

ABSTRACT

The study aimed at investigating the role of information communication Technology on business growth in selected small and medium enterprises in Kabale Municipality, Kabale District. It was conducted along the following objectives: to examine the role played by ICT to spur business growth; to identify ICT related challenges in business growth; and to assess strategies for the integration of ICT in business in Kabale Municipality. Objectives were transformed into research questions for data collection which data was presented, interpreted and analyzed upon which conclusion, and recommendations were made. Data was presented, interpreted and analyzed using tables and frequency counts. Cross reference with literature was made to ascertain the findings. The researcher selected 120 respondents from a total population of 172 small and medium enterprises from the three divisions in the municipality and respondents' selection was done using Slovene's formula. It was found out that many people of the business community in Kabale Municipality benefit from ICT by utilizing its components such as telephone networks and radios but still many did not know these were ICT components. It was concluded that Information Communication Technology has contributed to business growth in Kabale Municipality though a big percentage of business people still lack knowledge of it. The researcher recommended the creation of awareness on the value of Information Communication Technology, improvement on electricity supply to support Information Technology devices, introduction of Computer literacy programmes to enable the business community access and utilize internet facilities for both sending and receiving business information; formulation of policies that favour use of ICT in business.