

## Strategies Employed to Enhance Floriculture Production for Masvingo City Residents' Livelihood Improvement

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**Abstract :** Floriculture production is an ideal project for sustainable horticultural production in Masvingo city. Gender links in collaboration with the embassy of Sweden are supporting the floriculture project with the aim of improving residents' livelihoods in the city. World trade in floriculture such as cut flowers, live ornamental plants and foliage continues to increase and there are recognised market opportunities across the globe. Some specific opportunities in an interview discussion by the consultant appointed by gender links and embassy of Sweden highlighted some constraints and opportunities in the project of floriculture in Masvingo city. Based on the outcome of the scoping studies, this research project developed and evaluated strategies for enhancing floriculture production in Masvingo city. A survey was therefore carried out by the researcher among the existing florists/farmers in the city to determine strategies to be employed to improve floriculture production. The survey was conducted to twenty florists in the city. The sample was taken by using purposive sampling, which is a sampling technique based on certain considerations, hence there were some basic criteria in selecting samples. A questionnaire in this aspect was administered to the 20 florists to determine the essential strategies to be employed to enhance floriculture production. Each respondent was given data for the business strategies and asked to rank those strategies from the most to the least important. From the research findings, the following were revealed out by the respondents: capturing market share, establishment of ownership of the project, the project manager to be innovative, the business should gain competitive strategic through generic strategies, market development strategy and product development strategy. Based on the observation and structured interview with respondents, the average of floriculture owners had similar strategies implemented on their business. The research proved that floriculture farmers use various strategies to keep their businesses running and succeeding in achieving set goals. Therefore, the researcher who happens to be the project focal person became certain that it is ideal to employ a variety of strategies to improve floriculture production.

**Keywords :** florist, floriculture, strategy, livelihoods

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