

**AN INVESTIGATION INTO THE RELEVANCE OF
CLOTHING TECHNOLOGY TO ENTREPRENEURSHIP.
A CASE STUDY OF MASVINGO URBAN**

BY

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ABSTRACT

This study sought to investigate and establish the relevance of Clothing Technology to entrepreneurship. The study was prompted by the researcher's disturbance by the C T graduates who are equipped with skills and knowledge to engage into entrepreneurship, but are not but rather go for teaching neither do they go for the Clothing Industry.

A qualitative research design was used and a case study of Masvingo Urban was adopted. The case study's focus was to investigate the relevance of Clothing to entrepreneurship. It also sought to find out what causes C T graduates not to enter into entrepreneurship when skills and knowledge are acquired. Main and sub-questions were designed to guide the study. Interviews, observation and questionnaire were used to obtain the data needed to answer the research questions. The research sample was randomly selected and it comprised 6 Clothing lecturers, 10 Clothing students (ND) and 5 Clothing entrepreneurs.

The study established that C T graduates have appropriate skills and knowledge to enter into entrepreneurship. However the barrier is capital to start their own business. Access to loans is very difficult for graduates and the interest rates charged are too high. Use of collateral to access loans is another barrier because it is beyond the reach of many.

Basing on the findings, the study found that if capital is made available, C T graduates can do wonders in entrepreneurship thereby creating employment for others hence socio-

economic development. Colleges need to purchase all the machines needed to run the course.