



I'm not robot



I am not robot!

Zimbabwe has to take cognisance of the reality that SMES in Africa are operating under difficult and unsuitable conditions. Together, they contribute to remittances the country's central bank estimates hit an all-time high of \$1bn in The COVID pandemic has affected firms of all sizes, but SMEs can be particularly vulnerable for several reasons. The present study further suggested that SMEs are also providing job opportunities in the country and have a major contribution in export sub-sector. The positive results on the performance of SMEs is an indicator of the government's power to improve the performance of SMEs. SMEs operating in Africa face many challenges that deter their growth (Nikolić et al.,) solutions to a struggling nation like Zimbabwe. Employee motivation (empmot) had no significant effect on profitability of SMEs in Zimbabwe many SMEs face numerous challenges ranging from power shortage, lack of capital, poor management skills and competencies, and inadequate information and corruption. First, they tend to be more prevalent in countries and sectors more affected by the crisis. However this differed with other studies that found that lack of planning was the major hindrance of SMEs growth and sustainability [10,]). African Journal of Hospitality, Tourism and Leisure Vol(2); Peterson, IRE: A Zimbabwean Approach to Sustainable Dev. through Wildlife Utilization, Harare: University of Zimbabwe. Therefore, this study aims to establish the corporate governance challenges confronting Small and Medium Enterprises(SMEs) in the economy of Zimbabwe. From a managerial perspective, growing SMEs face a wide range of challenges; this study proposes a broad framework that emphasizes not only the various types of managerial challenges, but also the importance of taking a balanced, broad approach to facing them. Second, SMEs are more vulnerable to some of the pandemic's channels of impact than larger firms within the same country and sector Small and medium-sized enterprises (SMEs) are the backbone of the Asian economy. As a result, most of them fail to survive more than years (Tran et al.,) The results of this study revealed that SMEs are playing a positive and significant role for the economic progress of Zimbabwe, fundamental role in foreign exchange earnings and GDP of Zimbabwe. SMEs are vulnerable and face many challenges different from large firms. It is notable that most African governments give very little support to SMEs thereby neglecting a vital economic trigger and should form pillars of development Considering the soaring unemployment challenges facing the Zimbabwean economy, SMEs are playing a crucial role in enhancing livelihoods (Asikhia,) since the greatest percentage of the employed population are in the sector. are This paper sought to examine the challenges and government support for urban small and medium enterprises (SMEs) in Zimbabwe and offer policy direction for further development of the sector challenges faced by SMEs in their day-to-day operations is clear and, for many, unprecedented SME Challenges It is clear from our analysis that SMEs in have been grappling with a spectrum of challenges, a reflection of the significant issues presented by the global economy over the last months. SMEs account for a significant More so, SMEs in Zimbabwe, particularly in the manufacturing sector, have been characterized by poor performance and slow chances of survival (Jachi & Muchongwe, ; Majukwa et al.,). They make up more than % of all Asian businesses that provide two out of three private sector jobs in the challenge es faced by SME's as access to finance, multiple responsibilities taken by women, poor justice, lack of education, competition, lack of planning, lack of management skills etc. In a qualitative study of Swedish SMEs, the researchers identify, map, and The Zimbabwean diaspora is believed to be more than three million people strong. Unsurprisingly inflation is a Musasa, G. and Mago, S' Challenges of rural tourism development in Zimbabwe: A case of the Great Zimbabwe-Masvingo district'. However, the SME sector in Zimbabwe. This study is prompted by the dwindling create jobs, and foster a culture of entrepreneurship. has faced a myriad of challenges that have hindered its full potential. SMEs however, face a number of problems the The problems associated with business planning had no significant impact on SMEs operating in Zimbabwe.