

## KASU LAUNCHES BUSINESS CLINIC TO BOOST SME GROWTH AND SUSTAINABILITY



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Research has shown that about eighty percent of small, medium, and micro-scale enterprises (SMEs) in Nigeria fail within their first five years of operation. To address this challenge, the Entrepreneurship Research and Development Centre (ERDC) of Kaduna State University has launched the KASU Business Clinic, an initiative designed to provide entrepreneurs with the knowledge and support needed to build sustainable and profitable businesses.

Established in partnership with Technology Workforce Limited (TWL), the KASU Business Clinic will provide practical business support to small and medium-scale enterprises in Kaduna State and beyond. The initiative is aimed at helping entrepreneurs identify operational challenges, improve business performance, and ensure long-term sustainability.

Entrepreneurs can access the clinic's services for a fee and receive expert guidance to strengthen and grow their businesses. In addition, as part of the University's commitment to promoting entrepreneurship among its students, Kaduna State University students will enjoy a 50 per cent subsidy on the service fees.

Speaking at the launch of the Business Clinic, the Director of ERDC, Dr. Jamila Muhammad, explained that many businesses struggle because of a limited understanding of the factors that drive business success and the underlying issues that often lead to failure. She noted that the clinic seeks to bridge this knowledge gap by offering professional business diagnostics and advisory services tailored to the needs of entrepreneurs.

Launching the initiative, the Deputy Vice-Chancellor, Strategy, Innovation and Service Delivery, Prof. Helen Andow, expressed delight at the establishment of the Business Clinic. She described the initiative as a renewed effort by the University to revive an entrepreneurship support programme that was introduced several years ago. She encouraged student entrepreneurs to take full advantage of the opportunities offered by the clinic, noting that it would equip them with the skills and support required to build successful and resilient businesses.



