) strongly disagreed.

TABLE 11

Question 5: Political and environment aspect of business affect profit maximization of your organization.

VARIABLES	NO OF RESPONDENTS	PERCENTAGE (%)
Strongly agree	19	38
Agree	18	36
Disagree	10	20
Strongly disagree	3	6
Total	50	100

Source: *Field Survey*

The table shows that 19 (38%) of the respondent strongly agreed with the assertion, 18 (36%) agreed, 10 (20%) disagree and 3 (6%) strongly disagreed.

TABLE 12

Question 6: Customers consumption play a role in the growth of your organization (bottling company).

VARIABLES	NO OF RESPONDENTS	PERCENTAGE (%)
Strongly agree	32	46
Agree	15	30
Disagree	12	24
Strongly disagree	-	-
Total	50	100

Source: *Field Survey*

The table shows that 32 (46%) of the respondent strongly agreed with the assertion 15 (30%) 12 (24%) disagree and non of the respondents strongly disagreed.

TABLE 13

Question 7: *Trade play a role in the price of your product.*

VARIABLES	NO OF RESPONDENTS	PERCENTAGE (%)
Strongly agree	27	54
Agree	10	20
Disagree	10	20
Strongly disagree	3	6

Total	50	100
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Source: *Field Survey*

The table indicate that 27 (54%) of the respondent strongly agree, 10 (20%) agreed 10 (20%) disagreed and 3 (6%) strongly disagreed.

TABLE 14

Question 8: *Activities of trade union affect the growth of the organization.*

VARIABLES	NO OF RESPONDENTS	PERCENTAGE (%)
Strongly agree	1	2
Agree	8	16
Disagree	18	36
Strongly disagree	23	46
Total	50	100

Source: *Field Survey*

The table shows that the one (20%) of the respondent strongly agreed with the assertion 8 (6) agrees, 18 (36%) disagreed and 23 (46%) strongly disagree.

TABLE 15

Question 9: *Improve business environment leads to the growth in the profit of the organization (bottling company).*

VARIABLES	NO OF RESPONDENTS	PERCENTAGE (%)
Strongly agree	17	34
Agree	16	32
Disagree	15	30
Strongly disagree	2	4
Total	50	100

Source: *Field Survey*

The table indicates that 17 (34%) strongly agree with the assertion 16 (32%) agreed, (30%) disagree and 2 (4%) strongly disagreed.

TABLE 16

Question 10: *Depressed economy have a serious effect on the business generally.*

VARIABLES	NO OF RESPONDENTS	PERCENTAGE (%)
Yes	20	40
No	30	60
Total	50	100

Source: *Field Survey*

The analysis above show that 40% of the total respondents agreed with the statement while 60% disagreed, due to the above data it is obvious that depressed economy does not have effect on the business as generally.

TABLE 17

Question 11: The profit of your organization effects the sustainability of the organization.

VARIABLES	NO OF RESPONDENTS	PERCENTAGE (%)
Strongly agree	15	30
Agree	16	32
Disagree	29	58
Strongly disagree	0	0
Total	50	100

Source: *Field Survey*

The table shows that 15 (30%) strongly agreed with the assertion 16 (32%) agreed 29 (58%) disagrees while no respondents strongly disagrees.

TABLE 18

Question 12: The prices of your production changes every time

VARIABLES	NO OF RESPONDENTS	PERCENTAGE (%)
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Strongly agree	10	20
Agree	10	20
Disagree	19	38
Strongly disagree	11	22
Total	50	100

Source: *Field Survey*

The table shows that 10 (20%) of the respondents strongly agreed with the above statement, 10 (20%) agreed 19 (38%) disagreed and 11 (22%) strongly disagreed.

TABLE 19

Question 13: *Government policy is a major factor in organization growth*

VARIABLES	NO OF RESPONDENTS	PERCENTAGE (%)
Strongly agree	30	60
Agree	10	20
Disagree	5	10
Strongly disagree	5	10
Total	50	100

Source: *Field Survey*

The table indicate that 30 (60%) of the respondents strongly agreed with the assertion 10 (20%) agreed, 5 (10%) disagreed and 5 (10%) strongly disagrees.

TABLE 20

Question 14:*A change in business environment brings a change in growth of your organization.*

VARIABLES	NO OF RESPONDENTS	PERCENTAGE (%)
Strongly agree	35	70
Agree	13	26
Disagree	2	4
Strongly disagree	0	0
Total	50	100

Source: *Field Survey*

The table above depicts that 35 (70%) respondents strongly agreed, 13 (26%) agreed 2 (4%) disagreed, while non of the respondent strongly disagreed.

TABLE 21

Question 15:*Corporate repugnance of your organization*

VARIABLES	NO OF RESPONDENTS	PERCENTAGE (%)
Strongly agree	23	46
Agree	18	36
Disagree	1	2
Strongly disagree	8	16
Total	50	100

Source: *Field Survey*

The table shows that 23 (46%) of the respondents strongly agreed with the assertion 18 (36%) agreed 1 (2%) disagreed and 8 (16%) strongly disagreed?

TABLE 22

Question 16: *Staff motivation is a major factor in the organization*

VARIABLES	NO OF RESPONDENTS	PERCENTAGE (%)
Strongly agree	19	38
Agree	18	36
Disagree	10	20
Strongly disagree	3	6
Total	50	100

Source: *Field Survey*

That table shows that 19 (38%) strongly agreed, 18 (36%) agreed, 10 (20%) disagreed and 3 (6%) strongly disagreed.

TABLE 23

Question 17: *The policy of the organization have effect on the growth of your organization.*

VARIABLES	NO OF RESPONDENTS	PERCENTAGE (%)
Strongly agree	27	54
Agree	12	24
Disagree	8	16
Strongly disagree	3	6
Total	50	100

Source: *Field Survey*

The table shows that 27 (64%) strongly agreed 12 (24%) agreed 8 (16%) disagreed 3 (6%) strongly disagreed.

TABLE 24

Question 18: *The effect of negative business is minimized by good corporate government of your organization*

VARIABLES	NO OF RESPONDENTS	PERCENTAGE (%)
Strongly agree	25	50
Agree	22	44
Disagree	3	6
Strongly disagree	0	0
Total	50	100

Source: *Field Survey*

The table depicts that 25 (50%) of the respondents strongly agreed with the assertion 22 (44%) agreed with the assertion 3 (6%) disagreed and non of the respondent strongly disagreed.

TABLE 25: *Competitors play a role in the growth of your organization negatively.*

VARIABLES	NO OF RESPONDENTS	PERCENTAGE (%)
Strongly agree	32	64
Agree	15	30
Disagree	3	6
Strongly disagree	0	0
Total	50	100

Source: *Field Survey*

The table shows that 32 (64%) of the respondents strongly agreed with the assertion, 15 (30%) agreed 3 (6%) disagreed and none of the respondent strongly disagreed.

TABLE 26

Question 26: Product demands have been affected by labour union activities.

VARIABLES	NO OF RESPONDENTS	PERCENTAGE (%)
Strongly agree	10	20
Agree	10	20
Disagree	19	38
Strongly disagree	11	22
Total	50	100

Source: *Field Survey*

The table shows that 10 (20%) of the respondents strongly agreed with the assertion 10 (20%) agreed with the assertion, 19 (38%) disagreed with the assertion and 11 (22%) strongly disagreed with the assertion.

TABLE 27

Question 21: Poor infrastructure affect the distribution of your product.

VARIABLES	NO OF RESPONDENTS	PERCENTAGE (%)
Strongly agree	19	38
Agree	23	46
Disagree	7	14
Strongly disagree	1	2
Total	50	100

Source: *Field Survey*

The table indicate that 19 (38%) of the respondents strongly agreed with the assertion 23 (46%) agreed, 7 (14%) disagreed, while (2%) strongly disagreed.

TABLE 28

Question 22: Business environment created a positive niche for your organization growth

VARIABLES	NO OF RESPONDENTS	PERCENTAGE (%)
Strongly agree	17	34
Agree	17	34
Disagree	15	30

Strongly disagree	1	2
Total	50	100

Source: *Field Survey*

The table shows that 17 (34%) of the respondents strongly agreed with the assertion, 17 (34%) agreed, 15 (30%) disagreed, 1 (2%) strongly disagreed.

TABLE 29

Question 23: *Lack of business fund is a major set back in the profit of the organization.*

VARIABLES	NO OF RESPONDENTS	PERCENTAGE (%)
Strongly agree	13	26
Agree	28	54
Disagree	7	14
Strongly disagree	2	4
Total	50	100

Source: *Field Survey*

The table shows that 13 (26%) of the respondents strongly agreed with the assertion 28 (54%) agreed 7 (14%) disagreed and 2 (4%) strongly disagreed.

TABLE 30

Question 24: *High interest rate affects negatively the growth of the organization.*

VARIABLES	NO OF RESPONDENTS	PERCENTAGE (%)
Strongly agree	9	18
Agree	18	36
Disagree	17	34
Strongly disagree	6	12
Total	50	100

Source: *Field Survey*

The table shows that 9 (18%) of the respondents strongly agreed with the above assertion, 18 (36%) agreed 17 (34%) disagreed and 6 (12%) strongly disagreed.

TABLE 31

Question 25: *Staff technological competence slow down the growth rate of the organization.*

VARIABLES	NO OF RESPONDENTS	PERCENTAGE (%)
Strongly agree	9	18
Agree	20	40
Disagree	21	42
Strongly disagree	0	0

Total	50	100
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Source: *Field Survey*

The table indicate that 9 (18%) of the respondents strongly agreed with the above statement 20 (40%) agreed 21 (42%) disagreed, while none of the respondents strongly disagreed.

TABLE 32

Question 26: *The increase of the price of bottle internationally affects the pricing of your product*

VARIABLES	NO OF RESPONDENTS	PERCENTAGE (%)
Strongly agree	19	38
Agree	24	48
Disagree	4	8
Strongly disagree	3	6
Total	50	100

Source: *Field Survey*

The table indicate that 19 (38%) of the respondents strongly agreed with the above statement, 24 (48%) agreed 4 (8%) disagreed, while 3 (6%) strongly disagreed.

TABLE 33

Question 27: Demand and supply alone is a major factor in fixing your product price.

VARIABLES	NO OF RESPONDENTS	PERCENTAGE (%)
Strongly agree	5	10
Agree	6	12
Disagree	30	60
Strongly disagree	9	18
Total	50	100

Source: *Field Survey*

The above shows that 5 (10%) of the respondents strongly agreed with the statement above 6 (12%) agreed, 30 (60%) disagreed, and 9 (18%) strongly disagreed.

4.3 PRESENTATION AND ANALYSIS OF DATA ACCORDING TO RESEARCH HYPOTHESES

The formula for evaluating the chi-square is

$$x^2 = (O - E)$$

Where O = Observed frequency

E = Expected frequency

E = Summation.

The hypotheses will be tested using % level of significant i.e 0.05

DECISION RULE

The decision rule to be used is if χ^2 is greater than $\chi^2_{\text{accept Hi}}$. If χ^2 is less than χ^2_C respect 110 at 5% level of significant i.e 0.05

HYPOTHESIS 1

H₀: The general business environment has no effect on the growth of an organization (bottling company).

H₁: The general business environments have effect on the growth of an organization (bottling company).

(Using table 7 to test it)

VARIABLES	NO OF RESPONDENTS	PERCENTAGE (%)
Strongly agree	32	64
Agree	15	30
Disagree	3	6
Strongly disagree	0	0
Total	50	100

Calculation of chi – square

O	E	(O – E) ²	(O – e) ²
32	12.6	376.36	29.86
15	12.6	5.76	0.457
3	12.6	92.16	7.31
0	0	0	
Total 50			37.62

The degree of r

$$(r-1)(c - 1)$$

Where r = Number of rows is 4

C = Number of columns is 2

The refer different $(4 - 1)(2 - 1)$

$$(3) \quad (1)$$

$$3 \times 1 = 3$$

Level of significant 5% = 0.05

Then the value derived by using four figure statistical table to check 3 under 0.05 is 7.815.

DECISION RULE

Since the calculated value is greater than the table value Null hypothesis (H_0) should be rejected while alternative hypothesis (H_i) should be accepted that the business environment have effect on the growth of an organization.

DISCUSSION OF FINDINGS

It can be observed that the general business environment which can be divide into internal and external environment are set of farces and institution which influence constrain or assist the activities of an organization, therefore managers of organization must use their managerial skills and expertise to mould direct and influence the factors in the environment to the advantage of the business.

HYPOTHESIS II

H_0 : A change in business environment does not bring a change in growth and profit of your organization (bottling company).

H₁: A change in business environment brings a change in growth and profit of you organization (bottling company).

(Using table 20 to test it).

VARIABLES	NO OF RESPONDENTS	PERCENTAGE (%)
Strongly agree	35	70
Agree	13	26
Disagree	2	4
Strongly disagree	0	0
Total	50	100

Calculation of chi –square

O	E	(O – E)	(O – E) ²	(O – E)
35	12.6	22.4	501.76	39.8
13	12.6	0.4	0.16	0.0126
2	12.6	-10.6	112.36	8.917
0	0	0	0	0
Total 50				48.7

DECISION RULE

The null hypothesis (H_0) should be rejected while the alternative hypothesis (H_1) should be accepted that A change in business environment brings a change in the growth and profit of the organization (bottling company).

DISCUSSION OF FINDINGS

The second hypothesis after being tested revealed understanding the environment is important because it provides the vital information and knowledge that enable an organization to monitor the changes taking place and to make decision that match the condition it faces.

HYPOTHESIS III

H_0 : Competitors have a role to play in the growth of an organization.

H_1 : Competition has a role to play in the growth of an organization.

(Using table 25 to test it)

VARIABLES	NO OF RESPONDENTS	PERCENTAGE (%)
Strongly agree	37	74
Agree	6	12
Disagree	7	14

Strongly disagree	0	0
Total	50	100

Calculation of chi - square

O	E	(O – E)	(O – E)²	(O – E)²
37	12.6	24.4	595.36	47.25
6	12.6	-6.6	43.56	3.45
7	12.6	-5.6	31.36	2.48
0	0	0		0
Total 50				53.18

DECISION RULE

Since the calculated value exceeds the table value (H₀) null hypothesis should be rejected and (H_i) alternative hypotheses should be accepted that competitors play a role in the growth of an organization.

DISCUSSION OF FINDINGS

The third hypothesis showed that competitors make managers of an organization to plan well by producing new product are packaging their already existing product and whereby having competitive edge over their competitors.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0 Summary

The business environment is made up of different things that affect a person's business. These things include historical events, the way people think, how the government treats products from other countries, worldwide factors, and how businesses promote their products. The relationship between a business and its environment is like a two-way street. The environment affects the business by putting pressure on it, and the business in turn has an impact on different parts of its environment. Business relies on its surroundings to get everything it needs and also to get rid of what it produces.

In simple terms, the environment has two important factors that affect organizations: getting information and having limited resources. These forces cause confusion or doubt. Not having enough information to predict changes outside and knowing what resources are available.

There are two types of factors in the environment that affect how businesses grow. These are factors inside and outside that affect the environment. The inner factors that impact a company as its own entity are called internal environmental forces. They are made up of the different parts and connections within a business. The external environment refers to the factors outside of a business that have an impact on it and other similar companies operating in the same surroundings. They are outside of the business and managers cannot really control them. They are important for the organization to succeed.

The companies in Nigeria have some problems that make them not work well or fail sometimes. Some problems are specific to small businesses, while others apply to all businesses regardless of size. Small businesses and other companies face various internal problems. Some examples include picking the wrong type of business, not exporting products, not having connections within the industry, lack of skilled management, not paying enough attention to the business, struggling with marketing, behaving unethically, having trouble finding the right location, and not using effective production techniques.

To understand how the business environment affects the growth of an organization, we gave out questionnaires to the workers and employees. These questionnaires aimed to gather information about the factors in the environment that have an impact on the company's growth.

5.1 Conclusion

Business organizations are extremely important for the growth of a country's economy because they play a crucial role in driving economic progress. Small businesses are like a special place where new ideas and things are tested before being sold to customers. This helps to avoid making things that customers won't like. Small scale businesses can easily personalize and modify their products to meet the preferences of consumers. Therefore, it is important for small business owners to create and use logical and practical strategies for managing their business. This will help them better comprehend their business and its surroundings. Having a good understanding of how the business world works will help with planning and predicting the most important things that can impact whether a business stays alive.

In summary, it is very important to understand that small and medium-sized businesses (SMEs) can only achieve their goals of growing and reducing costs if they have policies that support them, a good environment to work in, better infrastructure, peace and security. They also need personnel who are cooperative, work well in teams, have good morals, are motivated, have goals of growing, want to achieve the company's goals, and are communicated with effectively.

5.2 Recommendations

To make the environment less uncertain, we suggest the following recommendations:

1. The company needs to work on motivating its employees better because it is clear that rewards make workers grow more. The bosses should work towards making their employees feel at ease.
2. Managers need to be trained well to effectively supervise their employees' work. The manager is able to control, plan, and organize their company when they have been trained well for the job.
3. The management should remember to give rewards to employees who deserve it; this will motivate the workers to see their job as very important. The people in charge should share power and listen to the workers' opinions. This helps create a friendly relationship.

Finally, the organization needs to think about the rules and laws made by the government. This will help the business grow because the company's profit margin won't be affected by the regulation.

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APPENDIX

UNIVERSITY OF BENIN

FACULTY OF MANAGEMENT SCIENCE

DEPARTMENT OF BUSINESS ADMINISTRATION

RESEARCH QUESTIONNAIRE

Dear Sir/ Ma,

The researcher is a student of the above department, Faculty of Management science carrying out a research on: *Business environment and Organizational Growth (A Case Study of Bottling Company Of Nigeria.)* in partial fulfillment of a B.Sc. in Business Administration.

Your cooperation in completing this questionnaire as comprehensive and objective as possible will be highly applauded, because your organization has been selected as the organization where the research study is to be conducted.

Also, be assured that your response will not be traced to you personally and all information provided will be used for the purpose of the research and will be treated with high level of confidentiality.

Thanking you for your anticipated cooperation and kindness

Yours faithfully,

Azuka Anthony Juwah

SECTION A

1. Sex

Male Female

2. Age

18-25 26-35
36-45 46 Above

3. Marital Status

Single Married Others

4. Educational Qualification

WACE/GCE OND/NCE HND/B.Sc.
M.SC/MBA OTHERS

5. Length of Service

Less than 2 year 6 years
6-1 years 10 years above

6. Position in the company

Management Senior Junior

SECTION B

What is the extent of your agreement with the following statements concerning the Assessment

of Business environment and its impact on Organizational Growth? Answer by selecting one of the options. Also you may add comments to justify your answers or choice.

Strongly Agree = SA

Agreed = A

Disagreed = DA

Strongly Disagree = SD

S/N	Questions	Respondent Choices				Comments
		SA	A	DA	SD	
1	The general business environment have effect on the growth of an organization					
2	Increase in the price of your product leads to organization growth.					
3	Consumers buying decision affects the prices of your product.					
4	Profit maximization leads to the growth of your organization.					
5	Political and environment aspect of business affect profit maximization of your organization.					
6	Customers consumption play a role in the growth of your organization. Trade play a role in the price of your product.					
7	Activities of trade union affect the growth of the					

	organization.					
8	Improve business environment leads to the growth in the profit of the organization					
9	Depressed economy have a serious effect on the business generally.					
10	The profit of your organization effects the sustainability of the organization.					
11	The prices of your production changes every time.					
12	Government policy is a major factor in organization growth					
13	A change in business environment brings a change in growth of your organization.					
14	Corporate repugnance of your organization.					
15	Staff motivation is a major factor in the organization.					
16	The policy of the organization have effect on the growth of your organization.					
17	The effect of negative business is minimized by good corporate government of your organization.					
18	Competitors play a role in the growth of your					

	organization negatively.					
19	Product demand have been affected by labour union activities.					
20	Poor infrastructure affect the distribution of your product.					
21	Business environment created a positive niche for your organization growth.					
22	Lack of business fund is a major set back in the profit of the organization.					
23	High interest rate affects negatively the growth of the organization.					
24	Staff technological competence slow down the growth rate of the organization.					
25	The increase of the price of soft drink internationally affects the pricing of your product.					
26	Demand and supply alone is a major factor in fixing your product price.					