



Comparative Business Practices Across Zimbabwean Regions

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Abstract

Zimbabwean regions exhibit diverse business practices influenced by historical, cultural, and economic factors. A mixed-methods approach incorporating quantitative surveys and qualitative interviews to gather data from small- and medium-sized enterprises (SMEs) across selected regions of Zimbabwe. The survey revealed a significant variation in the proportion of SMEs adopting export-oriented strategies, with northern regions showing a higher adoption rate compared to southern regions. Despite common challenges such as resource scarcity and corruption, regional differences in business practices suggest distinct competitive advantages that can inform targeted policy interventions. Policymakers should consider implementing region-specific support programmes tailored to address the unique needs identified through this study.

Keywords: *Geographic, Comparative, African, Regions, Contextual, Methodology, Culture*

ABSTRACT-ONLY PUBLICATION

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