

Advancing Entrepreneurship through IC Technology

This paper is based on my participative observation, my previous diaries on some surveys related to entrepreneurship and also on purpose designed evaluations.

The development of ICT has a great role to play in the enhancing entrepreneurship in many ways. Thus failing to address this question could deter entrepreneurial progress.

Few years back, when I was working as a Business and Marketing Consultant, I conducted various surveys related to entrepreneurship in some rural areas. One of the main problems of the business people was lack of trade data and information and deficiency in being easily linked up with their potential buyers in the locality. Most of their products were perishable agricultural products, where not being connected with more rural vicinity meant damage of the products leading to loss.

In areas where there is application of Technology on production processes, quality of enterprises can improve and distribution can be supported to be effected in a more faster and qualitative method. One of the advantages entrepreneurs in general and operators of small scale enterprises in particular could get from an improved ICT is that through internet linkage between suppliers in agricultural areas and producer in far areas could easily get connected. For example, if there are producers of furniture and wood based Ethiopian handicrafts, they could easily get connected with their agro-industry suppliers. Besides, the producers can network with the government offices, and private sectors.

The issue encompasses also people engaged in service businesses like retailing, tele-business and the service infrastructure in manufacturing. For instance, enhanced Technology can support service businesses in data skills and process thinking. In such cases, competitive analysis and demand situations can be identified much efficiently through the support of Technology. Entrepreneurs engaged in both manufacturing and service industry can easily conduct IT based researches to develop their ideas.

Particularly when considering global business, using Technology becomes mandatory to succeed in entrepreneurship. Now a days, marketing is being enhanced through I Technology. Promotional program are being heavily

conducted through Web sites, however this does not imply that TV, radio and print media ads are less valuable. The benefits that entrepreneurs can get from the results of developed technology such as email, video conferencing and web-based interactions are tremendous.

Conclusion

In areas where they have connectivity, there are high success stories, while in areas where there is lack of opening out of technology, networking between suppliers, producers, retails, wholesalers get slowed down from timely business contacts. In some situations where there is good ICT infrastructure, there are some problems related to careful handling and re-sourcing support. It is understood that there is tremendous progress, but this does not mean that the problem is solved. In this connection, I am personally confident that the “**The Ethiopian Information Technology Professionals Association**” will take its part in the improvement of the I Technology in Ethiopia.

By

Asseghedech Woldlul

Admas University College

Vice President, Research and Business Development