

# **The Effects Of Location Decision On The Business Performance Of SMMEs: A Qualitative Study**

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## **Abstract**

One of the 10 main most important decisions in operations management is where to locate the company. It is one of the most vital decisions any SMME or other company will ever make. The aim of this study is to examine the effect location decision has on manufacturing and service SMMEs' business performance. This research conducted a qualitative study where 5 SMMEs owners/managers from the manufacturing and service sector were interviewed. The thematic analysis revealed a central theme that SMME owners face while deciding where to locate their business. Then, based on the interview, five themes were developed. Because of their previous experiences with location decisions, all five respondents are satisfied with their current business. This study is important because it contributes to the body knowledge of operations management. Future studies should conduct a similar study but with more respondents to identify new themes that might emerge.

## **Keywords**

Location decision, operations management

## **Biographies**

**Alice Kabamba Lumbwe** is a doctoral student in Quality Engineering and recently obtained her Master of technology in operations management at the University of Johannesburg. She holds a national diploma in operations management (Cum laude) and a Bachelor of Technology in Operations Management (Cum laude). She is passionate about education, particularly academic research. Her research interests are in quantitative analysis techniques, project management, quality management, Industry 4.0, and operations management. She has published so far 10 research papers and plans to do more. She was awarded as a first-year top achiever at the University of Johannesburg. She was also part of the Ujenu Club member and Dean's honors roll.

**Eveth Nkeiruka Nwobodo-Anyadiegwu** is a lecturer and doctoral student in the Faculty of Engineering and Build Environment at the University of Johannesburg, South Africa. Her research interests are in continuous improvement in healthcare operations, operations research application, project management, and engineering education, and has published more than 20 academic papers.