

Surname CYIZA
Other Names: CONSOLEE
Reg No: 09/F/MAPP/014/PG
Gender: FEMALE
Programme: MAPP
Academic Unit: ECONOMICS AND BUSINESS STUDIES
Title of Dissertation: BUSINESS OPPORTUNITIES AND STRATEGIES USED BY POOR WIDOWS IN SMALL SCALE BUSINESS TO ADEQUATELY ENHANCE THEIR LIVING STANDARDS
Supervisor: ARYEIJA WARREN
Submission Date: OCTOBER 2011

ABSTRACT

This research entitled “Business opportunities and Strategies for Rwandan Poor Widows in Small Scale Businesses adequately enhance their living standards” was aiming at finding out the feasible ways through which business opportunities and strategies for poor widows involved in small scale can boost their living standards. The methods used to collect data were observation which helped us with following the situation closely, interview which helped in the discussions with the interviewees, questionnaire which helped to get the research questions answered, finally consultation of documents from different researchers which all together served as the basis t the findings. The researcher managed to identify the economic, social and political opportunities and strategies available for widows’ business growth. These opportunities include the handling some social events at costs, government favorable policies to their business, financial and capacity building empowerment. The strategies include team work, and forming associations, consultations and lobbying government for support. Challenges including lack of access to social, political and economic opportunities by poor widows were identified. A big problem towards solving this social issue of poverty among widows of Kicukiro is that during the research, leaders proved to be aware of poor widows’ struggle and willing to assist them whenever possible. Also two institutions declared ready to help Kicukiro widows by way of financial empowerment and capacity building empowerment. The researcher concluded that this research was worthwhile because it attained its objective through the collect of helpful and appropriate information. Recommendation is to encourage all stake holders (beneficiaries, leakers and institutions) to work together as joint efforts in order to count poverty among widows of Kicukiro a history in the near future.