

# FRANCHISING COMPETENCIES REQUIRED BY PROSPECTIVE UNIVERSITY GRADUATE ENTREPRENEURS FOR OPERATING SMALL SCALE DISTRIBUTION OF INSTANT NOODLES IN AKWA IBOM STATE.

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## Abstract

*This study investigated franchising competencies required by prospective university graduate entrepreneurs for operating small scale distribution of instant noodles in Akwa Ibom State. The study was guided by three research questions and three null hypotheses. The descriptive survey research design was adopted with a population of 24 final year business education students. The entire population was used due to its manageable size. Instrument for data collection was the researchers structured questionnaire that was subjected to face validity by three validates. A reliability coefficient value of .79 was obtained using the Cronbach Alpha Statistic. Research questions were answered using mean and standard deviation, while the t-test statistic was used to test the null hypotheses at .05 level of significance. Findings of the study among others revealed that the development of channel of distribution, managerial and warehousing competencies were required by prospective university graduate entrepreneurs in the distribution of instant noodles in Akwa Ibom State. Based on these findings, it was recommended that prospective university graduate entrepreneurs be exposed to development of various channels of distribution competencies by well researched business education lecturers among others.*

**Keywords:** Franchising, competencies, entrepreneurs, distribution

## Introduction

In a developing nation like Nigeria, economic development plays a vital role in improving the country's economy. One of such ways is the establishment of small and medium scale enterprises. These enterprises came to limelight following the adoption of economic business reform of 1986 and 1999 in Nigeria. The first reform among others, aimed at restructuring and diversifying the production base of the economy, while the second was on deregulation and institutional reforms which eventually metamorphosed into the National Economic Empowerment and Development Strategy (NEEDs) (Kayode & Odusola, 2004).

The decisive switch of emphasis from capital intensive large scale industrial projects to micro and small scale enterprises had been the concern of the government. The small scale

enterprises, according to Agganwal (2011), have a maximum asset base of N20m (US & 1.78m) excluding land and working capital. Agganwal added that the number of employees is defined as not less than 10 and not more than 300. Small and medium scale enterprises are the backbone of economic growth in all countries (Rajesh, Sureh & Deshmukh, 2008). These enterprises play important roles in Nigerian's economic growth, as they constitute 97.2% of the companies in Nigeria (Nigeria Statistics Bureau, NSB), 2007). Rogers (2002), further reiterated the importance of small and medium scale (SMEs) as they enhance capacity building through entrepreneurial training avenue, and creation of more employment opportunities per unit of investment. He further noted that the achievement of more high value- added operations as propelled by basic economic activities that depended mostly on local source

of raw materials was also important. As major agent for distribution of final products to end uses, SMEs are seen as franchising models in business development.

Franchising is a privilege or allowed right given to individual or group which allows recipient to carry out certain commercial activities. As a marketing system, franchising involves a two-party legal agreement whereby the franchisee is granted the privilege to sell a product or service and conducts a business as individual owner, but is required to operate according to methods and terms of the franchisor (Longenecker, Moore Palich & Petty, 2006). This definition recognises three key elements via; franchising, franchisor and franchisee. Ordinarily, the word franchise comes from Norman French Word

‘Franchise’ which is derived from French word Frank meaning freeman, free to work. The English Word ‘Franchise’ in other words, describes it as liberation from any prohibition, privilege, permission by which a company is allowed to do or not to do something for which

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it would not have right in normal status. Franchisor is the creator of a business concept, the one that has developed and launched the operations (Tuunanen, 2005). The franchisor contributes initial capital investment, development efforts, know-how and experience. Franchisee on the other hand, is also referred to as a franchise owner who pays the franchisor a royalty fee and, often, an initial fee for the right to utilise the franchisor brand name, operating system, ongoing support and agrees to conform to quality standard. The franchisee as it relates to this study is the prospective university graduate entrepreneurs.

The prospective university graduate entrepreneurs are business education students who are exposed to various entrepreneurial knowledge and competencies during their training in Business Education Programme. These entrepreneurs most importantly, are final year students made up of male and female who are inculcated with necessary characteristics, traits potentials needed for effective operation of small scale distribution of products.

Product as relates to this study, is instant noodles. The noodles were born in Japan by Momofuku Ando in 1958. Its birth was hinged on the universality of five principles set by the inventor on developing the food: affordability, convenience, safety and hygiene, long shelf life, and palatability. It has different variety and spices, such as chicken, pork, beef, sea food and vegetable as well as soy source, cheese, bean paste, spices, curry (masala), chili pepper and citrus. Nigeria is most familiar with chicken flavour. This is probably because; they cook the noodles with small amount of soup and eat it without soup. No wonder, regardless of the

area, age and gender, the noodles are loved as global food. They are usually sold in packets with a seasoning and flavoured oil with its design concept showing waves, symbolising the ocean and noodles uniting the world, while the golden yellow represents wheat beautifully growing all over a field (Leibowitz, 2011). The wide spectral of instant noodles requires franchising competencies for its distribution to end users.

Franchising is a comprehensive business relationship which is not just a buyer-seller relationship, but a considerable inter-dependence between a franchisor and a franchisee. Competencies on the other hand, is

a standardised skill or set of skills for individual to properly perform a specific job. It is a state or quality of being adequately or well qualified, and having the ability to perform a specific role. Wojtezak (2000), explained that competencies is the possession of satisfactory level of relevant knowledge and acquisition of a range of skills that include interpersonal and technical component at a certain point in the educational process. Thus, franchising competencies are the acquisition of knowledge, skills and abilities at a level of expertise sufficient to perform appropriately a given task by franchisor as well as franchisee. These competencies are but not limited to development of channel of distribution, management and warehousing.

Distribution ordinarily involves making goods or services available to the customers/consumers. This means that a distribution has direct connection with the manufacturer since goods are bought through them. Dhotre (2010), indicated that channel of distribution is like pipeline through which goods and services flow from the manufacturers to the buyers – institutional or consumers. It is also a set of firms and individuals that take title or assist in transferring title to the particular good or service from the producer to the consumer. The channel performs several functions such as transfer of title and ownership of goods and services; facilitating on bringing parties together. It also serves as informative, promotive, and negotiative. In this process, the channel members negotiate with the customers in terms of price, delivery date, delivery time and other matters related to the products and services. No wonder, Adetola (2015), revealed that there is significant relationship between franchising and promotion of small and medium scale enterprises in Nigeria. Similarly, Olu & Irefin (2008) revealed that there is positive relation between franchising types and

organisational performance and that there is a positive relationship between franchising ownership and organisational performance. Apart from the above competencies, management competence is required for effective distribution of instant noodles.

Management is the act of getting things done through people. Osuala (2001), explained that management is the process of achieving organisational goals through coordinated performance of give specific functions namely; planning, organising, staffing, directing and controlling. Of these functions, planning is most appropriate in this study, since the success of every organisation to a reasonable extent, depends on how well it is planned. Salami (2003) observed that there has been high mortality rate of SMES in the country due to lack of managerial skills and competencies required by small and medium scale entrepreneurs. Oni, Sekwele, Matiza & Pelsler (2014), observed that the managerial skills required for effective franchise management are similar to those required for the establishment and effective management of a new venture. These managerial skills represent knowledge to fulfil some activities or tasks. Dubrin (2008), added that this knowledge can be learned and be acquired through practical implementation of franchise activities. Oni, Sekwele, Matiza & Pelsler (2014), in a study revealed that 100% of respondents affirmed that planning is a key for every franchise owner needs to develop since it improves their chances of success. In a related study, Olabiyi, Akanni & Ajibade (2017) revealed that business organisation depends on how well its management is able to plan and ensure constructive coordination management. In addition, the findings of Okoro (2015) revealed that business education graduates are competent to plan for SMEs, organise small

scale business and source funds for the running of a small scale business among others. In addition to management competence, warehousing is also required for the effective distribution of instance noodles.

Warehousing is a determining factor in an organisation's ability to consistently distribute products on time and on budget. Jusoh & Kamis (2009) indicated that one of the ways of achieving competitive edge is through the implementation of best warehousing practices. Basically, warehouse is a planned space for the storage and handling of goods and materials (Emmett, 2005). Throwing more light on the importance of warehousing activities, Faber, De-Koster, Van, & Steef (2002) posited that timely and accurate information about products, resources and processes are essential to operate a planning and controlled structure to achieve high performance of housing operation in today's market place. Thus, a study by Adam, Nizamuddin & Mohd (2012) revealed that warehouse efficiency correlates significantly with warehousing layout variables such as; food and beverages, metal and metal products, wood and wood products among others which are main variable for process management improvement.

From the above studies and the relevance of competencies in operating SMEs, emphasis has not been made on the acquisition of competencies by prospective university graduate entrepreneurs in Nigeria and Akwa Ibom State in particular for distribution of products. It is also not unlikely that in spite of the training received by prospective university graduate entrepreneurs, majority are not involved in operation of SMEs in Akwa Ibom State. Hence, the thrust of this study.

The purpose of the study was to determine the franchising competencies required by perspective university graduate entrepreneurs for operating small scale distribution of instant noodles in Akwa Ibom State of Nigeria.

Specifically, the study sought to determine:

- distribution competencies required by the prospective university graduate entrepreneurs for operating small scale distribution of instant noodles in Akwa Ibom State.
- management competencies required by the prospective university graduate entrepreneurs for operating small scale distribution of instant noodles in Akwa Ibom State.
- warehousing competencies required by prospective university graduate entrepreneurs for operating small scale distribution of instant noodles in Akwa Ibom State.

The study was guided by the following questions:

1. What are the distribution competencies required by prospective university graduate entrepreneurs for operating small scale distribution of instance noodles in Akwa Ibom State?
2. What are management competencies required by prospective university graduate entrepreneurs for operating small scale distribution of instant noodles in Akwa Ibom State?
3. What are warehousing competencies required by prospective university graduate entrepreneurs for operating small scale distribution of instant noodles in Akwa Ibom State?

The following null hypotheses were formulated in the study and tested at .05 level of significance.

**Ho<sub>1</sub>:** There is no significance difference between the mean ratings of male and female final year Business Education students on the distribution competencies

required by prospective university graduate entrepreneurs for operating small scale distribution of instance noodles in Akwa Ibom State.

**Ho<sub>2</sub>:** There is no significant difference between the mean ratings of male and female final year Business Education students on the management competencies required by prospective university graduate entrepreneurs for operating small scale distribution of instance noodles in Akwa Ibom State.

**Ho<sub>3</sub>:** There is no significant difference between the mean ratings of male and female final year Business Education students on warehousing competencies required by prospectively university graduate entrepreneurs for operation small scale distribution of instance noodles in Akwa Ibom State.

The instrument was subjected to face validity by three validates, two of which were from Vocational Education Department, while one was from Department of Educational Foundations Guidance and counseling, all from the university of Uyo. The reliability of the instrument was

## Results

## Methodology

The study adopted a descriptive survey research design with a population of 24 final year Business Education students of 2017/2018 session of the Department Vocational Education from the University of Uyo, Akwa Ibom State. This is made up of eight male and 16 female. The entire population was studied because of its manageability. Instrument for data collection was researchers' developed questionnaire titled —Questionnaire on Franchising Competencies for operating Small Scale Distribution|| (FCOSSD). The questionnaire contained two sections. Section A elicited the demographic characteristics of the respondents with two items. Section B contained 27 items in a cluster of three in line with the objectives of the study, structured on a – four point rating scale of much required, required, less required and not required with assigned numerical values of 4-1.

established after a trial test on 20 final year Business Education students from Rivers State University, using Cronbach Alpha Reliability index which yielded 0.79. The mean and standard deviation were employed to answer the research questions. The real limit of numbers was used to determine the competencies required. This was classified as follows: 3.50-4.00 (Much required); 2.50-3.49 (required); 2.00-2.49 (Less required); and 1.00-1.99 (Not required). The null hypotheses were tested at 0.05 level of significance. The condition for decision making was that the null

hypothesis is accepted where the p-value was greater than the significant level of 0.05, but rejected where the p-value was less than 0.05 level of significance.

**Table 1: Mean ratings of respondents on distribution competencies required by prospective university entrepreneurs in distribution of instant noodles**

S/N	Item Statements	Male (n = 8)		Female (n= 15)		Remark	x	SD	Remark
		x	SD	x	SD				
1	Selecting the appropriate channel for distribution of goods	3.25	.46	Required	2.93	.59	Required		
2	Ensuring affordable prices of products for customers	3.00	.54	Required	2.93	.46	Required		
3	Ensuring timely delivery of goods to the end users	2.88	.99	Required	2.60	.51	Required		
4	Making safe delivery of goods and services to end users	3.50	.54	Required	3.00	.54	Required		
5	Ensuring free flow of information from producers to customers	2.50	.76	Required	2.40	.51	Required		
6	Promoting cordial relationship between franchisor and the customers	2.88	.35	Required	3.40	.51	Required		
7	Developing win-win business transaction with customers	2.13	.64	Required	2.93	.70	Required		
8	Protecting the interest of the franchisor and the customers	3.38	.52	Required	3.07	.59	Required		
9	Maintaining good relationship with the channel members for enhanced productivity	2.88	1.13	Required	3.20	.56	Required		
	<b>Cluster mean</b>	<b>2.93</b>	<b>.66</b>	<b>Required</b>	<b>2.94</b>	<b>.55</b>	<b>Required</b>		

Table 1 showed the mean scores of items 1, 2, 3, 5, 6, 8 and 9 as competencies required by

male students with the following scores: 3.25, 3.00, 2.88, 2.50, 2.88, 3.38 and 2.88. Item 4

has the mean score of much required (3.50), but less required with mean score of 2.13 in item 7. The Table further showed the mean scores of required competencies for female final year students in items 1, 2, 3, 4, 6, 7, 8, and 9, while item 5 has the mean score of less required (2.40). With cluster mean of 2.93 for

male and 2.94 for female, distribution competencies were required by prospective university graduate entrepreneurs in the distribution of instant noodles in Akwa Ibom State.

**Table 2: Mean ratings of respondents on managerial competencies required by prospective university graduate entrepreneurs in distribution of instant noodles.**

	<i>Male (n = 8)</i>		<i>Female (n =15)</i>
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S/N	Item Statements		<i>x</i>	SD	Remark		<i>x</i>	SD	Remark
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1	Ensuring that finished goods do not expire	3.13	.35	Required	2.63	.52	Required
2	Participating in stock count	3.13	.64	Required	3.20	.68	Required
3	Ensuring no damage to finished goods as a result of handling	2.63	.92	Required	2.87	.52	Required
4	Updating report of goods to the franchisor	3.38	.52	Required	2.67	.62	Required
5	Ensuring conducive space for preservation of goods	3.13	.64	Required	3.20	.78	Required
6	Implementing best warehousing practices	3.00	.54	Required	2.07	.46	Required
7	Orderly arrangement of products in the warehouse	2.88	.84	Required	3.13	.52	Required
8	Good choice of warehousing location	2.88	.99	Required	3.20	.41	Required
	<b><u>Cluster mean</u></b>	<b><u>3.02</u></b>	<b><u>.68</u></b>	<b><u>Required</u></b>	<b><u>2.86</u></b>	<b><u>.56</u></b>	<b><u>Required</u></b>
<b>S/N</b>	<b>Item Statements</b>	<b><u>_x</u></b>	<b><u>SD</u></b>	<b><u>Remark</u></b>	<b><u>_x</u></b>	<b><u>SD</u></b>	<b><u>Remark</u></b>

1	Clearly defining goals and objectives	3.00	.54	Required	3.13	.52	Required
2	Planning for optimal performance with limited time	2.50	.93	Required	3.47	.52	Required
3	Planning for group actions to achieve business goals	2.75	.71	Required	2.40	.63	Required
4	Ability to evaluate the quality of service through the product	3.00	.76	Required	3.07	.59	Required
5	Developing proficiency in teaching customers about the products	3.00	.54	Required	3.07	.46	Required
6	Having good knowledge of the world of work	2.00	.76	Required	2.87	.83	Required
7	Understanding social changes as they affect products	1.63	.52	Required	2.27	.59	Required
8	Utilizing sequential planning techniques for business development	3.25	.71	Required	3.20	.56	Required
9	Developing problem solving attitude arising from complaint about products	3.38	.52	Required	2.40	.91	Required

10	Possessing in depth knowledge of the products.	3.00	.54	Required	3.13	.64	Required
	<b>Cluster mean</b>	<b>2.75</b>	<b>.65</b>	Required	<b>2.90</b>	<b>.63</b>	Required

Table 2 indicated the mean scores of required competencies for male final year students in items 1, (3.00), 2 (2.50), 3 (2.75), 4 (3.00), 5(3.00), 5(3.00), 8(3.25), 9 (3.38), and 10 (3.00), while items 6 and 7 have mean scores of less required. The Table further showed that items 1, 2, 4, 5, 6, 8, and 10 have mean scores 2.87, 3.20, and 3.13 for female final year

students as against items 3, 7, and 9 required by scores of less required competencies cluster mean of 2.75 for male management competencies were prospective uni graduate entrepreneurs in distribution of instant noodles.

**Table 3: Mean ratings of respondents on warehousing competencies required by prospective graduate entrepreneurs in distribution of instant noodles.**

prospective university

**Male (n = 8)                      Female (n =15)**

Table 3: showed that the mean scores of male final year students for items 1-8 were under the range classified as required competencies. The Table further showed that all the items except 6 which was less required (2.07) were all required competencies as indicated by female final year students. The cluster mean of 3.02 and

2.86 for male and female final year students revealed that warehousing competencies were required by prospective university graduate entrepreneurs for distribution of instant noodles in AkwalbomState.

**Table4: t-test analysis of significant difference between the mean ratings of respondents on distribution competencies required by prospective university graduates in distribution of instant noodle.**

*Male final year students = 8, Female final year students =15*

S/N	Item Statement	$\bar{x}_1$	SD <sub>1</sub>	$\bar{x}_2$	SD <sub>2</sub>	P-value	Decision
1	Selecting the appropriate channel for distribution of goods	3.25	.46	2.93	.59	.21	NS
2	Ensuring affordable prices of products for customers	3.00	.54	2.93	.46	.76	NS
3	Ensuring timely delivery of goods to the end users	2.88	.99	2.60	.51	.38	NS
4	Making safe delivery of goods and services to end users	3.50	.54	3.00	.54	.05	NS
5	Ensuring free flow of information from producers to customers	2.50	.76	2.40	.51	.71	NS

6	Promoting cordial relationship between franchisor and the customers	2.88	.35	3.40	.51	.02	S
7	Developing win-win business transaction with customers	2.13	.64	2.93	.70	.01	S
8	Protecting the interest of the franchisor and the customers	3.38	.52	3.07	.59	.23	NS
9	Maintaining good relationship with the channel members for enhanced productivity	2.88	1.13	3.20	.56	.36	NS

Table 4 showed that no significant difference was level of significance, significant difference was found found for items 1, 2, 3, 4, 5, 8 and 9 with p-values for items 6 and 7.

ranging from .21-.76, greater than .05 level of significance.

However, with p-values less than .05 **Table 5: t-test analysis of significant difference between the mean ratings of respondents on managerial competencies, required by prospective university graduate entrepreneurs in distribution of instant noodles.**

		Male final year students = 8		female final year students =15			
S/N	Item Statement	$\bar{x}_1$	SD <sub>1</sub>	$\bar{x}_2$	SD <sub>2</sub>	P-value	Decision
1	Clearly defining goals and objectives	3.00	.54	3.13	.52	.57	NS
2	Planning for optimal performance with limited time	2.50	.93	3.47	.52	.00	S
3	Planning for group actions to achieve business goals	2.75	.71	2.40	.63	.24	NS
4	Ability to evaluate the quality of service through the product	3.00	.76	3.07	.59	.82	NS
5	Developing proficiency in teaching customers about the products	3.00	.54	3.07	.46	.76	NS
6	Having good knowledge of the world of work	2.00	.76	2.87	.83	.02	S
7	Understanding social changes as they affect products	1.63	.52	2.27	.59	.02	S
8	Utilizing sequential planning techniques for business development	3.25	.71	2.30	.56	.85	NS
9	Developing problem solving attitude arising from complaint about products	3.38	.52	2.40	.91	.01	S
10	Possessing indepth knowledge of the products.	3.00	.54	3.13	.64	.62	NS

Table indicated that p-values for items 1, 3, 4, 5, 8, and 10 were greater than .05 level of significance, hence, the non-rejection of the null hypothesis. The table further revealed that the p-values for items 2, 6,

7, and 9 were less than .05 level of significance, hence the rejection of the null hypothesis.

**Table 6: t-test analysis of significant difference between the mean ratings of respondents on warehousing competencies required by prospective university graduate entrepreneurs in distribution of instant noodles.**

*Male final years student = 8, Female final year student =15*

S/N	Item Statement	$\bar{x}_1$	SD <sub>1</sub>	$\bar{x}_2$	SD <sub>2</sub>	P-value	Decision
x1			SD	x2	SD		
1	Ensuring that finished goods do not expire	3.13	.35	2.53	.57	.01	NS
2	Participating in stock count	3.13	.64	3.20	.68	.79	S
3	Ensuring no damage to finished goods as a result of handling	2.63	.92	2.87	.52	.42	NS
4	Updating report of goods to the franchisor	2.63	.52	2.67	.62	.01	NS
5	Ensuring conducive space for preservation of goods	3.13	.64	3.20	.78	.82	NS
6	Implementing best warehousing practices	3.00	.54	2.07	.46	.00	S
7	Orderly arrangement of products in the warehouse	2.88	.84	3.13	.52	.37	S
8	Good choice of warehousing location	2.88	.99	3.20	.41	.28	NS

Table 6 showed that p-values for items 1, 4 and 6 was found in the null hypothesis. The Table further ranging from .00 to .01 were less than .05 level of showed that significant difference was not found for significance, which implies that significant difference

items 2, 3, 5, 7 and 8 with p-values ranging from .28 .79 greater than .05 level of significance.

## **Discussion**

### **Distribution competencies and distribution of instant Noodles**

Findings from research question one revealed that eight channels of distribution competencies were required for the distribution of instant noodles in Akwa Ibom State. Some of the competencies required as identified by respondents were on selection of appropriate channel for distribution of goods, ensuring affordable prices of products for customers; timely delivery of goods to end users; safe delivery of goods and services to end users and promoting cordial relationship between franchisor and the customers. It is not unlikely that the provision of these competencies will spur the entrepreneurs to effectively have mastery and control to promote small scale enterprises. The finding is in line with the findings of Olu & Irefin (2008) that there is a positive relationship between franchising ownership and organisational performance. Furthermore, the existence of null significance difference of male and female respondents is an indication that the distribution competencies are required for the distribution of instant noodles. Thus, negating the findings of Adetola (2015) of existence of significant relationship between franchising and promotion of small and medium scale enterprises in Nigeria.

### **Management competencies and distribution of instant Noodles**

Findings from research question two showed that eight out of 10 managerial competencies were required by prospective university graduate entrepreneurs in the distribution of instant noodles in Akwa Ibom State. Respondents noted that some of the competencies required were clearly definitions of goals and objectives; planning with limited time for optimal performance; group actions and quality of service. Providing these competencies to entrepreneurs will expose them to adequate knowledge on how to utilise every available avenue needed for the promotion of products. The finding agrees with the findings of Oni, Sekwele, Matiza & Pelsler (2014) that planning is a key to every franchise owner needs to develop since it improves their chances of success. The study further showed that managerial competencies required in the distribution of instant noodles were developing problem solving attitude arriving from complaint about the products. It is not surprising that the findings of Olabiyi, Akanni, & Ajibade (2017) is in consonance with the findings of the study that business organisation depends on how well management is able to plan and ensure constructive coordination management. This idea is also shared by both male and female final year students on the managerial competencies required in the distribution of instant noodles by prospective university graduates entrepreneurs.

### **Warehousing competencies and distribution of instant noodles**

Findings from research question three revealed that seven out of eight warehousing competencies were required in the distribution of instant noodles by prospective university graduate entrepreneurs in Akwa

Ibom State. Respondents indicated that some of the competencies required by these entrepreneurs were that finished goods do not expire; participating in stock count and ensuring non-damage to finished goods as a result of handling. This may not be unlikely as safety of goods is one of the conditions for promoting business operation. It is also not surprising that competencies such as the provision of conducive space for preservation of goods and services, orderly arrangement of product in a warehouse and warehousing competencies are required in the distribution of instant noodles. This finding corroborates with the view of Faber, De-Koster, Van, & Steef (2002) that timely and accurate information about products, resources and processes are essential to operate a planning and controlled structure to achieve high performance of housing operation in today's market place. Furthermore, findings showed the existence of no significant difference between male and female final year students on warehousing competencies required in the distribution of instant noodles by prospective university graduates entrepreneurs. Thus, suggesting the importance of acquisition of these competencies for the promotion of small scale enterprises.

## Conclusion

The study concluded that distribution, management and warehousing competencies were required in the distribution of instant noodles by prospective university graduate entrepreneurs in Akwa Ibom State.

## Recommendations

The following recommendations were made:

1. Prospective university graduate entrepreneurs should be exposed to various channels of distribution competencies by well researched business education lecturers.
2. Adequate studio should be provided by school management to expose prospective entrepreneurs to practical oriented skills.
3. Best warehousing practices should be taught to prospective entrepreneurs by business education lecturers in line with international standard.
4. Prospective entrepreneurs should be encouraged to undertake internship that will expose them to real life situations.

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