

Geospatial Technologies Application in Small and Medium Scale Scale Enterprises(SMEs)-A strategy for Poverty Reduction in Sub-Saharan aFRICA.

Njike Chigbu, Maduabughichi Okezie, Chidiebere Nnadiiegbulam, Imaga Itam Lekwa and Michael, M. Apeh (Nigeria)

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SUMMARY

Geospatial technologies allow for spatial and statistical integration of data from varied platforms and environment.

Integrating geospatial technology in small and medium scale enterprises (SME) could invoke careful reduction in unemployment and hence increase well-ness of the sub-Saharan populace. In this sense, geospatial technologies which seamlessly integrates location data and other hybrid attributes can facilitate unit location in relation to local and regional demographics, allocation of sales-potentials territories, given a spatially distributed client or customer base, and optimal location of distribution facilities or delivery routes. These veritable technologies can also be incorporated into the decision-making process of many entrepreneurs. This work seeks to analyse the impact of geospatial technologies in SMEs as a strategy for poverty reduction. This study is focused on Abia state of Nigeria as a sub-set of Sub-Saharan Africa.

Interview and questionnaire approaches were employed to get desired primary data upon which the result of this project is based. Increasing use of geospatial technologies such as Global positioning Systems (a hybrid of GNSS) integrated with remotely acquired data and other ancillary geoinformation are expected to aid in poverty reduction at the regional, national and local scale. This unemployment reduction will fuel an increase GDP of the Sub-Saharan Africa generally.

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