

The Entrepreneurial Orientation of Micro Enterprises in the Retail Sector in South Africa

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ABSTRACT This study investigated the entrepreneurial orientation of micro enterprises in the retail sector in South Africa. Data was collected through the use of self-administered questionnaires in a survey. Data analysis included descriptive statistics and factor analysis. The Cronbach's alpha was used to measure reliability. The results indicated that micro enterprises are adept in introducing new product lines and also making changes to the product line. However, micro enterprises are weak in the area of research and development. The results also showed that micro enterprises are on the average weak in the area of proactiveness. Micro enterprises are followers rather than leaders and are not risk lovers. Recommendations on how micro enterprises can improve entrepreneurial orientation are suggested.