

MEMO

To: **ALL SEMINAR SERIES II STUDENTS, MASTER OF INTERNATIONAL BUSINESS**
Date: September 24 2026
Course: Seminar Series II (MIB 8104)
Academic Year: 2026/2027, Semester One
Subject: **COMMENTS ON METHODOLOGY | DRAFT 1**

A. WAY FORWARD.

- Address the comments provided on your methodology section, and then proceed to develop your data collection or extraction instruments.
- Submit your data collection or extraction instruments by 17:00 hours on Tuesday, 29 September 2026.
- Exclude research philosophy, research paradigms and theoretical frameworks from your methodology. The final output of this course is a seminar series paper, not a dissertation.
- I am available for online consultations on weekdays from 11:00 to 15:00 hours.

B. COMMENTS

Kansiime Deborah, 2025/HD10/22139U

- No product definition at the HS code level.
- Your domestic capacity dimension has been dropped even though the purpose statement promises it.
- Your time scope is inconsistent with the with the time scope of previous chapters. 2019–2024 Vs.2015–2025
- HS 0401 (liquid and UHT milk) and HS 0402 (milk powder and concentrated milk) have very different buyer markets, logistics and SPS profiles.

Kazibwe Azhar, 2025/HD10/22140U

- The submission lacks the essential components of a methodology chapter: study area and study population, sampling frame and its source, actual sample size and its calculation etc.
- what is the unit of analysis? the firm, the product
- 'Selected agro processed products' are never named (for example coffee, maize flour, honey, dried fruit, dairy).

Kiplangat Leonard, 2025/HD10/25318U

- Your methodology has a fundamental misalignment with the study. The two objectives call for analysis of national trade data: Objective 1 asks about the trend and growth of Uganda's groundnut exports, and Objective 2 asks how competitive Uganda is in the international groundnut market.

The background names RCA, RSCA, PAM and CMS as the toolkit. The theoretical review anchors the study on Ricardo and Balassa's RCA index. The empirical review closes by stating that the trend analysis "would require commodity level export series from UNCOMTRADE or ITC."

The methodology instead proposes a cross-sectional firm survey using Likert scale questionnaires. It sets out to test relationships among firm capabilities, institutional and government support, market access, trade facilitation and export competitiveness. None of these four variables appears in the objectives, research questions or literature review. **Your methodology appears to have been adapted from a different study.**

- Your methodology is not appropriate to answer either research question.

Mubangizi Maria, 2500722141U

- **Your topic is flawed:** Demand for imported beverages is shaped by consumer factors such as income, price, taste, perceived quality, brand image and social status. Locally produced beverages are one alternative within the consumer's choice set. **They are not a determinant that acts on demand for imports.**
- The factors you have already listed as regression predictors (price, quality perception, income, availability and social status) are well suited to a stronger and more defensible question: **what determines consumers' preference for imported over locally produced alcoholic beverages?**

Muganga Fred, 2025/HD10/22142U

- You haven't addressed the Objective on *Concentration of import dependence*; it requires a measure across all suppliers. **A single partner share is not concentration.**

Mujuni Rachael Priscilla, 2025/HD10/22144U

- Market Access Map cannot supply the regulatory history; it largely presents requirements currently in force.
- **You have not distinguished between Mandatory and voluntary requirements.**

Nassozi Victoria Nakirwana, 2025/HD10/22149U

- Your Objective 1 relies on Market Access Map alone, **which cannot capture private standards or the evolution of requirements promised in the time scope.**
- Your cover slide describes the approach as quantitative. The design section describes a mixed methods descriptive case study.
- The ten markets need verifying against 'Wagagai's' actual markets. What if 'Wagagai' does not ship to all ten, then the challenges and performance analysis will have no data for those markets.
- The questionnaire sample will not produce informed responses: Wagagai employs over 2,000 people, most of them farm and propagation workers. Selecting "operational staff" by simple random sampling will produce respondents with little knowledge of phytosanitary certification, import permits or buyer standards across ten markets. Their answers on the "frequency and severity of compliance challenges" would lack validity.

Patience Nuwenyine, 2025/HD10/22153U

- The design is not named and the approach label is too narrow
 - Your methodology chapter uses the language of cases (case selection, case variation) but calls the approach simply 'qualitative'. It should be a qualitative multiple case study. Also justify the design.
- No sample size or saturation criterion. Your methodology section gives no number of firms for the screening stage.

Nnansubuga Robinah, 2025/HD10/22152U

- Your Objectives 2, 3 and 4 ask about the influence of price, branding and packaging, and availability on competitiveness. The chapter announces an 'analytical design' but proposes only descriptive statistics, with no inferential analysis.
- The sample size calculation is flawed. The formula applied, $n = N / (1 + Ne^2)$, is Yamane's formula, **not Cochran's.**
- The population used is Kampala's entire resident population (1,797,722). **The relevant population is people who buy packaged tea in supermarkets. Not all residents of Kampala buy tea.**
- Supermarket selection risks bias. Your methodology does not state how many supermarkets will be included. Supermarkets in higher income areas stock far more imported tea than those serving mass market shoppers. Supermarkets should be stratified by location or customer income profile, so that shelf and price findings are not skewed toward one segment.

Kamugisha Joshua, 2025/HD10/22138U

- Analyzing at the HS 2-digit level is too aggregated for a product opportunity study.

- Restricting the analysis to the top 20 traded products biases the results toward existing trade, **undermining Objective 3.**
- Gold is likely to distort all three indices. You note that about half of Uganda's exports to the UAE are precious metals led by gold. In the BRCA, gold's dominance in Uganda's exports to the UAE will produce an extreme index for HS 71 and depress the shares of all other products. find a way around to address this.

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Course Internal Examiner