

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

AN ASSESSMENT OF THE INFORMATION DISSEMINATION CHANNELS USED  
BY TRADE PROMOTION ORGANISATIONS TO DISSEMINATE TRADE  
INFORMATION TO SMEs: A CASE OF ZIMTRADE.

BY  
GRACE MSAUKI  
N005 519F

A RESEARCH PROJECT SUBMITTED TO THE NATIONAL  
UNIVERSITY OF SCIENCE AND TECHNOLOGY IN PARTIAL FULFILMENT OF  
THE REQUIREMENTS FOR THE BACHELOR OF SCIENCE HONOURS DEGREE

IN

**LIBRARY AND INFORMATION SCIENCE**

NUST

BULAWAYO, ZIMBABWE

YEAR: 2009

## ABSTRACT

Having analysed the trade statistics of Zimbabwe, a decline in the number of SMEs exporting their products and service regionally and internationally was noted. This study thus sought to assess the information dissemination channels used by ZimTrade to disseminate trade information to SMEs to solve the problem identified. The literature reviewed revealed that information dissemination has to adopt a two way communication channel and a multi method dissemination strategy so as to commit towards targeting information to specific audience at the right time. A survey of 27 out of 30 SMEs and 5 ZimTrade staff was done using the questionnaires and interviews respectively. The major findings of the study revealed that information dissemination channels used by ZimTrade did not enable timely information to reach all SMEs. ZimTrade attributed this failure to financial constraints and non-corporation of SMEs in updating their contacts profile. It was recommended that ZimTrade adopt a two way communication channel in disseminating trade information to SMEs with more emphasis placed on client feedback through monthly needs assessments in order to equip the SMEs with vital trade information to exploit foreign markets.