



Youth Entrepreneurship Support Programmes in Urban Lagos, Nigeria: A Comparative Analysis of Market Entry Earnings Growth

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Abstract

Youth entrepreneurship in urban Lagos, Nigeria, has gained significant attention due to its potential for poverty reduction and economic development. However, there is a need to understand the efficacy of support programmes designed to facilitate market entry among young entrepreneurs. The study employs a mixed-methods approach combining quantitative data from surveys and qualitative insights from interviews. Data was collected from a sample of 150 young entrepreneurs who have participated in various youth entrepreneurship support programmes across different neighborhoods in Lagos. Findings indicate that market entry earnings growth varied significantly among the participants, with some achieving substantial returns within two years of programme participation, while others faced initial challenges and slower growth trajectories. The analysis reveals distinct patterns in the financial outcomes of youth entrepreneurs supported by different programmes, highlighting the importance of tailored support strategies for optimal success. Recommendations include the development of more targeted and sustained support mechanisms to enhance the long-term viability of young entrepreneurs within urban markets of Lagos.

Keywords: *Geographic, Urbanization, Entrepreneurship Studies, Development Economics, Case Study, Qualitative Research, Comparative Analysis*

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