

# ENTREPRENEURIAL ENGAGEMENT OF NIGERIAN YOUTHS IN FRUITS JUICE ENTERPRISE FOR SUSTAINABLE LIVELIHOOD IN POST PANDEMIC

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## Abstract

*The study investigated entrepreneurial engagement of Nigerian youths in fruits juice enterprise for sustainable livelihood in post pandemic using Delta State as case study. The study adopted survey research design. The population for the study was 136 subjects, comprising 40 Home Economics Lecturers and 96 registered fruits juice entrepreneurs. The instrument for data collection for the study was a structured close-ended questionnaire face-validated by three experts and with Cronbach Alpha reliability coefficient of 0.87. Data were collected by the researchers with the help of four research assistants. Out of the 136 copies of the questionnaire administered, 131 copies were completely filed and returned representing 96.3% return rate. Data were analysed using descriptive statistics of mean, standard deviation and t-test statistics. From the results, the study identified 18 equipment required by youths for fruits juice production, 20 requisite skills required by youth for fruits juice production and 12 requisite skills required by youth for marketing of fruit juice. There are no significant ( $p < 0.05$ ) difference in the mean ratings of Home Economics lecturers and registered fruits juice entrepreneurs on the equipment ( $t\text{-cal} = 0.41$ ) and requisite skills ( $t\text{-cal} = 0.37$ ) required by youth for marketing fruits juice, whereas, there is significant ( $p < 0.05$ ) difference in the mean ratings of Home Economics lecturers and registered fruits juice entrepreneurs on the requisite skills ( $t\text{-cal} = 2.12$ ) required by youth for fruits juice production. Hence, the study recommended adequate provision of required training and subsidized equipment and facilities to youth in entrepreneurial engagement in fruits juice enterprise.*

**Keywords: Entrepreneurial Engagement, Youths, Fruits Juice, Post Pandemic.**

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## Introduction

It is impossible to overstate the importance of national development that is sustainable in the face of the epidemic. National economic development includes all actions taken by the government to enhance the welfare of its residents, including raising the GDP, promoting socioeconomic advancement, raising literacy rates, expanding access to healthcare, and hiring more young people, among other things (Anern, 2020). Youths are anyone between the ages of 18 and 35, regardless of gender or sexual orientation. According to Konopka (2017), the youth stage refers to a person's youthful age, which is frequently the period of time between childhood and adulthood (maturity). The youths stand out for their youthful appearance, freshness, and vigor (Furlong, 2013). The youth make up the majority of society's active working population due to their strength, and hence, their economic engagement in entrepreneurial activities is crucial for nation's growth and development.

An individual's willingness and aptitude to look for and participate in investment possibilities in order to start and successfully operate a business based on the identified prospects is referred to as entrepreneurial engagement (Akeredolu-Ale in Agboola, 2015). According to Aja, Onoh, and Igwe (2018), entrepreneurial activities are the heart of every nation's economic growth because they are a sure-fire of creating employment opportunities, supplying the necessary manpower for industrial development, growing the market and market factors, building citizen capacity, and distributing resources that are essential components of national development. Akhuemonkhan, Raimi and Sofoluwe (2013) noted that the acquisition of entrepreneurial skills and competencies has continued to feature as a captivating theme in local summits and international conferences because of its potency as tool for mitigating unemployment and other social-economic challenges inhibiting sustainable

development in all parts of the globe. Hence, the acquisition and possession of entrepreneurial skills by youths in lucrative enterprise such as fruits juice production is capable of improving youth employment and their livelihood.

Fruits naturally contain juice, which is a liquid. The fruits are mechanically pressed or macerated to extract it. It is made and consumed for its reviving qualities, nutritional advantages, and as a reliable source of immediate energy (Olaifa, 2019). The physical, chemical, organoleptical, and nutritional features of the fruit(s) from which the juice is derived are all present in fruit juices. According to a 2017 research by the International Fruit and Vegetable Juice Association, fruit juice effectively retains all of the nutrients contained in the original fruit, which must be ripe and healthy. The main goal of contemporary food technology is to physically generate stable products and transmit valuable fruit components into the juice. The growing preference of consumers for healthier consumption of fruits and recent changes in their dietary habits are the key factors driving the evolution of the juice market (Euromonitor International, 2017).

The development of the world market for fruit juice has been guided by changes in lifestyle and increased knowledge of the benefits of eating a healthy, balanced diet. Fruit juice consumption is rising, which will likely lead to significant expansion in the juice business globally in the upcoming years (Olaifa, 2019). According to a research by the Manufacturers' Association of Nigeria (MAN), Nigeria spends 165 billion every year on the importation of fruit juice. Juice is therefore anticipated to experience an off-trade volume CAGR of 7% over the anticipated timeframe (Euromonitor International, 2017). Given the obvious enormous economic potential of the fruit juice industry, Nigerian teenagers' entrepreneurial involvement in the production and selling of fruit juice will go a long way toward alleviating the increased youth unemployment brought on by the pandemic. Coronavirus (COVID-19) outbreak and spread are changing how and where people and businesses conduct their operations. The COVID-19 epidemic, according to the United Nations (2020) has had a disastrous influence on the job market as seen by the sharp increase in the unemployment rate around the world. The Federal Government of Nigeria (2021) suggested that the promotion of private sector-led interventions to lay the solid foundation for

economic diversification and investments in human capital development is essential for post-pandemic sustainability. On the basis of this argument, the study was carried out to investigate entrepreneurial engagement of Nigerian youths in fruits juice enterprise for sustainable livelihood in post pandemic with Delta State in focus.

### **Purpose of the Study**

The broad purpose of the study was to examine entrepreneurial engagement of Nigerian youths in fruits juice enterprise for sustainable livelihood in post pandemic. Specifically, the study identified:

- i. equipment required by youths for fruits juice production.
- ii. requisite skills required by youth for fruits juice production.
- iii. requisite skills required by youth for marketing of fruit juice.

### **Research Questions**

In line with the specific purposes, the following research questions were answered:

- i. What are the equipment required by youths for fruits juice production?
- ii. What are the requisite skills required by youth for fruits juice production?
- iii. What are the requisite skills required by youth for marketing of fruit juice?

### **Research Hypotheses**

The study tested the following null hypotheses at 0.05 level of significance.

- H0<sub>1</sub>:** There is no significant difference in the mean ratings of Home Economics lecturers and fruit juice entrepreneurs on the equipment required by youths for fruits juice production.
- H0<sub>2</sub>:** There is no significant difference in the mean ratings of Home Economics lecturers and fruit juice entrepreneurs on the requisite skills required by youth for fruits juice production.
- H0<sub>3</sub>:** There is no significant difference in the mean ratings of Home Economics lecturers and fruit juice entrepreneurs on the requisite skills required by youth for marketing of fruit juice.

### **Methodology**

The study was carried out in Delta State, South-south Nigeria. Three research questions were answered while three null hypotheses were tested at

0.05 level of significance. Descriptive survey research design was adopted in carrying out the study. The population for the study was 136 subjects. This comprised 7 Home Economics Lecturers from Delta State Colleges of Education Warri, 6 Home Economics Lecturers from Delta State Colleges of Education Mosogar, 15 Home Economics Lecturers from Federal College of Education Asaba, 6 Home Economics Lecturers from Delta State University, Abraka, 6 Home Economics Lecturers from University of Delta, Agbor and 96 Registered fruits juice entrepreneurs in selected cities of Asaba, Warri and Agbor in Delta State. Due to manageable size of the population, the entire 136 respondents (40 Home Economics lecturers and 96 registered fruits juice entrepreneurs) were involved as respondents for the study.

The instrument for data collection for the study was a structured close-ended questionnaire. The questionnaire was sectionalized into four parts (A, B, C and D). Part A was structured to obtain personal data of the respondents such as their occupation. Parts B, C and D were structured into 4-point rating scale of Highly Required (HR); Moderately Required (MR); Less Required (LR) and Not Required (NR) with corresponding rating values of 4, 3, 2, and 1 respectively. The instrument was face-validated by three experts who are Senior Lecturers in Home Economics in Delta State University, Abraka, Delta State. The reliability of the questionnaire was ascertained by trial testing 15

copies of the instrument on 10 Home Economics lecturers and 5 registered fruits juice entrepreneurs in Edo State. Data collected from the trial testing were analysed using Cronbach Alpha reliability method which yielded a reliability coefficient of 0.87 for the instrument.

Data for the study were collected by the researchers with the help of four research assistants to cover the four schools while the researcher handled data collection from the fruits juice entrepreneurs. Due to close monitoring of the research assistants, 131 out of the 136 copies of the questionnaire administered were completed and returned representing 96.3% rate of return. The data collected were analysed using mean and standard deviation for answering the research questions while the hypotheses were tested using t-test statistics. Cut-off point value of 2.50 on 4-point scale was used for interpreting the results.

Based on the obtained cut-off point value, any item with mean value of 2.50 and above was interpreted as "Required" while items with mean values less than 2.50 were interpreted as "Not Required". On the null hypotheses tested, the hypothesis of no significant difference was accepted when t-calculated (t-cal) value was less than the t-table (t-tab) value of 1.96 at 0.05 level of significance while hypothesis of no significant difference was rejected when t-calculated (t-cal) values was greater than the t-table (t-tab) value of 1.96 at 0.05 level of significance.

## Results

### Research Question One

What are the equipment required by youths for fruits juice production?

**Table 1: Mean Ratings of the Respondents on Equipments required by Youths for Fruits Juice Production (N = 131).**

SN	Equipment required for fruits juice production include:	$\bar{X}$	SD	Rmks
1	Protective gloves, hats, hairnets, coats, boots	3.57	0.61	<b>Rqd</b>
2	Washing machine	3.62	0.54	“
3	Cutting boards	3.64	0.52	“
4	Peeling machine	3.56	0.59	“
5	Fermentation tank	2.41	0.62	<b>Not Rqd</b>
6	Fruits blending machine	3.36	0.64	<b>Rqd</b>
7	Fruit crushers	3.74	0.61	“
8	Freezer	3.59	0.56	“
9	Fruit presser	3.67	0.67	“
10	Heat sealer	3.48	0.71	“
11	Hydrometer (alcohol and brine)	3.64	0.68	“
12	Insulated filling tank	3.67	0.52	“
13	Bottle washers	3.69	0.78	“
14	Liquidizer	2.98	0.78	“
15	Pasteurizing kettle	2.45	0.98	<b>Not Rqd</b>
16	pH meters	3.51	0.63	<b>Rqd</b>
17	Pressure cooker	3.53	0.62	“
18	Sterilizers	3.79	0.61	“
19	Capsule sealing machine	3.42	0.64	“
20	Labeller	3.63	0.55	“
	<b>Pooled Mean</b>	<b>3.46</b>	<b>0.58</b>	<b>Rqd</b>

**Note:**  $\bar{X}$  = Mean; SD = Standard Deviation; **Rqd** = Required; **Not Rqd** = Not Required

The result in Table 1 showed that 18 out of the 20 items had mean values that ranged from 2.98 to 3.79 which are greater than the cut-off point value of 2.50 on 4-point rating scale. This result indicates that the 18 identified items are important equipment required by youths for fruits juice production. On the other hand, items 5 and 15 in the table have mean values of 2.41 and 2.45 respectively which are in each case less than the cut-off point value of 2.50 on 4-point rating scale. This implies that item 5 (fermentation tank) and item 15 (pasteurizing kettle) are not important equipment required by youths for fruits

juice production. The standard deviation values of the 20 items in the table ranged from 0.52 – 0.98 which suggests that the responses of the respondents are close to one another and to the mean.

### Hypothesis One

There is no significant difference in the mean ratings of Home Economics lecturers and fruit juice entrepreneurs on the equipment required by youths for fruits juice production.

**Table 2: Test of Significant Difference in the Mean Ratings of Home Economics Lecturers and Registered Fruits Juice Entrepreneurs on the required Equipment by Youths for Fruits Juice Processing.**

Variables	N	$\bar{X}$	SD	DF	Std. Error	t- Cal	t-Tab	Level of Sig.	Rmk
Home Ec Lecturers	38	3.45	0.62						
Registered Entrepreneurs	93	3.47	0.58	129	0.020	0.37	1.96	0.05	NS

**Note:** NS = Not Significant at 0.05.

The data presented on the t-test statistics in Table 2 above reveals that the t-calculated (t-cal) value of 0.37 is less than the t-table (t-tab) value of 1.96 at 0.05 level of significance and 129 degree of

freedom. This indicates that there is no significant ( $p < 0.05$ ) difference between the mean ratings of the responses of Home Economics lecturers and registered fruits juice entrepreneurs on the

equipment required by youths for fruits juice production. Therefore, the null hypothesis of no significant ( $p < 0.05$ ) difference in the mean ratings of

the responses of the lecturers and entrepreneurs is accepted on hypothesis one.

### Research Question Two

What are the requisite skills required by youth for fruits juice production.

**Table 3: Mean Ratings of the Respondents on Requisite Skills required by Youths for Fruits Juice Production (N = 131).**

SN	Requisite skills for fruits juice production include:	$\bar{X}$	SD	Rmks
1	Cleaning of equipments	3.59	0.55	<b>Rqd</b>
2	Cleaning of fruits of all forms of dirt	3.43	0.56	“
3	Sorting of fruits	3.68	0.59	“
4	Grading of fruits	3.44	0.59	“
5	Peeling of fruits using machine or knife	3.67	0.52	“
6	Slicing of peeled fruits	3.58	0.63	“
7	Crushing of fruits to extract juice	3.80	0.68	“
8	Pulping of fruits	3.65	0.53	“
9	Blending fruits into paste or liquid	3.59	0.55	“
10	Fruits scalding	3.71	0.62	“
11	Squeezing of fruits	3.64	0.56	“
12	Sieving blended fruits to separate fibres	3.66	0.53	“
13	Aseptic preservation or freezing	3.57	0.62	“
14	Accurate use of preservatives	3.79	0.63	“
15	Accurate temperature management	3.68	0.81	“
16	Filling juice into bottles	3.59	0.75	“
17	Adding flavour	3.52	0.68	“
18	Pasteurise in hot water at 88-90°C for 10-20 mins.	3.66	0.66	“
19	Attach labels.	3.50	0.65	“
20	Store products in cool dry place from sunlight	3.71	0.63	“
<b>Pooled Mean</b>		<b>3.62</b>	<b>0.56</b>	<b>Rqd</b>

**Note:**  $\bar{X}$  = Mean; SD = Standard Deviation; **Rqd** = Required.

The result in Table 3 revealed that the mean values of the 20 items ranged from 3.43 to 3.80 which are greater than the cut-off point value of 2.50 on 4-point rating scale. This result indicates that the 20 identified items are requisite skills required by youth for fruits juice production. The standard deviation values of the 20 items in the table ranged from 0.52

– 0.81 which indicates that the responses of the respondents are close to one another and to the mean.

### Hypothesis Two

There is no significant difference in the mean ratings of Home Economics lecturers and fruit juice entrepreneurs on the requisite skills required by youth for fruits juice production.

**Table 4: Test of Significant Difference in the Mean Ratings of Home Economics Lecturers and Registered Fruits Juice Entrepreneurs on the Requisite Skills required by Youths for Fruits Juice Processing.**

Variables	N	$\bar{X}$	SD	DF	Std. Error	t- Cal	t-Tab	Level of Sig.	Rmk
Home Ec Lecturers	38	3.53	0.60						
Registered Entrepreneurs	93	3.71	0.45	129	0.048	2.12	1.96	0.05	<b>S*</b>

**Note:** **S\*** = Significant at 0.05.

The data presented on the t-test statistics in Table 4 shows that the t-calculated (t-cal) value of 2.12 is greater than the t-table (t-tab) value of 1.96 at 0.05

level of significance and 129 degree of freedom. This implies that there is significant ( $p < 0.05$ ) difference between the mean ratings of the responses

of Home Economics lecturers and registered fruits juice entrepreneurs on the requisite skills required by youth for fruits juice production. Hence, the null

hypothesis of no significant ( $p < 0.05$ ) difference in the mean ratings of the responses of the lecturers and entrepreneurs is rejected on hypothesis two.

### Research Question Three

What are the requisite skills required by youth for marketing of fruit juice.

**Table 5: Mean Ratings of the Respondents on Requisite Skills required by Youths for Marketing Fruits Juice Production (N = 131).**

SN	Requisite skills for marketing fruits juice include:	$\bar{X}$	SD	Rmks
1	Packaging of products to attract consumers	3.34	0.65	<b>Rqd</b>
2	Develop a robust marketing plan for fruit juice.	3.31	0.70	“
3	Adopt suitable promotional strategies for products	3.50	0.66	“
4	Online/social media advertisement of products	3.49	0.55	“
5	Fix accurate price on products	3.52	0.57	“
6	Adding place utility value to fruits juice produced	3.68	0.51	“
7	Adding time utility value to products for higher profits	3.36	0.68	“
8	Organize a kiosk, stall or shops in an open market for sales	3.59	0.60	“
9	Establishing a good customer relation with consumers	3.27	0.67	“
10	Use of sales agents to market products	3.41	0.65	“
11	Appropriate sale record and account management	3.74	0.58	“
12	Develop business expansion plan	3.81	0.47	“
<b>Pooled Mean</b>		<b>3.50</b>	<b>0.61</b>	<b>Rqd</b>

**Note:**  $\bar{X}$  = Mean; **SD** = Standard Deviation; **Rqd** = Required.

The result in Table 5 showed that the mean values of the 12 items ranged from 3.27 to 3.81 which are all greater than the cut-off point value of 2.50 on 4-point rating scale. This result indicates that the 12 identified items are requisite skills required by youth for marketing fruits juice. The standard deviation values of the 12 items in the table ranged from 0.47

– 0.70 which indicates that the responses of the respondents are close to one another and to the mean.

### Hypothesis Three

There is no significant difference in the mean ratings of Home Economics lecturers and fruit juice entrepreneurs on the requisite skills required by youth for marketing of fruit juice

**Table 6: Test of Significant Difference in the Mean Ratings of Home Economics Lecturers and Registered Fruits Juice Entrepreneurs on the Requisite Skills required by Youths for Marketing Fruits Juice.**

Variables	N	$\bar{X}$	SD	DF	Std. Error	t- Cal	t-Tab	Level of Sig.	Rmk
Home Ec Lecturers	38	3.51	0.64						
Registered Entrepreneurs	93	3.49	0.70	129	0.022	0.41	1.96	0.05	<b>NS</b>

**Note:** **NS** = Not Significant at 0.05.

The data presented on the t-test statistics in Table 6 shows that the t-calculated (t-cal) value of 0.41 is less than the t-table (t-tab) value of 1.96 at 0.05 level of significance and 129 degree of freedom. This indicates that there is no significant ( $p < 0.05$ ) difference between the mean ratings of the responses

of Home Economics lecturers and registered fruits juice entrepreneurs on the requisite skills required by youth for marketing fruits juice. Consequently, the null hypothesis of no significant ( $p < 0.05$ ) difference in the mean ratings of the responses of the lecturers and entrepreneurs is rejected on hypothesis three.

### **Discussion of Findings**

This study in respect to research question one identified some of the equipment required by youths for fruits juice production to include: protective gloves, hats, hairnets, coats, boots, washing machine, cutting boards, peeling machine, fruits blending machine, fruit crushers, freezer, fruit presser, hydrometer (alcohol and brine), insulated filling tank and bottle washers. Barta (2012) on fruit processing plant and equipments reported that lot of instruments are available for a fruit processing which range from mechanical fruit harvest, transportation device, washing and rinsing machines, washers, grading, peeling, destemming devices, chopper machines, heat exchangers, filling and closing machines, and heat treatment equipments. Sinha, et al (2012) identified major equipment in fruit juice production as packing materials, washing and rinsing devices, grading, peeling, destemming, blending, seeding and cleaning equipment, pitter and halver machines.

This study as regards to research question two identified requisite skills required by youth for fruits juice production to include: cleaning of equipments, cleaning of fruits of all forms of dirt, sorting of fruits, grading of fruits, peeling of fruits using machine or knife, slicing of peeled fruits, crushing of fruits to extract juice, pulping of fruits, blending fruits into paste or liquid, fruits scalding, squeezing of fruits, sieving blended fruits to separate fibres, aseptic preservation or freezing and accurate use of preservatives. The report of United Nations Industrial Development Organization [UNIDO] (2004) highlighted major skills required in quality fruits juice production as inspection of the fruits before processing, washing to get rid of all forms of dirt, sorting fruits into grades, pulping, blending, filling, sealing, cooling and labeling. Similarly, Sinha, (2012) identified major skills areas in fruits juice production to include: raw fruit inspection, preparations, sorting, grading, crushing, squeezing, peeling, slicing, scalding, sieving, processing, preserving, packing, storage and cleanup.

This study on research question three identified requisite skills required by youth for marketing of fruit juice as packaging of products to attract consumers, developing a robust marketing plan for fruit juice, adopting suitable promotional strategies for products, online/social media advertisement of products, fixing accurate price on products, adding

place utility value to fruits juice produced, adding time utility value to products for higher profits, organizing a kiosk, stall or shops in an open market for sales and establishing a good customer relation with consumers. Brian (2014) claims that a good marketing strategy of food products needs to be built around four areas which are specialization, differentiation, segmentation, and concentration. Ndubisi (2011) on entrepreneurship skills required in snack enterprise by graduates in snacks production identified: developing a good marketing plan, using the marketing plan and action plan to achieve successes, advertising to increase sales, distributing the products from wholesaler to retailers and consumers and establishing a lasting relationship with retailers and consumers as major marketing skills. Daniels, Engiberge and Lovens (2010) found that activities in marketing products to the consumers include: sorting of the goods to sizes, labelling and advertising in order to create consumer awareness, fixing their prices based on production cost, organizing a sales outlet, and keep records of purchased goods and sells made.

### **Conclusion**

The study investigated entrepreneurial engagement of Nigerian youths in fruits juice enterprise for sustainable livelihood in post pandemic with Delta State in focus. Three research questions were answered while three null hypotheses were tested. The study identified 18 equipment required by youths for fruits juice production some of which include: protective gloves, washing machine, cutting boards, peeling machine and fruits blending machine. In addition, the study identified 20 requisite skills required by youth for fruits juice production some of which include: cleaning of equipments, cleaning of fruits of all forms of dirt, sorting of fruits, grading of fruits, peeling of fruits using machine or knife and blending fruits into paste or liquid. Similarly, the study identified 12 requisite marketing skills required by youth for marketing of fruit juice some of which include: packaging of products to attract consumers, developing a robust marketing plan for fruit juice, adopting suitable promotional strategies for products, online/social media advertisement of products and fixing accurate price on products.

The result of the hypotheses tested showed that there are no significant ( $p < 0.05$ ) differences between the mean ratings of the responses of Home Economics lecturers and registered fruits juice entrepreneurs on

the required equipment ( $t\text{-cal}=0.41$ ) and requisite marketing skills ( $t\text{-cal}=0.37$ ) required by youth in fruits juice industry. On the other hand, there is significant ( $p<0.05$ ) difference between the mean ratings of the responses of Home Economics lecturers and registered fruits juice entrepreneurs on the requisite skills required by youths in fruits juice production ( $t\text{-cal}=2.12$ ). The study therefore concluded that the engagement of the teaming Nigerian youth in these identified skills will increase employment and economic sustainability of the youth in the country.

### Recommendations

1. Adequate provision of required training to youth in entrepreneurial engagement in fruits juice enterprise through skill acquisition centres for sustainable living.
2. Provision of required subsidized equipment, facilities and starter-park to the youth for initial take off of their fruit juice production outfit to contribute their quotas to Nigerian economy.
3. The government should help to create market incentive and conducive environment to the youth fruits juice entrepreneurs for success of their businesses.

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