

THE EFFECTS OF LAND REFORM ON THE AGRICULTURE RETAILING INDUSTRIAL SECTOR IN ZIMBABWE: A CASE STUDY OF FARM AND CITY CENTRE

GERALD MUNYORO, GAMUCHIRAI KUMBIRAI SHADAYA & RUTENDO MASIYIWA

Research Scholar, Graduate Business School, School of Entrepreneurship and Business Sciences,
Chinhoyi University Technology, Chinhoyi, Zimbabwe

ABSTRACT

The land distribution in Zimbabwe after colonization was well inclined to the white settlers and the black majorities were driven to stay in reserves, that were meant to disempower people and unfortunately these areas were infertile and this was part of the plan by whites to control blacks which later led to land reform. This was followed by a drop in the economic performance of the country, as the agricultural productivity was heavily affected and the manufacturing sector reduced productivity and the whole economy shrunk and this affected employment levels. As stated above, the effects of land reform were not just felt in agricultural sector only but in several sectors such as retailing sector in general and agriculture retailing sector in particular. Thus, this study was aimed at ascertaining the impact of the land reform program on the agricultural retailing sector in Zimbabwe. This was achieved through the use of interpretivism research approach, which relies on subjective understanding of and intervention with reality. This position is described as anti- positivist but views it as post- positivist since it is asserted that there is fundamental difference between the subject matters of natural and social sciences. The results show that there is need for retailers in the agricultural retailing sector to get into strategic alliances with suppliers in order to survive and grow in the current competitive economy. In addition, agricultural retailers should work with agricultural contractors who will offer farmers with financial assistance each farming season as outsourcing finance is a good alternative for getting assistance. Conclusively, the increase in the financing of farmers will increase sales in the agricultural retailing sector resulting in the resuscitation of the sector, which will have a positive knock effect on the Zimbabwean economy.

KEYWORDS: Unequal Land Distribution, Land Reform, Land Rights, Property Rights, Black Majority, Second Chimurenga, Independence, Agriculture Sector, Agricultural Productivity, Agricultural Retailing