Entrepreneurship Strategies and the Growth of Wine Firms in Anambra State, Nigeria

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Abstract: The study examined the entrepreneurship strategies and growth of wine firms in Anambra State, Nigeria. The specific objectives of the study were as follows; to examine the effect of innovation on the profitability of wine firms in Anambra State; to determine the effect of risk taking ability on the profitability of wine firms in Anambra State; to investigate the effect of creativity on human service of wine firms in Anambra State; and to examine the effect of team work on human service of wine firms in Anambra State. Questionnaire was used to collect data from employees of the selected wine firms in Anambra State, Nigeria. This research was anchored on Resource Based View (RBV) which was propounded by Wernerfelt. The population size of the study is one thousand seven hundred and twenty-seven (1727) employees and a sample size of 332 was determined using Borg and Gall formular. From the analyses tested, the study found out that, Innovation has a significant positive effect on the profitability of wine firms in Anambra State, T=4.229, p=0.000. Risk-taking ability has a significant positive effect on the profitability of wine firms in Anambra State. T=2.115, p=0.008.Creativity has a significant positive effect on human service of wine firms in Anambra Stat, T=3.054, p=0.003. Team work has a significant positive effect on human service of wine firms in Anambra State, T=2.917, p=0.010. The study recommended that Owners/Managers of organizations in the should embrace modern ways of a business, as it has been empirically proven in this study that strategic entrepreneurship is an important antecedent, or even a necessary condition for improved profitability. The study concludes that entrepreneurship strategies have significant impact on growth of wine firms in Anambra State. The researcher recommends also that appropriate rewards should be given to managers and employees who introduce creativity and innovation that lead to progress.

Keyword: entrepreneurship strategies, growth, Risk-taking ability, Creativity, human service, Innovation.

1.1 INTRODUCTION

Since it has played such a significant role in economic growth, entrepreneurship is now widely discussed in the context of social and human development and is seen as a crucial component of both (Abubakar, 2010). The difficult issue of determining entrepreneurial strategies that would offer value to the clients and generate profits is one that modern entrepreneurs must overcome.. Entrepreneurial strategies are means by which an organization establishes and re-establishes its fundamental set of relationships with its environment characterized by changes in the pattern of decisions taken by the organization. Strategic management and entrepreneurship meet at the junction of an emergent idea known as "entrepreneurship strategies" (Olawoye, 2016; Soininem, 2012). In order to achieve performance in terms of creating social value, customer satisfaction, market share, profit, and sales growth, management of wine and beverage companies has been encouraged to recognize the need for and ability to navigate environmental uncertainties. This has

led to the adoption of combined entrepreneurship and strategic management concepts, principles, and practices.

It has been established that entrepreneurship methods are linked to the profitability and performance of organizations (Adeyeye, 2016; Genc, 2012; Kuratko et al., 2015). Entrepreneurship techniques offer a value that helps businesses perform better by enabling them to compete favorably in a market that is highly competitive (Morris et al., 2012; Postuła & Majczyk, 2018). It minimizes competitive disadvantages, emphasizes goals and details more intensely, and articulates a clear sense of strategic vision. Furthermore, it empowers staff members to take initiative by providing guidance on what needs to be done, when, and how to accomplish it, as well as by making decisions that would facilitate their path. Lastly, it offers a thorough evaluation of the business's internal and external environments in addition to a practical and efficient method of putting policies into place that impact the organization's performance, particularly in light of growing the company's clientele (Bhatti et al., 2020; Dyduch, 2019;). The strategic dimensions of entrepreneurship such as strategic renewal, sustainable revitalization, and redefined domains are researched very intensively in the academic fields and applied to most organizations to gain competitive advantage in advanced countries (Jancenelle *et al.*, 2017; Yiu *et al.*, 2014).

Every SME's strategy now includes strategic entrepreneurship as a crucial component in an attempt to create and preserve a competitive advantage in the marketplace (Foss & Lyngsie, 2011). SMEs can obtain significant direction and the capacity to demonstrate their performance to important stakeholders by utilizing strategic entrepreneurship techniques (Kuratko & Audretsch, 2015). A strategic plan must also be implemented since, in the absence of one, SMEs risk losing their course, inadvertently straying from their core principles, and being unable to provide their customers with the services or goods they require (Majama & Magang, 2017). Accordingly, strategic entrepreneurship is defined by how companies' strategic intent can enable ongoing exploitation of entrepreneurial chances for the goal of gaining an edge in order to generate wealth (Foss & Lyngsie, 2011). Businesses can showcase their alternatives for development and expansion, thoroughly examine their chances, and strategically plan to take full advantage of them by utilizing strategic entrepreneurship. According to Agarwal, Audretsch, and Sarkar (2010), strategic entrepreneurship transcends hierarchical levels and is applicable to both small and large enterprises, established firms, and new initiatives. Accordingly, strategic entrepreneurship is associated with the ways in which companies' strategic aim can enable ongoing exploitation of entrepreneurial opportunities for the purpose of pursuing advantages in order to generate wealth (Foss & Lyngsie, 2011). According to Zafar and Mustafa (2017), the involvement of all stakeholders is necessary to facilitate strategic entrepreneurship, which in turn will guarantee the success of reviving SMEs as economic growth engines, viable tools for the advancement of domestic technology, quick industrialization, creation of jobs, and the cornerstone of sustainable economic development..

Scholars like Ozralli and Rivenburgh (2016) have recommended that research be done on the role of strategic entrepreneurship elements and how it affects the environment in terms of SMEs performance. A World Bank (2014) report states that SMEs in Nigeria do not grow into large enterprises and that the reason for their collapse before maturity stage was the entrepreneur's lack of knowledge in strategic management. Meanwhile, micro-enterprises have been recognized for fighting a number of limitations related to personal traits and incompetence among owners that

hinder their growth, survival, and environmental sustainability (Kathryn et al., 2016). However, there is currently a knowledge gap regarding the relationship between entrepreneurship strategic and growth of wine firms in Anambra state, Nigeria

1.2 Objectives of the Study.

The main objective of the study will be to examine the entrepreneurship strategies and growth of wine firms in Anambra State, Nigeria. Specifically, the study seeks to:

   i. Examine the effect of innovation on the profitability of wine firms in Anambra State.

   ii. Determine the effect of risk taking ability on the profitability of wine firms in Anambra State.

   iii. Investigate the effect of creativity on human service of wine firms in Anambra State.

   iv. Examine the effect of team work on human service of wine firms in Anambra State

1.3: Research Hypotheses

The following null hypotheses have been formulated to guide the study and provide answers to the research questions.

   i. Ho_1: Innovation has no significant positive effect on the profitability of wine firms in Anambra State.
   ii. Ho_2: Risk taking ability has no significant positive effect on the profitability of wine firms in Anambra State.
   iii. $H0_3$: Creativity has no significant positive effect on human service of wine firms in Anambra State.
   iv. $H0_4$: Team work has no significant positive effect on human service of wine firms in Anambra state.

REVIEW OF RELATED LITERATURE

2.1   Theoretical Framework

This study is anchored on the Resource Based View (RBV) which was propounded by Wernerfelt in 1984. Wernerfelt (1984) in his analysis of RBV explained the strategic options of a firm for choosing resources. The thesis clarifies a firm's beginnings or competitive edge and argues that a firm's intangible resources are its primary source of performance assurance. Research has demonstrated how organizational resources, competencies, and performance are related to one other through RBV (Barney 2007; Ibrahim & Shariff, 2016). The RBV has drawn criticism since it lacks managerial implications and is thought to have limited applicability because it is impossible to achieve a continuous competitive advantage. According to Barney (2001), RBV seems to be more beneficial for creating understanding and offering a framework for strategizing. According to Barney (2001), resource-based logic can assist managers in fully comprehending the types of resources that contribute to long-term strategic advantages, utilizing this comprehension to assess the entire spectrum of resources their company may own, and then taking advantage of those resources that have the capacity to produce long-term strategic advantage. The resource-

based perspective acknowledged that human resources—more especially, skills, competencies, and capacities—are the fundamental components of entrepreneurship education.

2.2 Empirical Review

Ansho, Ozah and Mzughulga (2021) investigated the impact of technological innovations on SMEs performance in Wukari metropolis. The study adopted survey research design to study a sample of 100 SMEs in the area. Primary data used for the study is structured questionnaire which was structured in a (5) five likert scale format. Data collected from the study was analyzed using descriptive and inferential statistic. Simple percentage was the descriptive statistic used while ordinary least square (OLS) multiple regression, was the inferential statistic used. The study revealed that communication innovation, mobile transfer innovation and computing system innovation has significant effect on SMEs performance in Wukari metropolis.

Ismanu, Kusmintarti and Riwajanti (2021) examined and analyze product innovation and process innovation as an indicator of innovation that affects the performance of small and medium enterprises (SMEs). Government policy as a moderator of the effect of innovation on performance. This research was conducted during the COVID-19 pandemic. The populations in this study are SMEs that produce clothes and t-shirts in Indonesia. Data collection is done through questionnaires and direct interviews. Online questionnaires were given to the managers and business owners. The sampling technique used is purposive sampling based on certain conditions of the research object, and in this study 100 business units were selected. The result of loading factor correlation between indicator and latent construct is significant. Hypothesis which explored the linear relationship between the construct variables was tested. Structural Equation Modeling (SEM) was used.

Juliana, et al. (2021) investigated the relationship between creativity and innovation on entrepreneurship development. Before doing so, we marry the in- sights of several pieces of works of literature on creativity, innovation, and entrepreneurship stemming from Joseph Schumpeter's perspectives, theory, and research on innovation and entrepreneurship development. A survey de-sign was adopted for the study. A valid sample of 257 impacted the study using Yemane sample size determination formulae. The research employed the Ordinary Least Square method and ANOVA Test for data analysis. In this study, we accept hypotheses H2 and H5 due to their significant and mutual relationship on the measured variable whereas H1, H3, and H4 were not accepted owing to their insignificant impact on the independent variable (entrepreneurship development). The most significant variables in this research are technological advancement and strategy. The findings of this research are quite different from the influential factors (Ali Al Qudah 2018). The two measured significant variables can then be considered as major factors or requirements for innovation and the success of a country's entrepreneurship development.

Nnabugwu, (2021) investigated the strategic entrepreneurship and competitive advantage of SMES' in Anambra State, Nigeria. The main objective of the study was to ascertain the entrepreneurial education entrepreneurial orientation and entrepreneurial knowledge on competitive advantage of SMEs' in Anambra state, Nigeria. The related literature was reviewed under conceptual framework, theoretical framework and empirical review. The study is anchored on resource based view of the firm. Descriptive survey research design was adopted .The research area for the study was carried out Anambra State in Southeast Nigeria. The sources of data for this research were primary data. The population of the study comprised 1,737 registered owners of small and medium enterprises (SMEs) in Anambra state in the three of its commercial cities

(Onitsha, Nnewi, and Awka). The sample size comprises 339 registered owners of small and medium enterprises (SMEs). A structured instrument questionnaire was designed to reflect the popular five (5) point Likert scale and shall also be subjected to face and content validity procedures. The reliability of the questionnaire was determined through the test-retest method. The sets of responses were correlated using Cronbach's Alpha reliability Coefficient and 0.773 was obtained. The hypotheses were tested using Multiple Regression Analysis (MRA) method. The analysis shows that entrepreneurial education has a significant positive influence on competitive advantage in SMEs' in Anambra state, Nigeria.

Nwankwo and Ezeibe (2021) evaluated the influence of innovation on financial performance of small and medium scale enterprises in Onitsha. Relevant conceptual, theoretical and empirical literatures were reviewed. Product innovation, process innovation, market innovation and administrative innovation were employed as the independent variable while financial performance was employed as the dependent variable. Survey research design was employed and structured questionnaire was employed as the instrument of data collection. The data generated were analyzed using descriptive statistics and correlation analysis. The study found that product innovation, process innovation, market innovation and administrative innovation have significant influence on the financial performance of small and medium scale enterprises in Anambra State.

Omoshagba, Adeyeye and Sajuyigbe (2021) examined the impact of strategic entrepreneurship on the performance of Nigerian banks. A quantitative approach was adopted for the study, which used a post facto study design. The sample size consists of 10 banks listed before 2009 that were only excluded in 2018 with related data. Secondary data collected from annual reports and financial statements of all sample banks over ten years (2010-2019) were analyzed. Panel data analysis was used to measure the relationship between independent and dependent variables at $p < 0.05$. The study demonstrates that strategic dimensions of entrepreneurship (strategic renewal, sustainable innovation, and domain renewal) play a key role in joint and significant organizational performance. It has also been confirmed that strategic renewal independently affects business organizational performance, while domain definition has a positive but minor relevance. However, permanent regeneration has the opposite effect on organizational performance. This finding means that many Nigerian banks have failed to put into practice the knowledge and financial commitment to take advantage of opportunities, which is an important means of strengthening the sector amid the pandemic syndrome and highly turbulent environment.

Abubakar and Hussaina (2020) proposed a framework for examining the effect of innovation on SME firm's performance in Nigeria. SME performance will be the dependent variable, while the covariates include product innovation and process innovation. However, firm size, firm age and industry type will be included as the control variables. Finally, both quartile regression and hierarchical regression models are proposed as the econometric models.

Garba, (2020). This study examined the influence of teamwork on organizational performance in Nigerian Public Sector: A study of Benue State Civil Service, Nigeria. Convenience sampling was used to gather primary sources of information from the respondents in the study area. Data was collected using questionnaire and analyzed using inferential statistics such as simple linear regression analysis. The hypotheses of the study were tested using the probability values of the estimates. The first model of the study shows that teamwork has a positive effect on the Performance of Benue State Civil Service proxies by service delivery and the effect is statistically significant ($p<0.05$). Teamwork has a positive effect on the performance of Benue State Civil

Service proxies by turnaround time but the effect is not statistically significant ($p>0.05$) but in line with a priori expectation. This means that a unit increases in Teamwork will result to a corresponding increase in turnaround time in Benue State Civil Service by margin of 27.3%. Teamwork has a positive effect on the performance of Benue State Civil Service proxies by operational efficiency and the effect is statistically significant ($p<0.05$) and in line with a priori expectation.

Obioma, MiebakaDagogo and John (2020) investigated the relationship between risk taking and performance of small and medium enterprises in Rivers and Bayelsa states of Nigeria. The unit of data generation was the firm and the corresponding level of analysis was the macro-level. A total of three hundred and sixty (360) small and medium enterprises studied constituted the study population, and a sample size of one hundred and eighty-six (186) was drawn using the Krejcie and Morgan table. Data was collected through questionnaires distributed to the respondents. Statistical Package for the Social Sciences version 22 was used and inferential statistics such as Pearson Product Moment Correlation Coefficients, regression and p-values were calculated in order to ascertain the nature and direction of the proposed relations and for testing the stated hypotheses. Results revealed positive and significant relationship between risk taking and measures of small and medium enterprises performance.

Okolocha, (2020) assessed whether creativity has significantly affected the performance of family businesses in Nigeria. The study employed survey research design. The study was carried out among the families that have been in businesses for a long period of time in Anambra State, Nigeria. A sample size of eighty nine (89) family businesses was randomly selected from among others in the state. The questionnaire was designed in five Likert Scale form. A pre-test on the questionnaire to ensure the validity of the instrument was conducted by the researchers. Data collected were presented in frequency tables and one sample t-test was employed to examine the influence of creativity on performance of family business. The finding revealed that creativity has significantly affected the performance of family businesses. Subsequently, recommended that family business should be established in partner with higher institution of learning as this facilitates formal training via workshops on creativity in the country. The research design used in this study is survey design; the researcher used it to seek clarifications and convenience on the part of the respondent given schedules. Data were collected through the administration of questionnaire and observation which were instruments of the survey method research. The population for the study comprised the staff of the wine firms in Onitsha Anambra state which is 1727. The sample size of 332 was derive from Borg & Gall (1973) formular. The instrument for the data collection that was utilized for this study is self-developed structured questionnaire.

METHODOLOGY

The researcher made use of descriptive research method. This method is appropriate because it helped the Research to describe, examine record, analyze, and interpret the variables that exist in the study. It is also useful because of the relatively lager population form which the information was collected. The design is thus justified since the respondents are spread all over the departments that make up the case originations and researcher is interested in collecting their responses through the use of questionnaires. The research design used in this study is survey design; the researcher used it to seek clarifications and convenience on the part of the respondent given schedules. Data were collected through the administration of questionnaire and observation which were

instruments of the survey method research. Secondary sources were comprised of existing literatures: materials in the libraries, archives, public offices and Internet. Together this vital data, the following sources were employed by the researcher, textbooks, journal, magazines, internet and unpublished articles. The population of this was 1727 and the sample size of 332 was derived from Borg & Gall (1973) formular. The instrument for the data collection that was utilized for this study is self-developed structured questionnaire. Statistics, such as frequency count and percentages were used in the analysis of personal characteristics, while hypotheses were tested, uses multiple regressions.

PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA

In the previous chapter, the research methodology was handled indicating that the research design was a combination of a survey, oral interview and model modification. In this Chapter, the data presentation, analysis and model solution are to be handled. Data is a representation of facts, observations and occurrences. It is also the input of the statistical and data processing systems. Three hundred and thirty-two (332) questionnaires were administered among the staffs of the selected wine firms. However; Three hundred and twenty-three (323) copies of questionnaire were retrieved.

Table 4.1: Respondents' Demographic Variables

4.1.1 What is your gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	197	54.3	61.0	61.0
	FEMALE	126	34.7	39.0	100.0
	Total	323	89.0	100.0	

Source: SPSS Version 21, 2023

The above table reveals that the one hundred and ninety-seven (197) of the respondents which represents 61% were male respondents, while one hundred and twenty-six (126) respondents which represent 39% were female respondents. By implication, male respondents were more than female respondents by 22% in our selected population sample for this study. The implication of this is to enable us to know the number of female and male that successfully returned their questionnaire

4.1.2 What is your marital status?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MARRIED	243	66.9	75.2	75.2
	SINGLE	49	13.5	15.2	90.4
	WIDOWED	9	2.5	2.8	93.2
	SEPERATED	22	6.1	6.8	100.0
	Total	323	89.0	100.0	

Source: SPSS Version 21, 2023

The above table reveals that the two hundred and forty-three (243) of the respondents which represents 75.2% were married, while forty-nine (49) respondents which represent 15.2% were single. Again, nine (9) of the respondents which represents 2.8% were widowed and lastly, twenty of the respondents which represent 6.8% were separated in our selected population sample for this

study. The implication of this is to enable us to know the number of married, single, widowed and separated respondents that successfully returned their questionnaire

4.1.4 What is your highest Qualification

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	DIPLOMA	52	14.3	16.1	16.1
	BACHELOR	216	59.5	66.9	83.0
	MASTERS DEGREE	31	8.5	9.6	92.6
	DOCTORAL DEGREE	24	6.6	7.4	100.0
	Total	323	89.0	100.0	

Source: SPSS Version 21, 2023

In the table above, out of the three hundred and twenty-three (323) respondents, fifty-two (52) of the respondents are diploma holders. While two hundred and sixteen (216) respondents which represent 66.9 percent are B.Sc. holders. Thirty-one respondents (31) which represent 9.6 are MSC/MBA holders, while twenty-four (24) which represents 7.5 are PHD holders.

4.1.3 Could you please tell us your age category?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	105	28.9	32.5	32.5
	26-33	102	28.1	31.6	64.1
	34-40	50	13.8	15.5	79.6
	41-50	48	13.2	14.9	94.4
	51-ABOVE	18	5.0	5.6	100.0
	Total	323	89.0	100.0	

Source: SPSS Version 21, 2023

The table above shows that respondents whose age bracket falls between 18-25 yrs were one hundred and five (105) which represent 32.5 percent. This is followed by those with age bracket of 26-33 years with one hundred and two (102) which represents 31.6%. Also those within age bracket of 34-40yrs were fifty (50) which represents 15.5%. This is followed by those with age bracket of 41-50 years with forty-eight (48) which represents 14.9%. Lastly, those with age bracket of 50-above with eighteen respondents which represent 5.6%. The implication of this age distribution is to enable us to check if the questionnaire was directed to the right age group

4.2 Multiple Regression Analysis

Multiple regression result was employed to test the effect of independent or explanatory variables on the dependent variables. The result of the multiple regression analysis is presented in the tables below.

Table 4.2.1 Summary of the Regression Result

The result of the multiple regressions formulated in chapter three is presented in the tables below.

FIRST MODEL

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.069[a]	.505	.502	24.93739	.005	.757	2	321	.470	2.012

a. Predictors: (Constant), RTA, INV
b. Dependent Variable: PROF

Table 4.2.1 showed that R^2 which measures the strength of the effect of independent variable on the dependent variable have the value of 50.5%. This implies that 50.5% of the variation in profitability is explained by variations in risk-taking ability and innovation. This was supported by adjusted R^2 of 50.2%. In order to check for autocorrelation in the model, Durbin-Watson statistics was employed. Durbin-Watson statistics of 2.012 in table 4.3 showed that the variables in the model are not auto correlated and that the model is reliable for predication.

Coefficients of the Model

T-statistics and probability value from the regression result are the effect of individual independent or explanatory variables on the dependent variables. The summary of the result is presented in the table below.

Table 4.3.1 T-Statistics and Probability Value from the Regression Result

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	941.218	2	470.609	13.757	.000[b]
	Residual	198999.510	321	621.873		
	Total	199940.727	323			

a. Dependent Variable: PROF
b. Predictors: (Constant), RTA, INV

The f-statistics value of 13.757 in table 4.3.1 with probability value of 0.000 showed that the independent variables has significant effect on dependent variables such as risk-taking ability and innovation can collectively explain the variations in profitability of wine firms in Anambra State.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	0.452	1.429		3.114	.002	1.640	7.264
	INV	0.442006	.000	.178	4.229	.000	.000	.000
	RTA	0.281006	.000	.162	2.115	.006	.000	.000

a. Dependent Variable: PROF

Table 4.3.1 shows the coefficient of the individual variables and their probability values. The coefficient of regression of innovation indicates that innovation has positive effect, given its value as 0.442006. This indicates that a unit increase in innovation will lead to about 44% rise in the profitability.

The coefficient of regression (0.281 RTA) indicates that risk-taking ability (RTA) have positive effect on profitability. This indicates that a unit increase in risk-taking ability will lead to about 28% increase in the profitability, this confirm to theoretical expectation

Innovation variables have regression t-value of 4.229 with a probability value of .0.000. This implies that innovation has a positive and significant effect on profitability. This further implies that innovation has contributed significantly to profitability. Risk-taking ability has a regression t-test of 2.115 with a probability value of 0.000 implying that risk-taking ability has a positive and significant effect on profitability. The result shows that risk-taking ability is one of the entrepreneurial strategies and should been given maximum attention.

Table 4. 4 SECOND MODEL

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.076^a	.506	.500	3.53887	.006	.934	2	321	.394	1.760

a. Predictors: (Constant), TEW, CRT
b. Dependent Variable: HUS

Table 4.4 showed that R^2 which measures the strength of the effect of independent variable on the dependent variable have the value of 50.6%. This implies that 50.6% of the variation in human service is explained by variations in teamwork and creativity. This was supported by adjusted R^2 of 50%. In order to check for autocorrelation in the model, Durbin-Watson statistics was employed. Durbin-Watson statistics of 1.760 in table 4.3 showed that the variables in the model are not auto correlated and that the model is reliable for predication.

Table 4.5 Coefficients of the Model

T-statistics and probability value from the regression result are the effect of individual independent or explanatory variables on the dependent variables. The summary of the result is presented in the table below.

Table 4.5.1 T-Statistics and Probability Value from the Regression Result

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.397	2	11.698	9.934	.004^b
	Residual	4007.551	320	12.524		
	Total	4030.947	322			

a. Dependent Variable: HUS
b. Predictors: (Constant), TEW, CRT

The f-statistics value of 9.934 in table 4.4. with probability value of 0.004 showed that the independent variables has significant effect on dependent variables such as teamwork and creativity can collectively explain the variations in human service of wine firms in Anambra State.

Table 4.5.2 Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.774	1.477		1.878	.061	.132	5.681
	CRT	.007	.006	.059	3.054	.003	.006	.019
	TEW	.642	.701	.051	2.917	.010	.736	2.021

a. Dependent Variable: HUS

Table 4.4. shows the coefficient of the individual variables and their probability values. The coefficient of regression of creativity indicates that creativity has positive effect, given its value as 0.007. This indicates that a unit increase in creativity will lead to about 7% rise in the human service.

The coefficient of regression (0.642 TEW) indicates that teamwork (TEW) have positive effect on human service. This indicates that a unit increase in teamwork will lead to about 64% increase in the human service, this confirm to theoretical expectation

Creativity variables have regression t-value of 3.054 with a probability value of .0.003. This implies that innovation has a positive and significant effect on human service. This further implies that creativity has contributed significantly human service. Teamwork has a regression t-test of 2.917 with a probability value of 0.010 implying that teamwork has a positive and significant effect on human service. This result shows that teamwork is one of the entrepreneurial strategies and should been given maximum attention.

4.3 Test of Hypotheses

Here, the four hypotheses formulated in chapter one was tested using t-statistics and significance value of the individual variables in the regression result. The essence of this is to ascertain how significant are the effect of individual independent or explanatory variables on the dependent variables.

Test of Hypothesis One

Ho_1: Innovation has no significant positive effect on the profitability of wine firms in Anambra State.

Innovation has a t-statistics of 4.229 and a probability value of 0.000 which is statistically significant. Therefore, we accept the alternative hypothesis and reject the null hypotheses which state innovation has a significant positive effect on the profitability of wine firms in Anambra State.

Test of Hypothesis Two

Ho_2: Risk taking ability has no significant positive effect on the profitability of wine firms in Anambra State.

In testing this hypothesis, the t-statistics and probability value in table above is used. risk taking ability has a t-statistics of 2.115 and a probability value of 0.008 which is statistically significant. Therefore, we reject the null hypothesis and accept the alternative hypotheses which state that risk taking ability has a significant positive effect on the profitability of wine firms in Anambra State

Test of Hypothesis Three

Ho$_3$:   Creativity has no significant positive effect on human service of wine firms in Anambra State.

Creativity has a t-statistics of 3.054 and a probability value of .003 which is statistically significant. Therefore, we reject the null hypothesis and accept the alternative hypotheses which state that creativity has a significant positive effect on human service of wine firms in Anambra State.

Test of Hypothesis Four

Ho$_4$:   Team work has no significant positive effect on human service of wine firms in Anambra state.
Team work has a t-statistics of 2.917 and a probability value of 0.010 which is statistically significant. Therefore, we reject the null hypothesis and accept the alternative hypotheses and conclude that team work has a significant positive effect on human service of wine firms in Anambra state

CONCLUSION AND RECOMMENDATION

The study has identified the entrepreneurship strategies and growth of wine firms in Anambra State, Nigeria. The models propounded can be used to predict possible implications of the dependent on the independent variables. The findings of this study could therefore serve as a template for entrepreneurship strategies for various organizations across the state. The researcher expanded the existing contemporary literatures, empirical review, geographical spreads and updated data of the study that will serve as reference material to researchers and scholars for further studies. The findings of this study have also contributed to knowledge by discovering that entrepreneurship strategies has a positive and significant effect on the profitability of wine firms in Anambra State, Nigeria. The study extended its scope to 2023.
Based on the findings of this study, the following are recommended:

- Owners/Managers of organizations in the should embrace modern ways of a business, as it has been empirically proven in this study that strategic entrepreneurship is an important antecedent, or even a necessary condition for improved profitability

- The researcher recommends also that appropriate rewards should be given to managers and employees who introduce creativity and innovation that lead to progress.
- Firms in Nigeria should change their attitude by engaging in risk taking tendencies.

- Team work has the highest coefficient in the model thus showing its relative importance and as such, when team work is involved, all appearances of mistrust, distrust and suspicion are reduced thereby, creating the right atmosphere for increased/enhanced productivity.

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