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ORIGINAL CONTRIBUTION

Exploring the determinants of performance of SMEs in South Punjab (Bahawalpur), Pakistan

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Abstract— This research aims to find the information of factors that have significant effect and relationship with the performance of Small and Medium Enterprises (SMEs) located in South Punjab (Bahawalpur), Punjab, Pakistan. For this purpose, firstly, the qualitative and secondary data is searched in different ways. Data is collected in various ways. The data of SMEs is collected from the chamber of commerce and the Directory of Industrial establishment Punjab (District Bahawalpur). A total of 82 out of 100 questionnaires were filled out by the officials of different SMEs containing two sections. A Likert Scale questionnaire is adopted to collect specific data for the study and analysis through smart PLS. Industry environment, Exterior factors, Infrastructure, Monetary resources, Effective Entrepreneurship, and Accessibility of information have a relationship and affect SMEs' performance in Bahawalpur. This research has several limitations worthy of improvement and future study. First, it is based on respondents from a particular city. Second, it has a limited number of respondents. In future researcher use large area population for study.

Index Terms— Industry environment; Exterior factors; Infrastructure; Monetary resources, Effective entrepreneurship; Business information accessibility

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Introduction

SMEs put in a major portion of economic activity and the country's GDP. SMEs are the engine of profitable expansion worldwide. Small and medium enterprises' excessive benefits are gaining by the developing countries, and these SMEs are competent to accelerate every country's economy. SMEs are creating jobs and play an essential role by lessening poverty.

In particular, in the developing countries where unemployment, poverty, high inflation, low literacy, low income per capita, and interest rates can obstruct the economic growth of such countries, SMEs contribute significantly to the national income and provide employment opportunities. SMEs are the enterprises of individuals where only 250 workers work and not more than that in short range. Overseas countries' major parts reality of realizing that SMEs grasp an important place in the countries (Chaichan & Kazem, 2020; Mukhtar, 2019). On the other hand, SMEs have lower survival rates than large firms because of resource constraints. Mostly enterprises that are now the large their beginning of the business were SMEs. Three key features differentiate SMEs from large enterprises: development, ambiguity, and innovation. There are three possible ways in which classifications of SMEs can be done: micro venture itself, small enterprises, and medium enterprises. Towards industrialization, SMEs' role is preliminary in the development of economies (Zaman et al., 2021). The

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significant effects of SMEs are employment, income tax, income distribution, family Income stability, and resources' efficient utilization. SMEs tend to utilize additional physical manufacturing processes more than large enterprises. Therefore, the contribution is extensively beneficial employment opportunities' stipulation, poverty reduction, and eventually income generation (Roomi, 2013). The role-play of SMEs is large by contributing to the conversion of agricultural economies to industrialize. SMEs coast up the extension of universal productive capacity. The only way to decrease poverty in the course of sustainable encourages growing economy, through employment creation with wealth. The countries which are developing SMEs are the most significant basis of earnings, for entrepreneurs a breeding ground and the employment provider (Unido et al., 2013).

Finally, the current study has been established on the theory of growth of firm (GOF) in 2009 (Ali et al., 2021). The concept is a fixed asset investment that argues that a present in the industry and makes changes to increase profitability in macroeconomics strategy to economists that focuses on the allocation of products, services, and takes a toll in industries via producers and consumers. Hence the present study aims to Exploring the determinants of performance of SMEs in South Punjab (Bahawalpur), Pakistan.

Table I
Classification of small and medium enterprises

Enterprises	Workers	Turnover	Total volume of Balance sheet
Medium	Less than 250	Less than or equal €50 million	Less than or equal € 43 million
Small	Less than 50	Less than or equal €10 million	Less than or equal €10 million

(European commission report, 2005)

Pakistan's SME sector

State Bank of Pakistan and the Government provide further possible movement to extend Pakistan's SME sector. As per the State Bank of Pakistan, a substance, which does not employ more than 50 specialists (exchange/administrations) and 250 workers (assembling) furthermore, satisfies one of the accompanying criteria: (i) An exchange/ administrations concern with aggregate resources at expense barring land and structures up to Rs. 50 million. (ii) An assembling concern with aggregate resources at expense barring land and building up to Rs. 100 million. (iii) Any worry (exchange, administrations, or assembling) with net deals not more than Rs. 300 million, according to the most recent monetary communication, will ideally be considered in the small and medium ventures. SME Banks to overpass SMEs' financing needs' gap and their access to monetary resources struggle. In different cities of Pakistan, six banks of SMEs were recognized to support the SME sector and develop by providing essential technical assistance and financial support.

SMEDA SME definition

Table II
SME rule 2007 definition of small & medium enterprises

SME description			
Venture class	service Size (a)	Paid Up Capital (b)	Annual Sales (c)
Small & Medium Enterprise (SME)	Up to 250	Up to Rs. 25 million	Up to Rs. 250 million

Asia pacific economic cooperation (APEC) definition of SMEs:

Enterprises exporting up to US$2.5 Million a year are considered Small by the State Bank of Pakistan

Table III
APEC definition of SMEs

Country	Sector	Employment	Other Measures
Australia	Manufacturing	Less than 100 employees	
	Services	Less than 20 employees	
Canada	Manufacturing	Less than 500 employees	
	Services	Less than 50 employees	
China	Varies with Industry	Usually less than 100 Employees	
Indonesia		Less than 100 employees	
Japan*	Manufacturing	Less than 300 employees	¥100 million assets
	Wholesaling	Less than 100 employees	¥30 million assets
	Retailing-Services	Less than 50 employees	¥10 million assets
Korea	Manufacturing	Less than 300 employees	
	Services	Less than 20 employees	
Malaysia	Varies (for SMI)	Less than 75 employees (Different for Bumiputra Enterprises)	Less than RM 2.5 million
Philippines		Less than 200 employees	P 40 million assets
Singapore	Manufacturing		less than S$12 million fixed assets
	Services		Less than 100 employees
USA		Less than 500 employees	

This research attempts to examine and discover the features that have the most effect and relationship with the performance of small and medium enterprises in Bahawalpur Punjab, Pakistan. This research also proposes measuring how SMEs run their enterprises and how they possibly minimize the uncertainty of not a success and improve their performance. From various research papers, the theoretical framework in this research was drawn.

Problem statement

Small and Medium enterprises' performances have a significant influence on the development of an economy. SMEs contribute tremendously to eliminating poverty, providing jobs opportunities. The SME sector will succeed in an atmosphere that supports business expansion. The choices are made here in a manner in which the infrastructure of the physical environment (telecoms connections, highways and railways, electricity) where the regulatory regime is transparent is suitable to make easy and assist commerce & trade (other than slow downing it). The small businesses in Pakistan are mainly poor. Most of the SMEs are new and in the familiar sectors and these have been established since the independence of Pakistan. The imposing history revealed that most of them are underdeveloped and have to confine their resources and actions to a very slight economy's part. Though SMEs position is still prevailing as they have no access to financial credit support, lack of expertise and being short of the mixture are still struggling to survive.

Aims and objectives

This study is going to conduct to find out the aspects that have a relationship with related effect the performance of SMEs in Bahawalpur.

The following are the sub-objectives.

- The challenges experienced by SMEs are to be distinguished.
- Evaluation of practical keys that will contribute to the success of Small & Medium Enterprises.

Research scope

There are a lot of features that can be affected to the performance of SMEs. Still, in this research, only a few features are studied: Effective Entrepreneurship, Business Environment, External features, Monetary resource, Availability of business information, and infrastructure. These features are selected for the specific area after discussing with some owners and managers of SMEs which are located in that area. This research will only be conducted in Bahawalpur city. So, only those enterprises will be included in this study that will be existed in that specific area. In the future, this study can be expanded by including more features and adding some other locations enterprises as the entire Tehsils of Bahawalpur district. This study will identify the elements that most affect the performance of SMEs for the entrepreneur so that they can take ponder over these features and control the performance of their enterprises and government and policymakers regarding SMEs. So, they can consider all these features, work on all these features, provide better opportunities to enterprises, bring improvements and reduce uncertainty. So that SMEs can get benefits and bring a significant contribution to the advancement of Pakistan's economy.

Literature Review

Small & Medium Enterprises SME's' Concept in Pakistan has begun from the start, and there are a lot of authors around the world that have various comments related to the definition of SMEs. Federal Bureau of Statistics of Pakistan says that a Microbusiness is one in which less than ten employees are working. It describes that fewer than ten workers should start a small business. According to SMEDA (), "the business having the employees up to 250, paid-up capital of 25 million, total assets of 20 million and annual sale up to 250 million is considered in the Small and Medium enterprises". According to Sindh Industries Department (2010), "Enterprises engaged in handicraft or manufacturing of consumer or producer goods with fixed capital investment up to Rs. 10 million including land and building" (Khan et al., 2020). According to them, "They say there is a high variation in the environmental conditions of two regions Punjab and Sindh including income level, family supports and culture". An organization in Pakistan is working to develop the SMEs in the supervision of Punjab Government defines SME as "an enterprise having the fixed investment up to 20 million excluding land and building is considered in the Small and Medium enterprises (Punjab Small industrial corporation, Act 1973)" (Khan et al.). State Bank of Pakistan defines SME as "an entity which is not being a public limited company, which does not employ more than 50 workers (trade/services) and 250 employees (manufacturing) and also fulfills one of the following criteria: (i) A trade/services concern with total assets at cost excluding land and buildings up to Rs. 50 million. (ii) A manufacturing concern with total assets at cost excluding land and building up to Rs. 100 million. (iii) Any concern (trade, services or manufacturing) with net sales not more than Rs. 300 million as per latest monetary statements will preferably be considered in the Small and medium enterprises" (Khan et al.; Philippe, 2019). "In the first point of the set criteria argues that the entity must not go over the maximum value of 50 million of assets in his Balance Sheet excluding non-removable assets like land and building. It must be a service or trade industry. The second point says that the entity must not go over the asset cost of 10 million but must be a manufacturing sector. And at last point State bank of Pakistan argues that either it is a manufacturing/trade/service industry, but its sales must not go over the limit of 300 million of annual sales" (Lenda et al., 2020; Philippe, 2019). The Pakistan's SMEs segment is not simply a tiny contributor so for, realism is with the intention that the entire economy of Pakistan is highly dependent on SMEs. According to the chamber of commerce and Directory of Industrial establishment Punjab, "Out of Pakistan's 3.2 million enterprises, 95% are those who possess 99 employees in the private industrial sector and provide work for about 78% of the non-agriculture workforce. SMEs contribute 30% of GDP is the outcome of Lenda et al. (2020) business efforts and 25% export of manufacturing goods".

An organization's structure always completes its significant work effectively needs to carry out its organizational goals and organizational adopt operations (Kraus et al., 2018; Moeuf et al., 2018). The organizational adaptation role necessitates that, when the change occurs, the architecture and procedures of the organization alter to accommodate the new circumstances. New companies are more likely to work in the company's benefit. They not just to adjust to changes in the climate, but they also use their talents and capabilities to create things, such as by innovating that have never been given previously (Kraus et al., 2018; Salman et al., 2018).

In the literature review, there are two different visions on the role of SMEs in developing countries that many researchers have investigated. The initial view is that SMEs have a hopeful impact on the financial system. The example is that small & medium enterprises make a considerable involvement in the national income (GDP), reduce the poverty level, create employment opportunities, and provide jobs.

Nowadays, businesses face more and more problems compared to the past. Some of the issues exist, which are more problematic to the entrepreneur that what steps they should take to ensure the viability of their businesses in the current competitive market. In the literature, only those worrying more are Effective Entrepreneurship, Financial or monetary resources, industry environment, infrastructures, external factors, access to business information.

Effective entrepreneurship

Effective Entrepreneurship "For effective entrepreneurship, there should be practical and positive relationships between the squad's entrepreneurial demographics, such as the stage of education and the size of the Entrepreneurial team. Salman et al. (2018) findings show that there were present positive correlations in the middle of proactiveness and EO with business performance (Amarteifio & Agbeblewu).

Industry environment

Business Environment has its importance and effects on the performance of SMEs. Factors included in a business environment are legal means establishing and registering a Business, obtaining a permit for a specific industry, obtaining land/space for your business, time and complexity of the process, Costs of registering, Need for official documents, Labor regulations (Gerinsa & Sarif). This appropriate natural environment is like this political scenery regarding how the idea influences your company. Changes within laws or maybe location ordinances may perhaps have an impact on your company directly. Other focal aspects include Political, affordable (In standard, shifts within the mother nature from the nearby economic system may help or perhaps prevent a business. If you offer lower-priced and value-priced things, purchasing tasks might pick up when economic disorders are fragile and joblessness can be high. People have an overabundance

of budget concerns during an abysmal economy. However, luxury things and provider firms prosper if your economy is good and individuals have a steady occupation. Modifications in loan rates and financial rules are also economic factors that affect smaller businesses and society. Some others also have a place in the effectiveness of SMEs' performance. "An empirical investigation into the factors affecting the performance of SMEs in the retail sector in Windhoek, Namibia".

Exterior features

Exterior Factors are those factors that are uncontrollable by the business. Inflation (fuel and food), availability of affordable land, Cost of leasing, and Commodities are the external factors that influence almost every industry. Exploring substitute financing sources in anticipation of lending limitations simplicity, rising policies for fulfillment with enhancing innovation and regulations and services to keep on in front of the rivalry are progressive ways to stay with the uncontrollable factors from threatening the endurance of the business. While the external factors mainly affect the continued existence and the development of companies (Naqvi, 2011). Many pieces of research contract with the issue of competence of definite business strategies/orientations in a particular situation like how the outside atmosphere affects the performance and strategy of businesses. Šukaitytė (2018) suggested Covin and Slevin theory generally approach the investigation of the external environment throughout the analysis of the mini-environment and macro environment (customers, suppliers, intermediaries and competitors). On the other hand, in the case of internal factors, a small number of researchers observe that the external factor impacts the performance of the business. Under the general state of the economy, the following factors are analyzed: strength, dynamics, and the impact of universal economic and financial factors, business culture and social, legislation and general prosperity (Lee et al., 2019). Some factors may happen as an obstacle for the SMEs just as Inflation (fuel and food), availability of affordable land, Cost of leasing and Commodities.

Monetary resources

Savings are associated with critical significance for just an enterprise to own procedures profitably. SMEs have relatively short resources and the bigger trouble in accessing assist sources financially, tend to be additional reliant about the same product, have a less sufficient budget management system, undock economies connected with scale (Sikora-Wachowicz et al., 2019). In an excellent current research learning with SMEs inside Indonesia recognized that its SMEs run at conventional lines within marketing. Strict replies with rivalry should be responded to proactively by SMEs via doing firm improvement and research (Shaikh et al., 2018).

Accessibility of business information

The industry's information availability is significant for profitably running the existing enterprise and starting new enterprises. Relation construction is one of the essential factors in all societies. Business information searching is also very reliant on the availability and accessibility of information; it is vital to the endurance and development of firms (Robert et al.). Technology plays an important role. Suppose the SMEs have modern technology for their business operations. In that case, they can easily access available information and get the correct and exact information that will ensure the viability of a business. Some other studies also revealed that if there is a lack of modern technology in business, then a lot of hurdles will face by the business, including access to information (Gerinsa & Sarif).

Infrastructure

Infrastructure plays a vital role in developing the manufacturing sector of a country. Many types of research were conducted to evaluate the effect of infrastructure on economic growth. Researchers Abbas et al. (2016); Solikahan and Mohammad (2019) has investigated distinguishing the effect of public structure on provincial manufacturing production cost in Germany and reported that public infrastructure developed competition by decreasing production and transportation expenses. Njoya and Nikitas (2020); Swierczek and Ha (2003) studies the contribution of transportation in the economy to explain the effect of investment in transport on the Korean economy and reported that infrastructure benefits economic development.

Business performance

Business performance is measured based on three indicators: financial performance, market performance, and shareholders' return.

The performance of an organization gives the helpful ability to formulate expressive evaluations between companies and sectors(Kim, 1998; Seitz & Licht, 1995).

Theoretical Framework

So, it is revealed from the literature review that many factors have their impact and relationship with the performance of the business. The study aims to explore the effect of Entrepreneur Characteristics, Industry environment, Exterior factors, Infrastructure, Monetary resources, and Accessibility of business information on the Business performance of SMEs in South Punjab.

The following hypotheses were derived from the above theoretical framework:

H_1: There is an association between practical entrepreneurship and the performance of SMEs in Bahawalpur.

H_2: There is an association between the business environment and the SMEs' performance.

H_3: There is an association between exterior features and the SMEs' performance.

H_4: There is an association between monetary resources and the SMEs performance.

H_5: There is an association between the availability of business information and the SMEs performance.

H_6: There is an association between Infrastructure and the SME's performance.

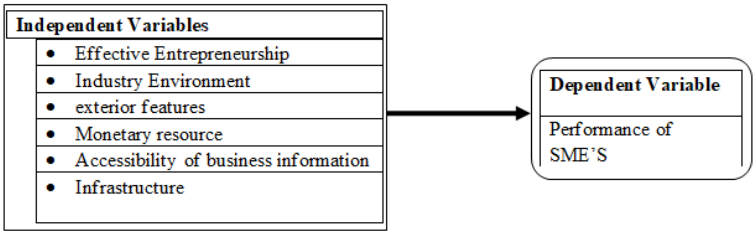

Fig. 1. Theoretical framework

Research Methodology

This section gives a strategy that was used to accomplish the research undertaking outlined above. It proposes the research design, study and target population, geographical scope, sampling method, data collection, data analysis, measurement of study variables, and limitations.

Research design

An investigative study design is followed because this study explores the factors affecting the performance of SMEs in South Punjab. The population represents the all SMEs of the Bahawalpur city (according to data provided by the Directory of Industrial establishment Punjab), Pakistan. All micro, small and medium enterprises of Bahawalpur, manufacturing or service based, are included.

This study is the arrangement of qualitative and quantitative studies. The qualitative section of this study is done through a literature review, and in which views of different authors have been discussed. The quantitative part of this study is done through a questionnaire. A questionnaire is adopted from another research conducted in Namibia and the title of that research is "An empirical investigation into the factors affecting the performance of SMEs in the retail sector in Windhoek, Namibia". Initially, a pilot study was conducted by the Chamber of Commerce Bahawalpur, Pakistan, to ensure that the questionnaire covered all the research objectives and to check the validity of questions. The purpose of the pilot study is to determine whether any question is confusing or misleading. Due to some confusing questions, the authors have to change them according to his need and area.

Study population

There are nearly 120 SMEs in the area of Bahawalpur city, according to the data provided by the chamber of commerce and Directory of Industrial establishment Punjab (District Bahawalpur). These SMEs are agriculture, cold storage, construction, printing, foods and beverages, horticulture, textile, Oil, Floor mills, furniture, textile and ginning. Primary data will be conducted from the owners of those SME's and secondary data will be collected from the Chamber of Commerce Bahawalpur.

Sample size and selection

Out of a population of approximately 120 SMEs, a sample of 90 SMEs is used. A random sampling technique would be adopted in this study because it is difficult to collect data from the whole population. According to Kim and Hewings (2009) a sample must be large enough to meet reliability requirements. They think it should not be too large as it becomes a waste of time and resources.

Data collection

To achieve the study's objectives and find the answer to the research queries, questionnaires would be filled by the owners or by any administrative persons of the firms. A Likert Scale questionnaire is adopted to collect specific data for the study. Results will be analyzed by the relevant data from questionnaire. The questionnaire is subdivided into two sections. The first section is mainly concerned with the basic profile of SMEs and the respondent gender and its position. It helps to analyze what kind of firms are working in this area. The second section of the questionnaire consists of the questions regarding independent and dependent variables. These questions will use to analyze the effect of the independent variable on the dependent variable.

Procedure for the analysis

An analysis of the results obtained from the questions of the questionnaire by comparison between the existing theories put forward and the actual facts. Results are shown by the different graphs, charts and tables, and different elements are compared with each other to know the better option from them. Cronbach's Alpha is being used for testing the reliability of the data collection instrument and Pearson correlation analysis is being used to examine the association among independent and dependent variables.

This research attempts to examine and discover the features that have the most effect and relationship with the performance of small and medium enterprises in Bahawalpur Punjab, Pakistan. This research also proposes measuring how SMEs run their enterprises and how they possibly minimize the uncertainty of not a success and improve their performance. From various research papers, the theoretical framework in this research was drawn.

Reliability analysis

Reliability refers to the precision or accuracy of a measuring instrument. There are various methods in measuring the reliability of a measuring instrument, namely, Split-half reliability, Test-retest Method, Cronbach's Alpha etc.

The Cronbach's Alpha of variables in our study is more than acceptable and recommended value is "0.50 and 0.60" (Abdullah et al., 2018; Hosain, 2019).

Overall, Cronbach's Alpha of financial investment decision questionnaire items is 0.747,e than acceptable and recommended value 0.50 and 0.60 (Park, 2021). This shows that all 18 items are reliable and valid to measure investors' data about their financial investment decision.

Table IV
Reliability statistics

Cronbach's Alpha	N of Items
0. .747	18

Data analysis and findings

The questionnaire was distributed among 90 SMEs in the Bahawalpur City of Pakistan. These selected 90 respondents are the sample size out of the 120 population which is doing business in Bahawalpur City according to the chamber of commerce and Directory of Industrial establishment Punjab (District Bahawalpur). These respondents are selected based on the criteria mentioned above. Data collection analysis software which is used within this research is a statistical package for social sciences (SPSS). Using the SPSS software, conduct further analysis such as scale reliability analysis (Cronbach's Alpha) Correlation analysis on this available data to respond the hypothesis. Some primary results relating to the sample characteristics and the questionnaire's reliability are reported below.

Characteristics of respondents

Table V
Demographic information of the respondents

Variable	Category	Frequency	Percentage
Gender	Male	60	73.2
	Female	22	26.8
Job Position	Owner	16	19.5
	Manager	54	65.9
	Accountant	11	13.4
	Other	1	1.2
Type of Industry	Manufacturing	32	39.0
	Trading	32	39.0
	Service	18	22.0
Ownership of business	Private enterprise	44	53.7
	Limited company	12	14.6
	Joint stock company	6	7.3
	Other	20	24.4

This section of the study presents respondents' characteristics that fill the questionnaire of this study. Personal (Gender) and demographic information (Age and job position) of the persons who respond is shown in Table 5. **Gender:** Among the 82 respondents, 60 were male and 22 were female, as shown in the table. **Job position:** Different job position holders of SMEs respond to the answers. From the results it is shown that among 82 respondents, 16 are Owners of their businesses, 54 are managers, 11 are accountants and only 1 respondent is mentioned as other respondent. **Type of industry:** The enterprises from which I collect the information 32 enterprises are lying in the Manufacturing industry, 32 in Trading and 18 in services business sector **Ownership of business:** The infromation about of form of ownership shows that the data is collected by 44 Private enterprises, 12 Limited companies, 6 joint-stock companies, and 20 other types of SMEs.

Hypothesis testing

In this section relationships of the independent variable were measured on dependent variables.

EE = Effective Entrepreneurship

IE = Industry Environment

EF = exterior Factors

I = Infrastructure

MR = Monetary Resources

ABI = Accessibility of Information

BPR = Business Performance

Effective entrepreneurship and business performance

The study results prove that there is a significant weak positive relationship between Effective Entrepreneurship and Business performance with (Correlation of coefficient = .203) and (p = .049). That means the Entrepreneur characteristics contribute nearly about (20%) to the Business performance. According to these results, H1 is accepted. Now the H1 is accepted, there is a relationship between Effective Entrepreneurship and business performance.

Hypothesis	Model Variables	Estimate (r)	P (Sig.)	Results
H1	EE → BPR	.203	.049	**Accepted**
H2	IE → BPR	.107	.039	**Accepted**
H3	EF → BPR	.091	.017	**Accepted**
H4	I → BPR	.025	.823	**Rejected**
H5	MR → BPR	.055	.023	**Accepted**
H6	ABI → BPR	.067	.547	**Rejected**

Fig. 2. Summary of results and hypothesis testing

Industry environment and business performance

This study confirms a significant but weak positive relationship between Industry Environment and Business Performance with (Correlation of coefficient = .107) and (p = .039). It means Business Environment contributes 10.7% to Business performance. According to these results, H2 is accepted. Now the H2 is accepted, there is a relationship between Industry Environment and business performance.

Exterior factors and business performance

According to the study, the results of this study confirm a significant but weak positive relationship between External Factors and Business Performance with (Correlation of coefficient = .091) and (p = .017). It shows that External Factors contribute 9.1% to Business Performance. The result of the H3 is accepted. Now the H3 is accepted, so its means that there is a relationship between Exterior Factors and business performance.

Infrastructure and business performance

According to the result of this study, the variable of Infrastructure effect has an insignificant, weak positive relationship with Business Performance with (Correlation of coefficient = .025) and (p=.823). It shows that Infrastructure contributes almost 2.5% to Business Performance. Hypothesis H4 is rejected. Now the H4 is rejected, so its means that there is no significant association between Infrastructure and business performance.

Monetary resources and business performance

According to the result of this study, the variable of Monetary resources effect has a significant but weak positive relationship with Business Performance with (Correlation of coefficient = .055) and (p=.023). It shows that financial resources contribute almost 5.5% to Business Performance. Hypothesis H5 is accepted. Now the H5 is accepted, so its means that there is a relationship between Monetary Resources and business performance.

Access of business information and business performance

The study results confirm that there is an insignificant, weak positive relationship between Access of business information and Business performance with (Correlation of coefficient = .067) and (p = .547). That means the Business Plan contributes nearly 6.7%) to the Business performance. According to these results, H6 is rejected. Now the H6 is rejected, so its means that there is no significant relationship between access of business information and business performance.

Discussion

The research of this study revealed that the positive relationship between effective entrepreneurship and SMEs' performance in Bahawalpur exists. This research shows that efficient entrepreneurship with expertise and experiences will direct to a greater improvement

as well as competitiveness in the business performance of SMEs. Hypothesis 2 is intended to find out whether there is any relationship between Industry or current economic environment with the business performance of SMEs. This study confirms the weak positive relationship between Industry Environment and Business Performance. It means no matter if there is a significant relationship but they have a positive relationship and it means that economic conditions of a specific industry affect the performance of SME's. the results related to previous discussions (Baig et al., 2021; Heider et al., 2021; Hosain, 2019; Roomi, 2013).

Hypothesis 3 is intended to find out whether exterior factors have a relationship with the SME's performance or not. According to the study, the results of this study confirm a significant weak positive relationship between External Factors and Business performance. The most external factor that affected most of the SME's was the land-related issues. "Access to commercial land increases the estate of the business and can be used as a security to obtain finance or access to other credit facilities. It would also minimize the cost of leasing and increase the wealth of the business. Lack of access to commercial land could be one the reasons why most SME's do not secure loans or credit facilities from commercial banks and other institutions that offer credit services". The previous findings of this argument show that when SMEs generate ideas on a regular basis, their purification is beneficial, and priority of concepts must be handled. The findings show that conceptualization is the most essential component in improving SMEs' productivity (Amarteifio & Agbeblewu, 2020; Sikora-Wachowicz et al., 2019).

Hypothesis 4 intended to find out whether infrastructures and the SME's performance have any relationship. According to the result of this study the variable of Infrastructure has an insignificant, weak positive relationship with Business Performance. Hypothesis 5 intended to test whether Monetary resources affect the SMEs' performance or not. According to the result of this study, the variable of Monetary resources has a significant positive correlation with Business Performance. Resource and finance were viewed as the deadly threat to the majority of the respondents. This hypothesis is accepted and it shows that Monetary resources affect the business performance of SME's. If the monetary resources are managed well for the business, it will directly contribute to increasing SME performance.

Hypothesis 6 is intended to identify any relationship between access to business information and the performance of SMEs. The study results confirm that there is an insignificant, weak positive relationship between Access of business information and the Business performance of SMEs. The results related to the prior studies (Abbas et al.; Amarteifio & Agbeblewu, 2020; Gerinsa & Sarif; Mukhtar, 2019). In context of recent occurrences, study in other states of South Punjab, Pakistan, and internationally is urgently recommended. Changes will be implemented study utilizes various theories connected to tourism development depending on the circumstances of their variables. It can be investigated in terms of other factors such as climate and socio-economic factors.

Conclusion

In conclusion, this study has achieved its research objectives. The hypotheses development, theoretical framework and research design were designed to achieve the research objectives. In this study, six factors significantly affect the performance of small and medium enterprises (SMEs). Based on the results, effective entrepreneurship, Industry or economy current environment, infrastructure, exterior environment, monetary resources and access to business information are significantly related to the SMEs' performance. Among all these factors, the most affected factors to the performance of business are the industry environment or current economic environment of the industry, exterior factors, and access to business information mostly affects business performance. So, we can conclude that if the industry environment or the current economic environment of the business remains stable and provides the best opportunities to grow and the government gives a chance to entrepreneurs to invest in small businesses, then the performance of SMEs will increase. Suppose the exterior environment for example the inflation remains suitable for businesses. In that case, there will be the performance of the business will improve and also if there is suitable and affordable land is present to start a new business for entrepreneurs and the cost of leasing is not too much, then the small and medium-sized businesses will grow and perform consistently in the Bahawalpur. If the entrepreneur searches for suitable and proper information for their business that can contribute properly, SMEs will grow. If the current market information regarding their competitors, customer's needs is properly searched, then business performance will improve and their sustainability and viability will increase.

Financial and monetary resources have a significant impact on the performance of the business. If affordable and least cost financial and monetary resources are available, it will contribute to the business performance in an effective manner. Infrastructure also affects the performance of a business. If we see the current study results, we can conclude that electricity and roads have many relationships with business performance. Suppose the electricity is provided 24 hours to the enterprises. In that case, they can increase their productivity and due to the increase in productivity, there will be change and an increase in the performance of SMEs will happen. If roads are in good condition and they link to SMEs' site areas, their business operations will improve and performance will also increase. So it is evaluated that all the studied factors impact the performance of SMEs.

Recommendations

To improve the viability, sustainability and performance of business, there is a need to bring a lot of improvements and changes in the current environment in which SMEs are operating in Bahawalpur. The Punjab government and the State GOVT of Pakistan should continue to improve the current economic environment as they have initiated many innovative and viable steps for businesses, especially medium and small businesses. There should be needed to furnish some exterior factors which negatively affect the business. So, in this regard, my recommendation is that the Government of Punjab should explore affordable land for SMEs. Most of the SME's have arranged some assets on a lease, so in this regard, the government should corporate with them and provide the leased assets at less cost and GOVT should also control inflation because it also affects SMEs. The investors who are going to invest in the small and medium businesses should also use some effective entrepreneurship characteristics. By using the techniques of entrepreneurship techniques one can run their business for a long time and due to this, the performance of SMEs will increase. The infrastructure of the Bahawalpur has a significant effect on SMEs' performance. Three are most important electricity, clean water and road. GOVT should take some serious steps to improve these. Just like the Quid e Azam solar park. But the electricity produced from this is included in the national Grid instead of given to the Bahawalpur industrial sector. Also, some enterprises need clean water for their processes, so there should be a complete mechanism to provide clean water to the Bahawalpur sector. Bahawalpur's industrial sector has no proper road links to other big cities, so it needs to be improved.

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