

Student(S) Name: ONUOHA CHIJINDU KATHERINE
Matric No. SBS/204190741
Supervisors: DR. OGEDENGBE FRANK A.
Head of Dept: DR. OGEDENGBE FRANK A.
Department: BUSINESS ADMINISTRATION AND MANAGEMENT
School: SCHOOL OF BUSINESS STUDIES

CERTIFICATION

We, the undersigned hereby certify that this project titled “**Effects of Business Environment on Organization Performance**” (A case study of **Beta Glass Plc, Ughelli, Delta State**) was carried out by **ONUOHA CHIJINDU KATHERINE** with Matric No: **SBS/204190741** under our supervision in the Department of Business Administration and Management, Auchi Polytechnic, Auchi, Edo State.

We therefore certify that the project is adequate both in scope and quality and is submitted to the Department of Business Administration and Management in requirements of the award of Higher National Diploma in Business Administration and Management.

Dr. Ogedengbe Frank A.
(Supervisor)

Date

Dr. Ogedengbe Frank A.
(Head of Department)
(Business Administration and Management)

Date

DEDICATION

This project is dedicated to Almighty God for sustaining my life.

ACKNOWLEDGEMENT

First and foremost, praises and thanks to God, the Almighty for His showers of blessings throughout my research work to complete the research successfully.

I would like to express my deep and since gratitude to my research supervisor Dr. Ogedengbe Frank A., Head of Department, Business Administration and Management, Auchi Polytechnic, Auchi for giving me the opportunity to do research and providing guidance throughout this research. His sincerity and motivation have deeply inspired me. It was a great privilege and honour to work and study under his guidance. I would also like to thank him for his great sense of humor.

I am extremely grateful to my mom for her love, prayers, caring and sacrifices for educating and preparing me for my future. To my late dad who never lived to see this day come through rest his soul. I am much thankful to my elder sister miss Annabel and brother Abbey for their love, understating, prayers and continue support to complete this research work. My special thanks goes to my wonderful friends Osayi Elizabeth, Mr. and Mrs. Ovie Jonathan, Mr. Victor J., Mr. Kadiri, Onwuli Ifeyinwan, Osaghae Jennifer, Efe.

May the Good Lord Bless you all Amen.

TABLE OF CONTENTS

Title Page										
Certification ---	---	---	---	---	---	---	---	---	---	i
Dedication ---	---	---	---	---	---	---	---	---	---	ii
Acknowledgements ---	---	---	---	---	---	---	---	---	---	iii
Table of Contents ---	---	---	---	---	---	---	---	---	---	iv
Abstract ---	---	---	---	---	---	---	---	---	---	vi

CHAPTER ONE: INTROUDCTION

1.1	Background to the Study	---	---	---	---	---	---	1
1.2	Statement of the Problem	---	---	---	---	---	---	3
1.3	Research Questions	---	---	---	---	---	---	4
1.4	Objective of the Study	---	---	---	---	---	---	4
1.5	Statement of Hypotheses	---	---	---	---	---	---	5
1.6	Scope of the Study	---	---	---	---	---	---	6
1.7	Significance of the Study	---	---	---	---	---	---	6
1.8	Limitation of the Study	---	---	---	---	---	---	7
1.9	Operational Definition of Terms	---	---	---	---	---	---	8

CHAPTER TWO: LITERATURE REVIEW

2.1	Concept of Business Environment	----	---	---	---	---	---	11
2.2	Factors that Influence Business Environment	---	---	---	---	---	---	12
2.3	Importance of Business Environment	---	---	---	---	---	---	18
2.4	The Nigeria Business Environment	---	---	---	---	---	---	20
2.5	Organizational Performance	---	---	---	---	---	---	22
2.6	Performance Evaluation	---	---	---	---	---	---	23
2.7	Summary of the Review	-----	---	---	---	---	---	26

CHAPTER THREE: RESEARCH METHODO

3.1	Research Design	---	---	---	---	---	---	27
3.2	Population of the Study	---	---	---	---	---	---	27
3.3	Sample and Sampling Techniques	---	---	---	---	---	---	28
3.4	Instrumentation	---	---	---	---	---	---	28
3.5	Method of Data Collection	---	---	---	---	---	---	28
3.6	Method of Data Analysis	---	---	---	---	---	---	29

CHAPTER FOUR: DATA PRESENTATION ANALYSIS AND DISCUSSION

4.1	Data Presentation and Interpretation	--	---	---	---	---	---	30
4.2	Test of Hypotheses	---	---	---	---	---	---	33
4.3	Discussion of Findings	---	----	---	---	---	---	37

CHPATER FIVE: SUMMARY CONCLUSION AND RECOMMENDATIONS

5.1	Summary	---	---	---	---	---	---	39
5.2	Conclusion	---	---	---	---	---	---	40
5.3	Recommendations	---	---	---	---	---	---	42
5.4	Suggestion for Further Study	---	---	---	---	---	---	43
	References							
	Appendices							

ABSTRACT

This research on “Effects of Business Environment on Organization Performance a case study of Beta Glass Plc, Ughelli, Delta State” was carried out with the aim of creating a conducive business environment that will enhance increased productivity of goods and services and as a result attract investment into Nigeria. It addressed the problems of agitations and hostilities from workers and cost communities as well as that of poor infrastructure as major setbacks to high productivity. The creation of harmonious relationship between the organizations and their environment improved the success of business operation. The research questions and hypothesis base on good

relationship/interactions between business and the society. Social responsibility of business as well as good infrastructure as tools for high productivity. Out of a population of 60, simple size of 54 was selected from the three department of Beta Glass Plc, Ughelli, Delta State through the stated sampling techniques. The data tabulated and research questions analysed through simple average percentage the hypotheses were tested using chi-square (χ^2) method the sampling showed that the impact of these factors mentioned results to productivity. It was therefore recommended that labour union leaders and employers association executive should be enlighten about matters. Because organization should carry out terms of agreement reached adequate security provided and the state of infrastructure improved.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

In every organization round the world, the business environment of that organization, to a large extent plays an important role in the performance of that organization. (Ohaneve 2006). No business organization can flourish outside the environment. The organization has always put the issue of their business environment into consideration, in order to observe a good performance of their organization. Environmental factors in any organization is observed by manger's as the most important issue that has to be considered, and be given some degree of attention in order to achieve the required goals of that organization (Ohaneve 2006).

Although the concept of Nigeria business environment, especially as it relates to organizational performance have attention of many scholars in all works of life. Though, there is no controversy that business in any country where they operate play important roles in the economic growth and development of that country or nation and it's importance in the quality of life of individuals cannot be over emphasized (Uchenna 2009). Business organization anywhere in the world operate with specific environment which is an aggregate of all conditions, events and circumstance that influence that surrounds and effect the pluralistic society in which organized group have various interest, therefore, it is the task of manager to integrate their aims. The most promising path for an organization to follow in pursuit of its objective depends on its interactions and relationship over which the organization has little control are referred to connectively as the organization environment. Customer needs and taste change legal obligation and restraints change or the organization simply growths and establishes a different relative to competitors.

The environment and organization are viewed as being important because they compensate for the operative deficiencies in the core technology operate by diverse organization. He further states that, the two major factors affecting the functioning and survival of organization are the major source of uncertainty to a business managers and use two element directly influence the design of any organization and configuration of organization structure so without a detailed analysis of the core environment and technology of any organization business manager will find it difficult to make important

operational decisions in his organization. This is why we consider the business environment important in the study of management.

Kelly (2008) An organization will respond to the change in business environment for the purpose of attainment of the objective of an organization. The business environment is the major source of contingencies. Constraints and uncertainties are generally the major source of turbulences to an organization. He went further to state that when an organization environment is analyzed, and understood its major social composition, the source of supply of resources which an organization regarded for survival, the strategies for responding to environmental turbulence are formulated.

Ibekwe (2009) the decision made by managers must confirm with what the environment demands that is organizations must continually adopt to its environment. Thus, to be able to take advantages of competitive opportunities manager's needs to beware of internal and external factors that is likely to affect organizational performance. By becoming aware of these factors, the organization can respond appropriately to competitive challenge in the environment and it is achieved through environmental scanning or forecasting.

Kuge (2004) emphasized that the need to study business environment is very important considering the fact that business organization do not operate in vacuum an effective management in complex and dynamic society required the assessment of strength and weakness of the organization and the opportunities and threats provided by the challenge organization and the opportunities and weakness of the organization and the

opportunities and threats provide by the challenge of the external environment, hence for survival and growth, organizations must cope and adopt to the challenges.

1.2 Statement of the Problem

The problem which inherent in this research work is to point out how important an environment is to an organization, since there is no establishment that can be operated successfully without its environment for this reason, it will be of imperative importance to carry out a possibility study on the environment where one hope to set up a business before establishing the business in that area. This will enable you to know the threats and opportunity which are available in that area. Since this will help the manger to take preclusive measure in preventing the threats and finding out a strategic means of exploiting the opportunities which are available.

1.3 Research Questions

In this research study, research questions are being asked:

- (1) Does the creation of harmonious relationship between the organizations and their environment improved the success of business operation?
- (2) Does the level of antagonism witnessed among business organizations and their host communities contributed to low productivity?
- (3) Does provision of social amenities by business organization promote good will in the society?

1.4 Objective of the Study

The specific objectives of this research work is to:

- (1) The creation of harmonious relationship between the organizations and their environment improved the success of business operation.
- (2) To examine the level of antagonism witnessed among business organizations and their host communities contributed to low productivity.
- (3) To determine if the provision of social amenities by business organization promote good will in the society.

1.5 Statement of Hypotheses

In this research work the following hypothesis will be tested

Hypothesis I

Ho: Creation of harmonious relationship between business organizations and their environment does not improve the success of business operations.

Hi: Creation of harmonious relationship between business organizations and their environment improve the success of business operations.

Hypothesis II

Ho: Antagonism witnessed among business organization and their host committee does not contribute to low productivity.

Hi: Antagonism witnessed among business organization and their host committee contribute to low productivity.

Hypothesis III

Ho: The provision of social amenities by business organization does not promote good will in the society.

Hi: The provision of social amenities by business organization promote good will in the society.

1.6 Scope of the Study

This project work talk about the Effects of Business Environment on Organization Performance with Beta Glass Plc as the case study.

The scope of the study will therefore be restricted to the local environment surrounding the local of Beta Glass Plc, Ughelli the environment factor within that vicinity will be discussed to reveal how they affect influence the operation of the Organization.

Also, the reason or these factors which makes the environment to be of paramount importance to the organization will be discussed critically since they motivate the discussed critically since they motivate the localization of the industry in that particular

area. More also, the researcher will investigate so as to know if the environment is actually of great importance as the organization claim it to be.

Finally, in this study, some relevant terms will be which are used in this project it will be analyzed and some of the short comings which were encounter during the course of carrying out the research work.

1.7 Significance of the Study

It is prominent to state that this research work will be of great importance to many parties when it is successfully completed.

The first party to benefit from this research work is Beta Glass Plc which is used as the case study. The organization will benefit since the research in to some areas which will create unity and harmony between the organization and the community at large .

This research work will also be of importance to business men (person) most especially those who are going into but for the first time because this work reveals the first time because this work reveals the factors which are to be considered before setting up an organization in a particular area. It will also be of relevance since it print out the fact that on organization is needed to be established close to an area where there are factors that influence localization of industry.

The next group to benefit from this research work is the consumer. This group will benefit in the sense that their suggestion and critics will be put out consideration by the organization most especially when it has to do will the quality of the product their critics will be adhered to and the quality of the product will be improved upon to meet consumer taste.

This research work will also be of great significance to the marketers because from the investigations carried out, it from the investigations carried out, it was discovered that, there has been increase in the company productively due to the application of good marketing strategy (like giving of discount, reddening after sales service, giving credit facilities e.t.c) these strategies will be of relevance of markets who it is adequately adopted.

1.8 Limitation to the Study

In the course of carrying out this research work on the importance of business environment of business organization in Nigeria with Beta Glass Plc , Ughelli a the case study, so many hurdles were met and crossed.

The most serious one had to do with time constraint due to the short semester we were having. this create a real pies sure on time because the researcher was also preparing for other class activities such as submission of assignment, preparation for test and exams e.t.c all of which are time consuming and this makes it difficult for the researcher to devote an extra time in doing research work.

Another constraint that was encountered arose from raisins fund to finance the project is was so difficult to transport do Delta, State because of the inflated price on transportation.

Another, constraint was being unable to get information. this was very difficult text because people are not willing to give out information most especially when it re4lates to production.; this is because, they fell that you are acting as a spiel to their company. This now increase the financial stress since the researcher now have to travel

down note that the budgeted number of times he was suppose to travel to e the information in addition to that, a nonchalant attitude was put by the workers as result of their willingness to answer the questionnaires most especially in the aspect of age.

1.9 Operational Definitions of Terms

The following terms which are listed below are used in this project for this reason, the researcher deem it fit to include their meaning so as to enable users get more understanding from the project.

Business: Webster's new collegiate dictionary defines business as a commercial activity which is engaged in a means or sustaining level hood. It could also be defined as the use of organized effort by which people are engaged in commerce and industry to provide goods and services needed to maintain and improve the quality of life. Business could also be defined in a more technical term as a human activity which is concerned with the production and distribution of goods and serves of an economy. It is a social device by which societies organize economic effort.

Environment: this is defined as the aggregate of social and cultural conditions that influence the life of individual or community.

Organization: organization could simply be referred to group of working together for the achievement of a specific goals e.g management student could be refer to as organization, churches, institutions, board of directors is an organization, e.t.c.

Industry: this is an organization which engages in the manufacturing of good for services.

Product: a product is a set of tangible and intangible attributes which include packaging, labour, price, manufacture/retailer services which a buyer may accept as offering satisfaction of want or need.

Benefit: What the environment gain from business or what business gain from the environment.

Conducive Atmosphere: Favorable environment for production of goods and delivery of services.

Employees: Workers who are paid to work for an organization.

Goodwill: Good reputation of an organization, good feeling and patronage by the public for such reputation.

Indigenization policy: A policy in Nigeria that makes it mandatory that organizations operating or doing business in Nigeria must be of joint ownership between Nigerians and their foreign counterparts.

Infrastructure: Basic systems and structures that a country or organization need in order to work properly.

Performance:- In the context of this study, it is how well or badly an organizational task is been performed or done.

Technology:- Technology is used to denote the application of scientific principle to solve industrial problem. It includes invention and improvement in method, machines materials, it could mean the vast store of organized knowledge of doing things mechanically rather than manually.

Management:- This is no universally acceptable definition of management. However in the context of this management, organizing, directing, coordinating and controlling of organization resource for the accomplishment of organization goal.

Investment: Money put into a business with the aim of making profit or getting interest.

Labour: Workers who work for an organization such people in their organized group.

Liquidate: To close down a business for the inability to continue in business.

Patronage: To support or to buy the product or services of an organization.

Product: Goods and services produced and offered to the public for exchange and consumption.

CHAPTER TWO

LITERATURE REVIEW

2.1 Concept of Business Environment

Business Environment refers to all those factors which have a bearing on business, i.e., factors which influence business decisions and/or impact business performance. Just as the survival and success of any living being depends on its innate capability (such as the physiological and psychological factors) to cope with the environment and the extent to which the environment is conducive to the development of the living being, the

survival and success of a business firm depends on its innate strength (resources at its command, including physical resources, financial resources, human resources, skill and organisation) and its adaptability to the environment and the extent to which the environment is favourable to the development of the organization (Bendell, 2017).

The environmental forces which affect business or influence business decisions include factors internal to the firm and factors external to the firm. The external forces may be classified as Micro (Task/Operating) Environment and Macro (General/Remote) Environment. The micro environment encompasses organisation-specific factors (i.e., factors which very directly and intimately affect the firm) and the macro environment which are common to all businesses or an industry as a whole.

Business is the product of environmental influence. The factors that make up the environment are constantly changing. So to survive and prosper; business must also change. Business environment consists of the sum of all the factors that are constantly changing but are either within or outside the control or manipulations or management of an uncertainties, threats and opportunities which can either make the future of the enterprise depending on how management is also to respond or manipulate them to their advantage (Ball, 2004).

2.2 Factors that Influence Business Environment

It is important for every business organization to interact and transact with its environment because the business environment has direct relationship with the

organization. The success or failure of an organization is primarily established by the effectiveness of its interaction with its environment. Kotler and Armstrong (2004) explain that different restrictions are imposed on all organizations by the environment. The enterprise has little influence on the environment and therefore, it is important for the company to identify with the environment of its operation and devise its policies in relation to the forces in that environment.

According to Shaikh (2010), any policy undertaken in a company is always affected by its environment. Several constraints are imposed on the enterprise by the environment and it imposes huge impacts and influence on the scope and direction of the company activities. In the US the nature of business environment is dominated by the government regulations with a view to ensure a certain level of economic life to the people.

Company background: Burberry Limited is a manufacturer of apparel, accessories and fragrances for all ages and gender. It has branded stores and franchises globally, and sells through allowances in third-party stores. Burberry has more than 500 stores that operate in more than 20 countries. Burberry is listed on the London Stock Exchange. It is also a component of the FTSE 100 Index. It is considered as the 98th most valuable brand globally. The company has implemented different policies and strategies to since introduction to make its business successful. For example, in order to reinvent its luxury brand status, the company launched the Prorsum designer collection. It has also utilized licensing and brand extensions to plead to a younger customers of their fashion. The company employs trade-marking and advertising to market its products. A variety of

labels are used to distinguish the company garments from imitations. The company targets people involved in hunting, fishing, skiing, archery, mountaineering, golf and tennis (Burberry 2012).

Analysis: Business is affected by different factors which collectively form the business environment. These include economic, social, legal, technological and political factors. Business environment is therefore, the total of all external forces, which affect the organization and the business operations (Kotler & Armstrong 2004). These forces include customers, creditors, competitors, government, socio-cultural organizations, and political parties, national and international organizations. Some of these forces affect the business directly but others affect business indirectly. Business environment are categorized into three main categories; internal environment; operational environment; and general/external environment.

Environment Analysis-Political environment: The political environment of any country influences the business to a larger extent. This political environment is influenced by the political organization, philosophy, government ideology, nature and extent of bureaucracy, the country's political stability, its foreign policy, defense and military policy, the country's image and that of its leaders both locally and internationally (Shaikh 2010). For example a country's policy that restricts the growth of multinationals in the market will automatically limit the business operations of the company hence its growth. Similarly, government policy that allows licensing that is liberal, liberal exportation and importation, inflow of foreign capital and technology, affects the business operation. Globalization as government policy too has influence on the business.

Burberry was able to establish its first foreign outlets in Paris, United States and South America, and export its first shipment of raincoat to Japan because of the government's globalization policy.

Economic environment: Economic factors that influence the business are the collective of the nature of the country's economic system, its structures, and economic policies, how the capital market is organized, and nature of factors of production, business cycles, and socio-economic infrastructure. Any successful organization pictures out the external factors that affect the business, anticipates the prospective market situations and work to minimize the costs while maximizing the profits. When Burberry noticed the high demand of rainwear, it utilized this opportunity increasing its production in the market. Also, due to Japanese and American craving for prestigious designer goods, Burberry export business increased dramatically (Burberry 2012). Changes in demand are also one great factor that determines success and business performance. Still on the economic aspect, it is undeniable that all business and non-business organizations felt the impact of the 2008 economic crisis, which rocked the whole world. The trends on most business performances dropped during this period and Burberry experienced a low just like any other business. Performance trends in Burberry are expected to at least have a flow of returns that conforms to this trend.

In all economic situations low rates of interest encourage borrowing and the Federal government in a bid to improve this lowered the Federal fund rate from 6.5% to 1%. This was meant to better business the economic situation after the 9/11. The demand for further lowering of the interest rates however, continued due to rising and high U.S

current account deficit as portrayed by the above graph. This deficit peaked alongside the housing bubble whose onset began in 2006. The deficits elicited foreign borrowing to cushion effects by enhancing exports. The spin off led to a high demand of financial assets and this lowered interest rates whilst raising prices of the respective assets. The high borrowing fueled high citizen consumption in the period before the onset of the crisis and this consequently led to the raising of Feds fund rate which turned things in the situation that resulted. This trend portrayed by the graph shows how the economic situation may affect the economy and general spending and therefore the performance of any business within such an economy.

Similarly, the long-term view of the graphical representation below shows how the economic trends in business and household debt to Gross domestic product change with times and it is easily notable that in the periods of peak moments of the rate there is a high level of economic challenges such as the 1930s period and the 2000 to 2010 period. Therefore, it can be concluded that economic trends are indeed significant determinants of general economic and business performance.

Social environment: The country's social environment affects the functioning of the business since it determines the value system of the society. Sociological factors establish the culture of work, labor mobility, work groups etc, hence, business operation of an enterprise. These factors include cost structure, customs and conventions, cultural heritage, peoples' view towards wealth and income and scientific methods, seniority respect, mobility of labor (Shaikh 2010). All these factors have big impact on the business. For example, peoples' demand determine the kind of products to be offered for

sale; this demand is consequently affected by peoples' attitudes, customs, cultural values, fashion and other related forces. The code of conduct that is supposed to be followed by the business is determined by the socio-cultural environment.

The social changes in life also lead to new fashion trends that affect business in any part of the economy. For example, fashion-based demands are social based forces that lead to changes or increase in demand. The higher the demand as portrayed in line three demand, the higher the sales level as well as the business performance. The lower the demand as portrayed in line two the lower the level of returns attained.

Technological environment: Technological factors affects business concerning technological investment, technological application and the effect of technology on markets. Therefore, any technological advancement affects highly the business in a country. The type and quality of goods and services to be produced and the type and quality of plant and equipment to be used in a company, is determined by the kind of technology employed by that company (Mühlbacher, Dahringer & Leih 2006). Burberry is extending its web reach so that its customers worldwide can view its brands. For example, the company is targeting the Chinese shoppers directly by launching a site in China. This is because this target market accounts for 30% of sales in its London stores (Burberry, 2012).

Legal environment: The legal environment affects the business and its managers greatly. Legal factors involve how flexible and adaptable the law and legal rules that govern the business are. It also includes the exact rulings and courts decision. Legal provisions may also contribute to more or less income depending on the environment of operation. For

example, Burberry Limited makes a considerable portion of its income from licensing, which amounts to about £109 million pounds. This is made possible as portrayed by the graph below because of laws and regulations in its foreign destinations of operations, which allow it to charge licensing fee.

2.3 Importance of Business Environment

An analysis of business environment helps to identify strength, weakness, opportunities & threats. Analysis is very necessary for the survival and growth of the business enterprise. The importance of business environment is briefly explained in an analysis below.

- (1) **Identification of Strength:** The analysis of the internal environment helps to identify strength of the firm. For instance, if the company has good personal policies in respect of promotion, transfer, training, etc than it can indicate strength of the firm in respect of personal policies. This strength can be identified through the job satisfaction and performance of the employees. After identifying the strengths the firm must try to consolidate its strengths by further improvement in its existing plans and policies.
- (2) **Identification of Weakness:** The analysis of the internal environment indicates not only strengths but also the weakness of the firm. A firm may be strong in certain

areas; where as it may be weak in some other areas. The firm should identify sue weakness so as to correct them as early as possible.

- (3) **Identification of Opportunities:** An analysis of the external environment helps the business firm to identify the opportunities in the market. The business firm should make every possible effort to grab the opportunities as and when they come.
- (4) **Identification of Threats:** Business may be subject to threats from competitors and others. Therefore environmental analysis helps to identify threats from the environment identification of threats at an earlier date is always beneficial to the firm as it helps to defuse the same.
- (5) **Exploitation of Business Opportunities:** Environment opens new opportunities for the expansion of business activities. Study of environment is necessary in order to discover and exploit such opportunities fully.
- (6) **Keeping Business Enterprise Alert:** Environment study is needed as it keeps the business unit alert in its approach and activities. In the absence of environmental changes, the business activities will be dull and lifeless. The problems & prospects of business can be understood properly through the study of business environment. This enables an enterprise to face the problems with confidence and secure the maximum benefits of business opportunities available.
- (7) **Keeping Business Flexible and Dynamic:** Study of business environment is needed for keeping business flexible and dynamic as per the changes in the

Features of Business Environment

The characteristics of business environment are –

- The environment of business is not a ‘one’ thing; it is totality of forces or factors, some specific, some general, yet co-related.
- The business environment is dynamic in nature, which means, it keeps on changing.
- The changes in business environment are unpredictable. It is very difficult to predict the exact nature of future happenings and the changes in economic and social environment
- Business Environment differs from place to place, region to region and country to country. Political conditions in India differ from those in Pakistan.
Taste and values cherished by people in India and China vary considerably.

2.3 The Nigeria Business Environment

The Nigerian business environment has great potentials or business growth and high productivity, though not without some challenges also, some of these extract will reveal the nature of the Nigeria business environment. The country oil and gas sector continue to power the Nigeria economy during the year under review with the high demand for oil in the international market resulting in record price levels. Oil export took country’s foreign currency reserves to \$36 billion enough to finance some 15 months import as most of the country would like to see source of these funds being used to improve the country ailing infrastructure such investment would be expected to filter down to the Nigeria consumer and provide a boost to his purchasing power.

However, the subsisting high rate of inflation had a negative impact on consumer power and overall demand for our products in view of enhanced competition. The state of infrastructure continues to pose serious problem roads' railway and power supplies have not recorded the desired improvement these invariably added to our operating cost, which in turn affect profit margin.

The welcome reform in the banking sector contributes to a reduction in base interest to 13% from 15%. The Naira also witnessed some appreciation and remained stable at an average of N130 to \$1 US Dollar, a welcome development that led to the reduction in cause of imports while also facilitating business planning. We continue to applaud the government's attempt to improve the economy through its economic reform agenda and share the belief, that these reforms will aid growth and improve the financial welfare of all Nigeria PZ annual report and account (2006).

The current economic reforms of the Federal government as a encapsulated in the national economic empowerment and development strategy (NEEDs) a subset or which is the non-going reforms in the banking sectors, has a long way in boosting the image of Nigeria abroad and stabilizing major economic indicators. In addition, the reform agenda has improved the general investment climate in Nigeria evidenced by the foreign direct investment (FDI) influx into the country experienced in the last fiscal years, First Bank of Nigeria Plc, abridge prospectus (2007).

The few extract has gone a long way to reveal some of the nature of the Nigeria business environment starting from the potentials that abound in this country that makes

business operations able and productive. The oil and gas sector which provide energy sources at prices that is much cheaper than in many other countries, the large market which is as a result of the large population of Nigeria being the most populated black nation of about one hundred and thirty million people. There are also enabling loans encouraging thereby giving room or increased productivity through growth, expansion and fresh investments. Government economic reforms especially within the banking industry has gone a long way to boosting economic activities empowering the people the more thereby increasing their demand power.

Despite all these welcome development, the hostilities being witnessed from communities where most of the big business enterprises are located do not encourage business activities rather reducing their productivity. The Niger Delta issue is good example and even Ughelli community in Delta state where Beta Glass is located is not left out. But it has been identified that neglect from this organization/failure of implement agreed terms has been the major cause of these problems. However, the business environment in Nigeria could be said to be reasonable conducive for smooth business operations, hence for growth and high productivity.

2.4 Organizational Performance

An important role of organizational performance to support business processes have received special attention management experts. Empirically, the researchers have tested the use of a construct of performance for a variety of issues related to the survival of an organization (Agulanna and Awujo, 2005). Performance, according to (Adair,

Philippe and Imène Berguiga. 2013) is an achievement of the target in the form that must be known and communicated to all parties within the organization, and are associated with vision assigned to an organization. Narrowly, business performance reflects the achievement of the objectives economic an organization that is reflected in the financial indicators. Financial indicator-based performance measures is referred to as an indicator of financial performance and it has become the main model in research in the field of strategic (Adhikari, Dev Raj. 2010).

Broader conceptualization of business performance is pengukuran performance that incorporate operational performance indicators (nonfinancial) in addition to the measurement of financial performance. This is done because the financial measures are not fully able to provide a real picture of the state of the company. Under this conceptual framework, measurements such as market share, new product introduction, product quality, marketing effectiveness, ma unfaltering value - added, and another measurement of the efficiency of the technology included as indicators of organizational performance measurement. Besides the performance measurement paradigm as described above, in the late 1980s emerged a new paradigm known as the balanced scorecard. This idea evolved because companies have already started to think to balance the performance of non - financial information with financial data. Integration between the performance of non - financial and financial data will help the company to determine the strategy for the challenges of the future. Balanced Scorecard arises from a simple argument is that the financial model of the business alone is no longer sufficient as the primary way to

manage performance. The financial model is beneficial to provide details about what happened yesterday, but only slightly helpful in managing the development of the business.

2.5 Performance Evaluation

Performance evaluations done by considering the company 4 (four) perspectives (Kaplan and Norton (2000), namely financial perspective, customer perspective, internal process perspective, and learning and growth perspective. A more detailed description of each perspective are as follows: a. Financial Perspective Financial perspective into focus the objectives and measures in all other balanced scorecard perspectives. Each measure must be part of a causal relationship, which in turn will be able to improve financial performance. Mulyadi and Setiawan (2001) explains that the financial performance measures indicate whether the strategies, goals, strategic initiatives and implementation is able to contribute in generating profits for the company.

Financial measure commonly manifested in profitability, growth and shareholder value. Financial perspective can be measured through appropriate financial ratios financial statement profitability ratio, which is a tool to analyze or measure the level of business efficiency and profitability achieved by the companies concerned. Kaplan and Norton (2000) divide the business life cycle into three stages.

(1) **Growth This stage is the initial stage of the business life cycle.** In this stage the company usually has a negative cash flow and return on capital are low, then the measurement used is the rate of growth of sales or revenues.

- (2) **Sustain** In this stage the company is expected to maintain existing market share and gradually grow year after year. Most at this stage the company will establish financial goals related to profitability. This purpose can be expressed by means of the size associated with the accounting profit as operating profit and gross margin. This measure considers the investment capital of a company is already fixed and ask the manager to maximize the revenue generated from the capital investment. In addition, at this stage the company was asked to not only manage the flow of income but also the level of investment capital invested. The measures used to regularize the profit generated by the return on investment.
- (3) **Harvest** A stage in which the company gain from the investment made. This stage is achieved by firms in producing its products have reached saturation point. The company just invested in the maintenance and repair of facilities that have been owned.
- (4) **The overall financial objectives for the business:** At this stage is the operating cash flow (before depreciation) and saving various working capital requirements.
- b. **Customer Perspective** In the perspective of the company's customers identify market segments and customers where they will compete. A market segment that will be the source of a major component of financial goals, or it could be said that the market or sales are the backbone of the company's sustainability. Customer satisfaction in enjoying the products or services of the company is an important variable to assess the success of a company, because without the presence of the

consumer can be sure that the existence of the company will not last long. Customer perspective enables companies to identify and measure the proportion of the value to be given by the company to customers and target markets. Mulyadi (2001) states that the measure can be used to measure the success of achieving the strategic target customers are: (1) market share, (2) customer acquisition, (3) customer loyalty, (4) customer satisfaction, and (5) profitability customer . Market share reflects the proportion of businesses owned by the company in a market segment. Customer acquisition reflects the company's ability to attract or win new customers or business. Customer loyalty reflects the company's ability to sustain or maintain relationships with existing customers. Customer satisfaction reflects the company's ability to satisfy its customers based on certain criteria (such as quality, time, price). Customer profitability reflects the ability of the service to the customer or a specific market segment in generating profits.

2.6 Summary of the Review

In summary business needs to be developing in Nigeria to enhance and also boost the economy. It will also enhance adequate quick recovery if from the recession period that may dampen investment if not properly controlled and even prevented. Although a number of problems which may leads to business failure is facing business in Nigeria there appear to be a bright future or prospect study, this can be achieved by sound management increase assistance from the organization.

Business are labour intensive rather than capita intensive and therefore strike directly at the problems of unemployment and poverty ad they speed up the development of human resources. Despite the problems, business tends to boost economy.

CHAPTER THREE

RESEARCH METHOD

3.1 Research Design

To identify this effect of business environment on organization's productivity, the researcher used two design methods, survey design and the evaluative design. The population was categorized into three groups, the junior staff, the middle management and the management staff for the purpose of generating data for which the respondents were made to answer question in the questionnaire.

3.2 Population of the Study

The total number of people used in the study was sixty (60) workers. These populations were drawn from various departments at Beta Glass Plc, Ughelli Delta State. The table below shows the composition of each department population.

Table 3.1 below show the composition of the population.

Table 3.1 Composition of staff in the organization

S/No	Categories	Number of staff
1.	Administration	5
2.	Research development	15
3.	Marketing	20
4.	Security	12
5.	Cleaners	8
	Total	60

Source: Field Work 2021

3.3 Sample and Sampling Techniques

The researcher carried this research in Beta Glass Plc, Ughelli Delta State. The total workforce was 60 out of which the researcher concentrated on some proportion of the population.

Table 3.2 Composition of staff and sample selected from each category

Table 3.2. Composition of staff in the organization

S/No	Categories	Staff strength	Sample size
1.	Administration	5	4
2.	Research development	15	14
3.	Marketing	20	19
4.	Security	12	10
5.	Cleaners	8	7
	Total	60	54

Source: Field Work 2021

3.4 Instrumentation

The questionnaire was the main instrument used for the survey in the collection of primary sources of data and secondary data. The questionnaire was design with option of age, education, marital status, satisfactory, very satisfactory, unsatisfactory etc.

3.5 Method of Data Collection

The methods of data collection used by the researcher are the primary and secondary method of data collection

Primary method: this method was used in collecting fresh and first hand data or primary data through the use of questionnaire and personal interview, Random sampling was used in administrating the questionnaire to the respondents while judgment samplings was used in selecting the respondents for the personal interview.

Secondary method: this method was used in gathering data through the consultation of text book, newspapers and magazines, official record and diaries, annual reports and other publications for generating secondary data.

3.6 Method of Data Analysis

This section of the research is concerned with how data is to be processed or analysed. Table was extensively used to present the data which is based on the member of questionnaire that were actually returned by the respondents. It is not unusual that some of the questionnaire administered were not returned. Below is the formula used for the computation that were tabulated and itemized according to respondent's responses.

Therefore,

$$\frac{\text{Number of response}}{\text{Total Number of respondent}} \times \frac{100}{1}$$

For the purpose of this study, simple percentage method and chi-square method use for the testing of the hypothesis were used for the research. The chi-square formula is given as follows:

$$x^2 = \frac{\sum(fo-fe)^2}{\sum fe}$$

Where \sum = summation

fo = observed frequency

x^2 = chi-square

fe = expected frequency

The level of significance in this model called chi-square is 5%

CHAPTER FOUR

DATA PRESENTATION ANALYSIS AND DISCUSSION

4.1 Data Presentation and Interpretation

In this study sixty (60) questionnaire were distributed to the respondents out of which fifty-four (54) were returned to the researcher. Thus, the researcher considered the returned questionnaires a good representation for analysis for the study.

Table 4.1

Questionnaire	No. of Respondents	Percentage %
Copies return	54	90
Copies not return	6	10
Total	60	100

Source: Field Survey 2021

Table 4.1 shows that in administrating the questionnaire total number of sixty questionnaire were distributed to respondents out of which fifty-four (54) were returned and six (6) were not returned. So, 90% were used to successfully analyse the information gathered

Question 2: What is your status in the organization?

Table 4.2

Details	No. of Respondents	Percentage %
Junior Staff	18	33.33
Senior Staff	12	25.00
Management Staff	8	15.00
Others	16	26.67
Total	54	100

Source: Field Survey 2021

From the analysis, 18 respondents representing 33.33% were workers, 12 respondents representing 25% were senior staff, 8 respondents representing 15% were management staff while 16 respondents representing 26.67% were contract staff.

Question 3: Has the creation of harmonious relationship between business organization and its environment improved the success of business operation?

Table 4.3

Option	No. of Respondents	Percentage
Agree	38	70.37
Disagree	16	29.63
Total	54	100

Source: Field Survey 2021

From the table above, 38 of the respondents representing 70.37% agreed that harmonious relationship between business organization and its environment improved

success in business operation while only 16 of the respondent representing 29.63% the total respondent disagreed with the view.

Question 4: Has the level of antagonism witnessed among business organization and its host communities contributed to low productivity?

Table 4.4

Option	No. of Respondents	Percentage
Agree	42	77.78
Disagree	12	22.22
Total	54	100

Source: Field Survey 2021

From the table above, 42 of the respondents representing 77.78% are as the view that antagonism among business organization and its host communities contributed to low productivity while 12 respondent representing 22.22% disagree with the view.

Question 5: Has the provision of social amenities by business organization promote their goodwill in the society?

Table 4.5

Option	No. of Respondents	Percentage
Agree	47	87.04
Disagree	7	12.96
Total	54	100

Source: Field Survey 2021

From the table 4.5 above, 47 of the respondents representing 87.04% view that the provision of social amenities by business organization promotes goodwill in their society. While 7 of the respondents representing 12.96% did not comply with this view.

Question 6: Has the promotion of the image of Nigeria business environment with its abundant investment opportunities attracted foreign investment into the country?

Table 4.6

Option	No. of Respondents	Percentage
Agree	33	61.11
Disagree	21	38.89
Total	54	100

Source: Field Survey 2021

From the table above, 33 of the respondents representing 61.11% are of the view that promotion of the image of Nigeria business environment with its abundant investment opportunities attract foreign investment in the country, while 21 of the respondents representing 38.89% opposed the view.

Question 7: Has business organization been able to re-orientate its host communities to see themselves as stakeholders to such firms?

Table 4.7

Option	No. of Respondents	Percentage
Agree	34	62.96
Disagree	20	37.04
Total	54	100

Source: Field Survey 2021

From the table above indicate 34 respondent representing 62.96% of the are of the view that business organization has been able to re-orientate its host communities to see themselves as stakeholders to such firm. While 20 respondent representing 37.04% disagree with the view.

4.2 Test of Hypotheses

Hypothesis I

Ho: Creation of harmonious relationship between business organizations and their environment does not contribute to low productivity.

Hi: Creation of harmonious relationship between business organization and their environment contribute to low productivity.

Table 4.8

Option	No. of Respondents	Percentage
Agree	37	68.52
Disagree	17	31.48
Total	54	100

Source: Field Survey 2021

In testing the above hypothesis

Table 4.3

Fo	Fe	Fo -fe	(Fo -fe)	$\frac{(Fo -fe)^2}{e}$
37	27	10	100	3.70
17	27	-10	100	3.70
54	60	0		7.40

Therefore chi-square (χ^2) = 7.40

Degree of freedom = (c-1) (r-1)

$$= (2-1) (2-1)$$

$$= (1) (1) = 1$$

Level of significance = 5% = 0.05

Therefore table value = 3.841

Decision rule

Since the chi-square (x^2) calculated (7.40) which is higher than the table value (3.841) we therefore reject the null hypothesis and accept alternative hypothesis which states that the creation of harmonies relationship between business organizations and their environment improve the success of business operation.

Hypothesis II

Ho: Antagonism witnessed among business organization and their host community does not contribute to low productivity.

Hi: Antagonism witnessed among business organization and their host community contribute to low productivity.

Table 4.9

Option	No. of Respondents	Percentage
Agree	34	62.96
Disagree	20	37.04
Total	54	100

Source: Field Survey 2021

In testing the above hypothesis

Fo	Fe	Fo -fe	(Fo -fe)	$\frac{(Fo -fe)^2}{e}$
42	27	15	225	8.33
12	27	-17	225	8.33
54	54	0		16.66

The calculated chi-square $x^2 = 16.66$

Degree of freedom = (c-1) (r-1)

$$= (2-1) (2-1)$$

$$= (1) (1) = 1$$

Level of significance = 5% = 0.05

Therefore table value = 3.841

Decision rule

Since the calculated chi-square (x^2) is 16.66 which is greater than the table value of chi-square (x^2) – 3.841, we reject the null hypothesis and accept the alternate hypothesis which state that antagonism witnessed among business organization and their host community contribute to low productivity

Hypothesis III

Ho: The provision of social amenities by business organization does not promote good will in the society.

Hi: The provision of social amenities by business organization promote good will in the society.

Table 4.8

Option	No of Respondent	Percentage
Agree	47	87,04
Disagree	7	12.96
Total	54	100

Source: Field Survey 2021

Fo	Fe	Fo –fe	(Fo –fe)	$\frac{(Fo - fe)^2}{e}$
47	27	20	400	14.81
7	27	-20	400	14.81

54	54		29.62
-----------	-----------	--	--------------

Therefore chi-square (χ^2) = 25.6

Degree of freedom = (c-1) (r-1)

$$= (2-1) (2-1)$$

$$= (1) (1) = 1$$

Level of significance = 5% = 0.05

Therefore table value = 3.841

Decision rule

Since the calculated chi-square (χ^2) is 29.62 and is greater than the table value of chi-square (χ^2) which is 2.841, we therefore reject the null hypothesis and accept the alternate hypothesis which states that the provision of social amenities by business organization promote goodwill in the society

4.3 Discussion of Findings

From the study, it was discovered that 8 of the respondents were drawn from administration department 18 of the respondents were drawn from research and development 22 of the respondents were drawn from marketing department and 25 of the respondents were drawn from others. With these 43% of the total respondent are administration and research departments.

From the research question number 3, it was revealed that 70% of the total respondents, were of the view that harmonious relationship between business

organization and its environment improved success in business operation, while 30% of the respondent disagree with the view. Also the study went further to reveal that antagonism witnessed among business organization and its host communities contributed to low productivity as observed by 77.78% of the respondents.

Also, the research work revealed that social amenities provided by the business organization promoted goodwill in their society as viewed by 87.04% of the respondents while 12.96% opposed this view.

Table 4.6 of it study shows that the promotion of the image of Nigeria business environment with its abundant investment opportunities attract foreign investment into the country as expressed by 61.11% of the respondents while 38.89% of the respondents disagree with its view.

Finally, the study revealed that productivity of any business depends on its conducive environment.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

Based on the analysis of the research questions, the test of the hypothesis and information gathered from the literature review, the following findings were made:

1. Both the government, the business and the society should work to make the business environment conducive but the government has a greater role to play.
2. Conducive business environment alone does not guarantee enhanced productivity but many productivity variable are involved, which the managers has to utilize efficiently to achieve enhanced productivity.
3. Cordial relationship between business and its environment is good but may not guarantee adequate production of goods and services. Sometimes what the stakeholders may demand or expect from the business may impact negatively on

productivity if granted and so, both interest of the business and that of the environment has to be considered for sustainable growth and productivity.

4. The level of social responsibility by some business organization is too poor compared to what they gain from the society.
5. Agitations and hostilities against business organization in Nigeria have been due to the failure of such organizations to fulfill their obligation/responsibilities to their host communities or workers.
6. Nigeria is encouraging and promoting investment and growth of business activities in the country through her economic policies and reforms like the Foreign Direct Investment (FDI) and the reforms within the financial institution.
7. Infrastructural decay in Nigeria is the major setback to achieving improved productivity by business organization operating in Nigeria.
8. Many organizations do not adhere to environmental protection standard but continue to pollute the environment through their activities thereby endangering the lives of the inhabitants and other creatures.
9. Business organizations operating in Nigeria like Beta Glass compete with other firms in similar business.
10. Nigeria has a large market to accommodate investment and growth in business activities.

5.2 Conclusion

Nigeria has many areas where investment opportunities abound. There are also enabling laws that encourage and promote investment and growth of business activities in the country's companies operating in Nigeria also have opportunities for expanding their business if they wish to especially because there is large market in Nigeria. All these notwithstanding, they have not impacted positively to the productivity of many organization in Nigeria. Today Nigeria is still a consuming nation instead of a producing nation.

The bias state of infrastructure in Nigeria has been identified as a major factors for her productivity, many organizations find it difficult to run their business profitable, efficiently, and effectively as a result, thereby making imported goods and sometimes cheaper than the locally produced ones.

A startling revelation made in this study says that the productivity of Beta Glass Plc Ughelli, Delta State in profit has been increasing while in manufacturing it is decreasing. If this is true it could then be that Beta Glass Plc Ughelli, Delta State is increasing in its overall productivity since it is involved in both manufacturing and sales of many products both the locally produced ones and the foreign products of their parent company being a multination, therefore, the state of the infrastructure in Nigeria must be seriously improved upon for business activities to improve and for the desired investment in the country to achieve a positive result.

Also, business cannot do well in an environment that is hostile to them. Hostilities, incessant strike actions and agitations impact negatively on organization productivity.

The lives of workers and properties of organizations working in Nigeria must be guaranteed.

The relationship between organizations and their workers and host communities must be cordial. These will result to uninterrupted flow of business activities, which also will impact positively to the productivity of the business organizations. It is only when these have been achieved that the effect of the Nigeria business environment on the productivity of an organizations doing business in Nigeria will be improved.

5.3 Recommendations

- (1) Nigerian organizations should begin to employ and develop managers, professionals who can analyze their business environment and identify the opportunities it presents to them and manage their resources efficiently and effectively to increase their productivity and thereby achieve their organization's goals and objectives.
- (2) Government, with the assistance of the society and the business should endeavor to improve the state of infrastructure in Nigeria.
- (3) Organizations should treat their workers, host communities and other stakeholders well and ensure that the agreements reached between them and their people are carryout. They should now concern to the society where they operate by providing them with necessary amenities that will improve the living standard of the people

thereby developing a harmonious and cordial relationship between them and the people.

- (4) Government should ensure that organization makes their environment friendly by adhering to environmental laws and regulations and defaulters should make to face appropriate sanctions to serve as a data and to others.
- (5) Seminars should be held constantly with the labour union leaders and those of the workers associations to enlighten them on labour relations matters so that issues between workers and their employers could be resolved amicably without allowing them to degenerates into strike and rampage.
- (6) The security situation in the country should be improved upon to safeguard the lives and properties of the organizations and the people generally those who hide under the cloak of community agitations of lawful citizens and maintain a peaceful environment conducive for both business and social activities.

5.4 Suggestion Area For Further Study

The following suggestion has been made for research beyond scope of this work:

- (1) There are different types of organization: small scale, medium scale, limited liability company and even multinationals operating in Nigeria. The impact of an environmental factors that we have in one type of business organization. I therefore, suggest that, different types of organization should be studied differently. This will make it possible to compare the effect between one type of business organization

and the other. E.g. The effect of business on a small scale business and a limited liability company.

- (2) Business environment is so wide that a single research work may not cover very well the necessary work of study that will produce a good and reliable result on this topic. It will be wise to select specific areas of the business environment and do a thorough study on them, rather than studying the general business environment unsatisfactorily.
- (3) Business organizations encourage in different types of business activities. some are into manufacturing while some are service industries, carryout a study on the productivity of an organization will require knowing if its productivity in terms of the quantity of goods produced or in terms of profitability, specifying this area of study will also help to specify different areas of improved upon e.g. the input of workers, the process used, the technology employed and the kind of materials used.
- (4) A proper study on the cause of hostilities by host communities of some organizations should be carried out to find the remote causes for such action so as to proffer solutions that will bring to an end this problem.

REFERENCES

- Afuah, Allan. (2004). *Business Models: A Strategic Management Approach*. McGraw Hill.
- Adhikari, Dev Raj. (2010). Human resource development (HRD) for performance management: The case of Nepalese Organizations. *International Journal of Productivity and Performance Management* Vol. 59 No. 4: 306 -324.
- Agulanna, E.C and Awujo, A.C (2005) *Human Resources Management. A graphical approach* Owerri Career publishers.
- Agulanna, E.C and Madu, C.M (2003) *Organization Behavior Human Behavior at work* Owerri Reliable publishers.
- Alugbuno, C.C (2002) *A practical Guide to project writing* Owerri Credo Publications.
- Amara T.C and Amaechi, A.E (2006) *Modern Research Methodology and Thesis writing* Auch: Ker Expert Books.
- Anugwomi G. (2005) *Strategic Management and Issues in Business Policy: Concepts, illustrations and cases*, Enugu cidjap press
- Ball, D.A (2004) *International Business: The challenge of Global competition* (9th ed) New York: The McGraw-Hill/Irwin.
- Bendell, J., (2017). *Terms for endearment: Business, NGOs and sustainable development*. Routledge.

- Besley, T., (2015). Law, regulation, and the business climate: The nature and influence of the World Bank Doing Business project. *Journal of Economic Perspectives*, 29 (3), pp.99-120.
- Burberry, (2012), "Burberry Ltd", viewed June 6, 2012 from <http://www.fundinguniverse.com/company-histories/burberry-ltd-company-history.html>.
- Hans V. Basil (2016). Role of Role and Responsibilities of Managerial Economists: Empowering Business through Methodology and Strategy. *Nitte Management Review*, 10(2), December 2016, pp. 27-43
- Hans V. Basil (2017, August 13). Linking Business to Corporate Social Responsibility: the role of ethics. Paper present at the 2nd International Conference on Emerging Trends in Engineering, Science and Management (ESM-17, Indian Federation of United Nations Associations (IFUNA), New Delhi (India)
- Imène Berguiga. (2013). Causality between social performance and financial performance of microfinance institutions in the MENA region (1998 - 2011): A panel study of data. Working paper. Université Paris-Est Creteil.
- Kalu F.O (2005) *Marketing manager*, Auchi: Pen paper publishers.
- Kelly C.C (2008) *Management Theory and practice* Onitsha: African FFP publishers Limited.
- Kotler, P & Armstrong, G.,(2004), "Principles of Marketing", Upper Saddle River, New Jersey: Prentice Hall.
- Muhlbacher, H, Dahringer, L & Leih, H. (2006), "International marketing: a global perspective", London: Thomson Learning,
- Obi E.C (2001) *Small Scale Business Management (Nigeria) perspective* Auchi: Okpatances Group
- Okebaram, H. (2002) *Fundamental of Business Management* Auchi: Lampstand publishers
- Okenwan C.P (2005) *Entrepreneurship Development in Nigeria a practical Approach* (2nd ed) Onitsha Advon education publishers.
- Onoguere, W.O and Onomuodeke, M.A (2001) *A practical Guide to the writing of research project* Wghelli Eregha (Nig) Company.

Onuoha, B.C (1991) Fundamentals of Business and Management in Nigeria Auch unique press Ltd.

Shaikh S, (2010), "Business environment" New Delhi: Pearson, 2010. Adair, Philip end nd

Uchenna, O.U (2009) Modern Business Management. Owerri New Africans publishing Co. Nig. Ltd.

APPENDIX I

Auchi Polytechnic, Auchi
Dept of Business Admin. Mgt.
PMB 13
Auchi
Edo State.

The General Manager
Beta Glass Plc, Ughelli
Delta State.

Sir,

REQUEST TO USE YOUR ORGANIZATION TO ELICIT INFORMATION FOR ACADEMIC RESEARCH WORK

Kindly approve my request to enable me use your organization to carry out my academic research work. I am a final year student of the above named department carrying out a research on the Assessing the Importance of a Business Environment to Business Organization using your organization as a case study.

I would be happy if you can instruct your staff to provide me with the necessary information for the study.

I assure you that every information provided will be treated with utmost confidentiality and will be used purely for academic research only.

Thanks.

Yours faithfully,

ONUOHA CHIJINDU KATHERINE

APPENDIX II

Introduction: Please tick the appropriate option in the space provided or fill in your answer in the lines provided where necessary.

Section: A Personal Data

1. Name of respondents
2. Sex: male { } female { }
3. Department
4. Position held

Section B

5. Business environment of Beta Glass Plc, Ughelli, can be said to be (a) favorable { } (b) unfavourable { }
6. The productivity level of Beta Glass Plc, Ughelli, Delta State in the past few years has been (a) increase { } (b) static { } (c) decreasing { }
7. How would you describe the feeling of the workers and shareholders? (a) very satisfactory { } (b) satisfactory { } (c) unsatisfactory { } (d) very unsatisfactory { }

8. Do you think the company is in competition with other companies in Ughelli? Yes { } No { }
9. Does competition cause Beta Glass Plc, Ughelli, to slow down their productivity? Yes { } No { }
10. What could be the reason for your answer on question 5 above
 - (a) Beta Glass Plc, Ughelli are very cheap (b) their products are the best in the in the market { }
 - (c) there is large market for the products { }
 - (d) their competitors products are more superior { }
11. Do you think business environment could hinder Beta Glass Plc, Ughelli from expansion if they wish to? Yes { } No { }
12. Has there been any known agitation from the host community or workers within the past five years? Yes { } No { }
13. What could be the reason for the outcome of question (8)?
 - (a) total neglect by the company { }
 - (b) not fulfilling certain agreed terms previously reached { }
 - (c) because the company treats them very well { }
14. Do you support the Nigeria indigenization policy? Yes { } No { }
15. Generally, do you think that Nigeria economic policies encourage and promote investment and growth of business Yes { } No { }
16. The state of infrastructures in Nigeria (a) increases productivity { } (b) lowers productivity { } (d) Does not affect productivity { }
17. Social responsibility by business is (a) a waste of resource { } (b) increase patronage { } (c) is a must for business { }
18. Who should make the business environment conducive?
 - (a) the government { }
 - (b) the business { }
 - (c) the society { }
 - (d) all of the above { }
19. Business should (a) Not pollute the government (b) engage in pollution abatement { } (c) should head pollution abatement to government { }

