

CRITICAL PERSPECTIVES ON SUCCESSION PLANNING IN THE COMMUTER
TRANSPORT SECTOR IN ZIMBABWE.

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Abstract

Despite the importance of the transport business sector to the Zimbabwean economy the failure rate in the sector is alarming, these failures are related to finance, demand forecasting, management, marketing, capitalization at start up and business planning. The research seeks to find the reasons of the high attrition rate in the transport sector. This research established the notion that business failures in the transport sector are caused by failure to adequately plan for succession. It also established that some family members may not be willing to take the same business model, also failure to identify a potential successor prior to the death of the founder results in the discontinuance of the business. The key to succession dilemma is to identify and train the possible suitor early