

LOCATION AS AN ENHANCING FACTOR FOR ENTREPRENEURSHIP GROWTH AND DEVELOPMENT IN ENUGU STATE

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Abstract

The purpose of the study was to determine basic factors for locating manufacturing, service and retail shops businesses that will enhance entrepreneurship growth and development. The area of the study was Enugu Metropolis of Enugu State where 130 entrepreneurs covering manufacturing, services and retail shop businesses were purposively selected. Two research questions with 43 questionnaire items guided the study. The mean was used to analyse the data collected from the respondents. The result of the study showed that factors like nearness to the market, proximity to the source of the raw materials and their the cheapness, human resources requirements, business climate, employees wages, populations of customers, nature of competition and transportation systems, availability of utilities such as water and electricity and the compatibility of the business with the immediate environment greatly enhanced entrepreneurship development and growth. Other factors highlighted include flexibility for future expansion, ICT roles in business location and the mode of preservation of the products. Recommendations were also made that potential entrepreneurs should always seek for clear basic considerations that would help them establish and profitably run all types of businesses for economic development and sustainable growth.

Introduction

Entrepreneurs are indispensable agents of economic growth and sustainable development. Entrepreneurship is a means for employment generation and economic transformation, which brings about improvement and changes in the living conditions of the people. The decision about where to locate a business is crucial for the survival of any business. Location decision determines the future success or failure of the business. Every type of business has its own criteria for what constitutes a good location. In recent time, entrepreneurship appears to have become the most dynamic economic force the

entire world has ever experienced. Kurkto (2005) observed that entrepreneurship has succeeded in revolutionizing and changing the manner in which businesses are being conducted in every country, at the global level as well as individual levels.

Today, there is no doubt that millions of people including men, women, old and young are deeply involved in entrepreneurship activities, ranging from starting up new businesses, buying failed businesses, revitalizing and resurrecting family businesses, old businesses and innovating new ventures. Kurkto stressed that the generation of this 21st century has no doubt become the most largely

entrepreneurial generation ever recorded in the history of mankind since the time of industrial revolution.

Gana (2001), Aruwa (2004) and Onoh (2006) posited that the process of entrepreneurship is the willingness and ability of people seeking out investment opportunities in an environment and be able to establish and run an enterprise successfully. It is also a process of creating new things from old ones with higher value and function by devoting the necessary time, talent, effort and assuming the accompanying financial, psychological and social risks and receiving the resulting rewards of monetary and personal satisfaction as profits. Onoh (2010) posited that since labour does not hire itself, goods and services do not provide themselves, factories do not build themselves but where these activities and behaviours are imbedded in business environments, entrepreneurship will take place. Onoh further noted that the person responsible for these activities is known as the entrepreneur, who is the focal point and central to the dynamics of economic development and growth.

It is the entrepreneur that puts together new combinations and whose actions have consequences on the basis because of his organizational skills and creativity as decision maker. He identifies distinctive opportunities, structures, settings, situations and other variables within which the decisions and choices are made. Entrepreneurs are referred to as risk bearers or takers. Hence, entrepreneurs are indispensable agents of economic growth, sustainable development and economic prosperity of any country. The importance of entrepreneurship cannot therefore be undermined in the economic and development growth of any nation. In

general, entrepreneurship activities play a vital role in economic growth. Kolawole and Torimiro (2005) observed that entrepreneurship is the basis for employment generation, economic transformation and brings about improvement and positive changes in the living conditions of the people.

Further, Rebecca and Benjamin (2009) noted that entrepreneurship adds value to the society, changes and transforms the socio-political economic life of the people. Entrepreneurship is also a process of bringing together the factors of production, which include land, labour, and capital so as to produce a thing or render services for public consumption. It is the willingness and ability of a person or persons to exploit investment opportunities, establish and manage successful business enterprises (Onoh, 2006). Entrepreneurship is the willingness and ability of an individual or individuals or a firm or an organization to identify an environmental change and exploit such an opportunity by using the factors of production to manufacture goods and provide services for public consumption. For most businesses, the decision about where to locate them is crucial for their survival (Osuala, 2004). Location is more than where the business is situated. The location decision can determine the future success or failure of the business. Nwachukwu (2005) observed that the location of a business can make or mar a business and that the type of an enterprise determines the importance attached to the location. The larger the investment in land and buildings, fixtures, and other immovable assets, the more likely it is that the location will be permanent. When buying an established business, it is necessary to check the suitability of the location because it will be reflected in the

price paid for goodwill. Each type of business whether manufacturing, wholesale, retail trading and service provision based has its own criteria for what constitutes a good location; what may be ideal for a palm kernel crushing mill may be totally unacceptable for a bakery industry or a bookshop. An area of a country that is perfect for one business may be totally inappropriate for another. Business location is therefore defined in relation to other important factors that enhance entrepreneurship success. These factors are taken into account when one is making a decision about the location of any business. One will need to consider the customers, transportation, and the nature of the neighbourhood, finances, and the long-term future of the market.

The matter of business location goes beyond the satisfaction of the immediate desires or challenges of the business owner. Location decision taken by an entrepreneur out of one's bias and sentiments usually counts against the entrepreneur in the future. Insisting on one locating a business because the owner is familiar with the place or location short-circuits the process of location. Again, personal preference in choosing one place for business location leads to the entrepreneur succumbing to secondary considerations in locating a business. Furthermore, the selection of a particular place for business location by chance according to Osuala (2004) can lead someone into thinking that because he supports the above with authority has seen a place with low rent or property with low price is not a sound decision. Choosing a location for a business can also lead to the eventual collapse of the business. There are many locations that may look good at the beginning of the business, which may turn out to be the

person's worst undoing as it may turn out to be unsuitable. A number of considerations are put in place in locating a particular business. These considerations that will help one remain focused on the business goals include the following:

- (1) The zone in the country that will promote the business as we have six geographical zones in Nigeria.
- (2) The state in the zone that will best satisfy the goals of the enterprise.
- (3) The city in the state that will be the most appropriate for the business.
- (4) The area or section in the city that will best meet the needs of the business.
- (5) The particular place or site in the area or section that will best fit into the overall goals for the achievement of maximum results.

A good consideration has to be given by choosing the area of the country that is clement and favourable for such business. In other words, one has to establish the particular area that is experiencing substantial growth in population and industrial locations. Serious thoughts should be given to such issues as the average income of the population, the development of other industries in the area, accommodation provisions, or housing programmes in the area, other businesses and construction rate in the area. Moreover, matters such as those that will be the prospective customers, that is, the people, businesses and industries need be considered.

After considering the national checks for the business, the next will be the particular state and the business growth

trends and potentials of the business in that state. From the state, one gets to the specific city and of course, the particular areas or sections in the selected city considering the nature of the business. The business law, rules, regulations, and taxes governing business operation in that state, city and area should be given a serious thought before locating the business. One should also find out whether the state law supports the establishment of such new businesses through tax incentives, investment credits, and religious belief systems (Osuala, 2004).

A number of issues need to be considered before locating any business venture. Neglecting any of these important considerations will definitely militate against the progress and growth of the enterprise. They include the following according Osuala (2004) and Nwachukwu, (2005):

- (i) ***Nearness to the Market-*** This has to do mainly with manufacturers who will need to transport their finished goods to customers that need them. Nearest to the market or the target customers is a good strategy in ensuring that products sales are high with high profit margin. The same is also applicable to those entrepreneurs who are in service provision enterprises. Proximity to the market reduces the cost of transportation thereby increases the profit.
- (ii) ***Nearness to required raw materials-*** Locating a business near to the source of the required raw materials is a big advantage to the manufacturer. It makes the cost of the raw materials to be cheap, enhances quick deliveries by reduced holding costs for inventories. It reduces the cost of

production and provides for healthy competition with superior advantages to those whose businesses are located nearer to sources of raw materials.

- (iii) ***Human resources or labour requirements-*** Considering the fact that the labour needs of an enterprise must have been given good consideration during the feasibility studies report, it is equally important to give it specific attention in terms of number of workers available in the area and the levels of their education, experience and training. Here, the job description and job specification becomes issues of attention. Job description according to Osuala (2004) are the duties and responsibilities of the labour requirements while job specification specifies or describes the best person that is best suited to fill the position in terms of education, skills, experience and other personal attributes.
- (iv) ***Business climate-*** In this case, considerations are given to the attitude of the state selected for the business, that is, whether the state laws permit the establishment of such business. Entrepreneurs should give good thought to this consideration to avoid wasteful investment. To be investigated are also whether there are laws in the particular state or city restricting entry of such business or will need that usually, high taxes and other regulations are in place.
- (v) ***Employees wage rates-*** The cost of labour within the location of the business is very important. The cost of recruiting permanent staff to

serve in the establishment and the use of skilled adhoc staff to achieve the same goal should be considered. Wage rates differ from one place to another. The entrepreneur should consider the trend in wages rate and determine how the rate of increase in wage rates compares with others doing the same business at different locations.

- (vi) **Population of the customer-** Choice of location is affected by the population trends of the prospective customers so that the market provided by the customers will match the products that are manufactured within the area. Such characteristics as the population size and density, family size, growth trends are broken-down into income levels, sex, age, education, race, religion, tribe and nationality are put in perspective in considering the population. It also helps to show how customers are drawn in that location.
- (vii) **Competition-** In locating a business anywhere, one has to consider and know that he is not the only one in the business. Locating a new business close to those that deal on similar items with experience gives advantage or boost to the business. As business activities increase, there will be increase in the profitability of the business. However, when businesses of the same type crowds in a location, it creates an undesirable impact on the profitability of the firms involved (Osuala, 2004). The new entrepreneur here surveys how he can still capture a share of the

available market given the available competitors.

- (viii) **The transportation components-** The transportation system of distributing the finished products as well as conveying the raw material to the firm is of great importance. This has to do with manufacturers or wholesalers. The quality and efficiency of the transportation system have direct effect on cost of production and the profitability of the business. It helps to eliminate multiple handling of the goods, which in turn hikes the cost of the products. This transportation includes highways, road networks and public service routes.
- (ix) **Facility service-** This deals with the nature of the location as it relates with public facility services such as the availability of pipe-borne water, constant electricity, refuse or garbage collection points and other essential utilities. The new entrepreneur should make sure that these things are placed so that he will not continue to bear the costs of providing these facility services alone.
- (x) **Compatibility of the business with the environment-** The entrepreneur considers whether his business is in agreement with all the existing businesses within the area. Again, consideration is given to the business and its surrounding environment to ascertain how favourable linked to other businesses within the area of location is the particular business that is about to be established.

Statement of the Problem

The location decision of any business owner determines the future success or failure of the business. Every type of business has its own criteria for what constitutes a good location. This is because a location that may be good for a timber dealer may be a nuisance for an eatery and so on. The criteria for choosing a business location should therefore not be based on selfish satisfaction of one's desires and secondary considerations of extraneous variables. Many small-scale businesses had collapsed in the past because of poor location. The collapse of these businesses had inflicted financial injuries and left perpetual traumatic sores in the lives of those owners as all their life-savings had gone down the drains. The failure of these businesses brought with it economic downturn that has left some areas in the country without necessary economic activities that could promote meaningful living. Bad location of businesses has also made many entrepreneurship efforts to be killed mid-stream thus resulting to complete loss of all investments in the collapsed businesses. Furthermore, bad location of businesses is a great factor militating against entrepreneurship development and growth. Therefore, the problem of the study is what are the business location factors that enhance entrepreneurship development and growth.

Purpose of Study

The main purpose of the study was to identify the factors that determine the location of entrepreneurship business in Enugu State. Determine the important basic considerations/factors for locating manufacturing businesses.

- (1) Determine the basic factors for locating entrepreneurial

businesses in Enugu State.

- (2) Determine the fundamental factors for locating retail and service businesses in Enugu State.

Research Questions

The following research questions were used for the study.

- (1) What are the basic factors for locating entrepreneurial manufacturing businesses in Enugu State?
- (2) What are the fundamental factors for locating retail and service businesses in Enugu State?

Methods

The design adopted for this study was a survey design. The area of the study was Enugu State. The population and sample of the study was 130 purposively selected, manufacturing and retailing and services entrepreneurs located in the area of the study. The instrument used for the study was a five point Likert scale structured questionnaire with nominal values of 5, 4, 3, 2, 1 with responses of strongly agreed, agreed, undecided, disagreed and strongly disagreed respectively. The instrument had 43 items and was administered by the researcher to the respondents within six weeks. The instrument was face validated by three experts in measurement and evaluation in the Department of Science Education at the University of Nigeria, Nsukka and three experts from Business Education unit of same University. The reliability of the instrument was also established using Cronbach alpha model and coefficient was 0.86, which indicated high reliability of the instrument. The data collected was analyzed by computing the mean score for

each of the items. The decision rule was therefore based on the lower and upper limits of the mean, thus:

Strongly Agreed 4.50 – 5.00;

Agreed 3.50 - 4.49;

Undecided 2.50 - 3.49;

Disagreed 1.50 - 2.49;

Strongly Disagreed below 1.50.

It follows that any mean score above 3.50 was considered as agreed while any item with mean score below 3.50 was considered as disagreed.

Results

Research Question 1

What are the basic factors for locating entrepreneurial manufacturing businesses in Enugu State?

Table 1

Mean responses of the respondents on the basic factors for locating entrepreneurial manufacturing businesses in Enugu State.

S/N	Factors for Considerations	SA	A	UD	D	SD	\bar{X}	Decision
1.	They should be located near to the market where the products are required.	78	43	4	3	2	4.48	Agreed
2.	They should be located near the source of raw materials.	105	25	-	-	-	4.81	Agreed
3.	They should be located where there is cheap labour.	113	17	-	-	-	4.87	Agreed
4.	They should be located where the required number of workers will be readily available.	73	57	-	-	-	4.56	Agreed
5.	They should be located where the number of workers required is well educated.	37	42	12	26	13	3.49	Disagreed
6.	They should be located where the available workers are experienced and well trained.	83	47	-	-	-	4.64	Agreed
7.	They should be located where there will be healthy competition.	40	55	20	5	10	4.57	Agreed
8.	They should be located where the business climate is conducive for production.	76	52	2	-	-	4.74	Agreed
9.	They should be located where the population of customers support the business.	96	34	-	-	-	4.74	Agreed
10.	One should avoid crowding them where there are already the same types of manufacturing businesses.	73	49	4	1	3	4.45	Agreed
11.	They should be located where there are efficient transport services.	83	39	2	4	2	4.52	Agreed

12.	One should locate the business where multiple handling of the goods that hike the cost of production will be eliminated.	76	54	-	-	-	4.58	Agreed
13.	They should be located where other essential facilities such as steady supply of electricity will be ensured.	97	33	-	-	-	4.75	Agreed
14.	They should be located where there is police and fire protection.	21	55	19	20	15	3.36	Disagreed
15.	One should avoid locating a business in an area that has bad reputation of failed industries.	59	67	1	3	-	4.40	Agreed
16.	Businesses should be located where accessibility is easy, convenient and safe.	103	27	-	-	-	4.79	Agreed
17.	They should be located where there will be sufficient supply of clean water.	91	39	-	-	-	4.70	Agreed
18.	They should be located where the local zoning law supports the business.	23	49	10	25	23	3.18	Disagreed
19.	They should be located where the waste products will not be health hazards.	79	46	5	-	-	4.57	Agreed
20.	Location can be carried out by chancing any opportunity.	10	25	30	30	35	2.58	Disagreed
21.	A business can be located through personal preferences.	15	35	10	40	30	2.73	Disagreed
22.	One can locate a business simply because he knows the locality well.	22	10	15	45	38	2.48	Disagreed
Grand Mean							4.18	Agreed

Table 1 shows that the respondents agree to all the items on the basic factors for locating entrepreneurial manufacturing businesses except for items 5, 14, 18, 20, and 21 and 22, which have means below the mean for the decision rule. The grand mean of 4.18 shows that in all, these basic factors are very crucial in locating any entrepreneurial manufacturing businesses in Enugu State.

Research Question 2

What are the fundamental factors for locating services and retail business shops in Enugu State?

Table 2

Mean responses of the respondents on the factors needed for locating services and retail business shops businesses in Enugu State.

S/N	Factors for Considerations	SA	A	UD	D	SD	X	Decision
23.	The size of the trading area must be considered in terms of the volume of expected business.	88	42	-	-	-	4.68	Agreed
24.	The number of other competing business in the area.	83	37	5	2	3	4.52	Agreed
25.	The nature of the other competing businesses in the area.	79	47	2	1	1	4.55	Agreed
26.	Effectiveness of the transportation network.	37	63	8	12	10	3.80	Agreed
27.	Foot traffic for shopping centres.	85	39	3	2	1	4.58	Agreed
28.	Consideration should be given to all persons that would be potential customers.	76	49	2	2	1	4.52	Agreed
29.	An exceptional location is very important for service businesses.	-	-	10	30	90	1.38	Disagreed
30.	Location for service businesses should only be functional.	87	43	-	-	-	4.67	Agreed
31.	Barbing saloons as a service business need high traffic areas.	65	55	5	3	2	4.37	Agreed
32.	The type of services.	89	37	1	2	1	4.62	Agreed
33.	The type of customers to be attracted.	21	95	4	7	3	3.95	Agreed
34.	Information and communication technology has eliminated many barriers	27	55	43	2	3	3.78	Agreed
35.	Dispersed locations are preferred to cluster one.	8	9	7	57	49	2.00	Disagreed
36.	Interchange of customers promotes greater volume of sales.	105	22	1	2	-	4.77	Agreed
37.	Retail stores regulations discourage location of more stores where the location will become less attractive to customers due to additional shopping traffic.	65	57	4	3	1	4.40	Agreed

38.	Retail shops must be easily accessible to the customers.	121	9	-	-	-	4.93	Agreed
39.	Retail stops must have safe parking spaces for their customers.	113	17	-	-	-	4.87	Agreed
40.	Retail stores businesses must be flexible enough to provide for expansion.	77	51	2	-	-	4.58	Agreed
41.	Avoid incompatibility of business such as presence of shopping centres and supermarket.	93	33	4	-	-	4.68	Agreed
42.	Avoid abandoned vacant building sites.	87	35	6	1	1	4.58	Agreed
43.	The perishable nature of the products must be considered for retail stores	93	29	6	1	1	4.63	Agreed
Grand Mean							4.23	Agreed

Table 2 shows that the respondents agree to all the items on the fundamental factors for locating services and retail shops businesses except for items 29 and 35 with means 1.38 and 2.00 respectively. Furthermore, the grand mean of 4.23 indicates that the respondents agree to these fundamental factors as being crucial to the successful operation of services and retail shop businesses.

Discussion of Results/Findings

On research question one for factors for locating manufacturing industries; it was evident that the respondents agreed that the items were factors that should not be neglected by any potential entrepreneur hoping to be successful as a manufacturer. Osuala (2004) observed that the location of any business venture was very critical to the

survival of the business. It is known that nobody would like to fail after investing huge sums of money and time. Furthermore, the essence of every undertaking is to maximize profit, which can only be realized through proper location of the business. Again, Nwachukwu (2005) observed that the location of any business could make or mar the business. He further stressed that the type of business determined where it would be located. On the disagreement by the respondents to items 5, 14, 18, 20, 21 and 22, it then meant that the level of education attained by the workers in a particular location should not be major factors in locating manufacturing industries (item 5); that locating manufacturing industry near to a fire and police station should not really bother the entrepreneur (item 14); that adhering to the zoning laws obtainable in the area

should not be the concern of the entrepreneur (item 18) and that might be because the zoning law must have been made before the valuable opportunity to meet the people's needs for economic growth was identified. Regulations on locating business should be without bias, ill-will and religion. Such regulations restrict economic development and growth.

The respondents disagreed to such considerations as locating manufacturing businesses based on chancing an opportunity, personal preferences and familiarity of the entrepreneur on the locality (items 20, 21, and 23) respectively. The disagreement were in line with Osuala (2004) which stated that personal preferences or bias for or familiar with a given location within the city might seem helpful in choosing a site, but it could cause the entrepreneur to be blinded to superior opportunities elsewhere. Osuala maintained that selecting a location for a business by chance, could mislead the entrepreneur with the notion that low rent or property prices made a good deal. He further explained that if a building was vacant, one should study the history of the vacancy before locating into the apartment as what might look right on the surface, might turn out to be unsuitable and the cause of the business distress in the location.

Regarding research question two which dealt with the factors for locating services and retail shops for successful operation. The respondents agreed to 19 items out of 21 items in the instrument. The respondents disagreed to items 29 and 35 on whether exceptional location considerations should be accorded to service businesses, and whether isolated and dispersed locations are preferred to a cluster of similar and complementary

retail shops respectively. Again, the responses of the respondents were also in agreement with the position which Osuala (2004) had taken on these issues. Some of such service businesses included plumbers, electricians, masons, carpenters and so on. These groups of small-scale entrepreneurs do not need special location considerations as they can easily be reached on phone or personal contact. One requirement that was demanded from them was that of quality service which had enduring value and recognition.

Conclusions

It can therefore be concluded that the location of any business is crucial to the success and survival of the enterprises. Each type of business determines its own type of criteria for what constitutes a good location. Good considerations should be given to basic issues relating to location. The fundamental considerations for locating manufacturing industries include: nearness to the market, cheap labour, availability of required number of trained and experienced workers, environments with healthy competition with good business climate, crowding in the same type of business in the same location and locating businesses where there are efficient transport services. Other criteria are locating where one would eliminate double handling of goods, places where there is steady supply of electricity, places without bad history of failed businesses, easily accessible, safe, and convenient locations, availability of clean water supply and locations where the waste products will not constitute health hazards to the public. Further conclusions can as well be drawn from the study that locating businesses through personal preferences, knowledge

of the locality, chancing of opportunities are considerations that can lead to the failure of the business in the future. Therefore, the criteria for choosing a manufacturing industry business location should not be based on selfish satisfaction of one's desire and other secondary considerations of extraneous variables. Potential industrialists and manufactures should know that applying the right criteria in deciding where to locate their businesses for better performance growth, development and profitability.

In the same vein, the criteria for locating services and retail shops businesses should take cognizance of the following: consideration for the size of the trading area, the number of other competitors, transportation facilities, number of potential customers, functional services, high traffic flow, ICT available in the area, proximity of interchange of customers, safe parking spaces, flexibility for future expansion, compatibility of businesses and the best way to preserve the products.

Recommendations

The following recommendations were made from the findings of the study:

1. All potential entrepreneurs should always seek for necessary information that would help them locate their businesses properly.
2. The State Ministry of Commerce and Industry should organize workshops/seminars towards creating awareness on the importance of basic considerations for locating manufacturing industries for all prospective entrepreneurs.

3. The fundamental considerations for locating services and retail shops businesses must be taken seriously by all intending entrepreneurs so as to ensure development, growth and future sustainability of the businesses.

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