

# **An investigation on the challenges faced by small businesses in rural areas post-Covid that contribute to their failure: a case study of Chivi Growth Point**

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## **Abstract**

The COVID-19 epidemic has posed unique difficulties for small enterprises, especially those in rural areas, worsening their pre-existing obstacles caused by their isolated locations, sparse population, and scarce resources. There is insufficient information about the particular issues that rural small companies have after COVID-19. The study concentrated on Chivi Growth Point as a typical rural location, utilizing a case study approach and survey methods including 193 small companies. Small enterprises at Chivi Growth Point face obstacles like power outages, finance constraints, insufficient communication infrastructure, restricted technology access, and a shortage of business training and assistance. Policymakers and stakeholders can overcome these challenges by upgrading infrastructure, increasing access to funding, promoting technical breakthroughs, and offering customized business training programs. This study illuminates the particular obstacles experienced by small enterprises in Chivi Growth Point and emphasizes the wider concerns faced by rural small businesses after the COVID-19 pandemic. Specific measures are needed to improve the resilience and sustainability of rural small businesses following the epidemic.

**Key Words:** Small companies, Rural areas, Post-pandemic, Obstacles, collapse, Chivi.