

## THE CONTRIBUTION OF ICT IN THE DEVELOPMENT OF SMALL BUSINESS SECTOR IN ZIMBABWE: A CASE STUDY OF HARARE METROPOLITAN

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### **ABSTRACT**

*This study aimed to establish the contribution of information and communication technology in the development of the small business sector in Zimbabwe and this was achieved through the phenomenology research philosophy and a case study design. The sample was made up of 500 respondents. Questionnaires and focus group discussions were used to collect data from the respondents. The results obtained from the study show that ICT is of the essence in the development of the small business sector. Results of the study also show an improvement in the adaptation of information and communication technology by the Zimbabwean small business sector. Furthermore, it was established that the use of ICT improves efficiency and enhance business performance. With the mentioned findings, it was concluded that the use of information and communication technology is significant in the development of the small business sector. To assist in the adaptation of information and communication technology by the small business sector, the study recommends that the government should provide more facilities and infrastructure, offer ICT training programs. For full utilization of ICT, the general public should also invest more in information technology so as to improve their appreciation of technology and ICT facilities.*

**KEYWORDS:** *Adaptation of Information and Communication Technology, ICT Improves Efficiency and Enhance Business Performance, Small Business Sector*