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Government Assistance, the way to Improve on Export Performance in Uganda: A Case Study of Selected Crafts Exporting Companies.

The purpose of the study was to examine the relationship between supply of export market information, access to export finance and government export promotion programmes with exporting firms and their influence on the firms' export performance. The Study undertook a sample of 144 exporters of selected export products. Self-administered questionnaires and personal interviews were used to collect responses. Measurement of the relationships of the study (export market information, export finance, export strategies, government export promotion programmes and export performance) was done and subjected to rigorous data processing and analysis using the relevant statistical computer software packages. The findings indicated that there was a positive significant relationship between export market information, export finance, export strategies, government export promotion programmes and export performance. The results from regression analysis showed that export market information, export finance, export marketing strategies, government export promotion programmes were significant predictors of export performance. The study recommends, therefore, that government's departments of trade and industry should put more emphasis on training of firms to acquaint them with the necessary information about the export markets. Emphasis should also be put on the continuous exposure of local firms into the foreign markets as this would enhance their benchmarking skills and the standards that are required in the different export markets. Policy makers should advocate for direct entry of local firms into foreign markets so as to avoid exploitation of local exporters by middlemen in foreign markets. Government should strengthen export financing by easing its access, availability, interest rate and awareness of its availability for the local firms and export promotions programmes so as to promote export performance.

Key Words: Government, Export Performance, Crafts, Companies