

# **Communication Strategies for Diffusing Small and Medium Scale Enterprise (SME) Programmes among Businessmen in Port Harcourt, Rivers State**

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## **Abstract**

This study examines the communication strategies for diffusing Small and Medium Scale Enterprise (SME) programmes among businessmen in Port Harcourt City, Nigeria. The study used the survey method to generate data by sampling 85 SME businessmen in Port Harcourt City. The findings of the study show that one of the cardinal factors for SME businessmen in Port Harcourt not benefitting from government programmes and policies on SME is ineffective communication strategies for the dissemination of government policies and programmes to the SME operators. Based on this, it is recommended that in addition to mass media channels, policy implementers should embrace workshops, seminars, and interpersonal communication channels as complementary media for diffusing information on SME programmes. When this happens, government's intervention in the development of SMEs in Nigeria through the provision of financial assistance, social infrastructure and favourable taxation policies, will engender the growth of the subsector and grow the Nigerian economy.

Keywords: SME, Communication Strategies, Businessmen, Participation, Port Harcourt City