AFRICA UNIVERSITY

(A United Methodist Related Institution)

CHALLENGES FACED IN THE IMPLEMENTATION AND USE OF QUICKBOOKS ACCOUNTING SOFTWARE BY JEMESIN ENTERPRISE PVT LTD IN HARARE

BY

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A DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF BACHELORS OF HONORS IN COMPUTER INFORMATION SYSTEMS

2025

Abstract

Jemesin Enterprise Pvt Ltd, based in Harare, Zimbabwe, is a leading supplier of medical products. Currently, the company uses QuickBooks for managing its operations. Despite its benefits, the company faces several challenges with the software, including customization, lack of integration with other systems, and issues with staff training. The aim of this research is to analyse these challenges and understand their impact on the company's accounting processes. Data will be collected through surveys and interviews with employees who use QuickBooks, along with a review of company documents. The goal is to identify the main problems and suggest ways to improve the use of QuickBooks at Jemesin Enterprise.

Keywords: software, customization, integration

Declaration Page

I declare that this dissertation proposal is my original work except where sources have been cited and acknowledged. The work has never been submitted, nor will it ever be submitted to another university for the award of a degree.

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Acknowledgement

I want to say a big thank you to everyone who helped me with this research proposal. First, I'm grateful to my family and friends for their constant support and encouragement. Their belief in me has made a big difference. A special thanks goes to my parents for their love and faith in me. Your support has been very important. Finally, I thank God for His blessings and strength throughout this process. Your support has kept me going. Thank you all for your support and encouragement.

Dedication

I dedicate this research proposal to my family and friends for their constant support and encouragement. Special thanks to my parents for their love and belief in me and to my lecturers, my parents and Doctor Aaron Musara and his wife Mrs Tafadzwa for their guidance and inspiration. Above all, I would like to thank God for bringing me this far

List of Acronyms

CRM: Customer Relationship Management

Pvt Ltd: Private Limited

ERPs: Enterprise Resource Planning

SMEs: Small and Medium-sized Enterprises

KPMG: Klynveld Peat Marwick Goerdeler

MIS: Management Information Systems

TAM: Technology Acceptance Model

PU: Perceived Usefulness

PEOU: Perceived Ease of Use

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CHAPTER 1: INTRODUCTION

1.1 Introduction

In today's business world, managing finances effectively is key to a company's success. Many businesses use accounting software to help with tasks like bookkeeping, payroll and creating invoices. One of the most commonly used software for small and medium-sized (SMEs) companies is QuickBooks. It helps businesses organize their financial information and make their operations more efficient. However, like any software, using QuickBooks can come with challenges that affect how well it works for a company.

Developed by Intuit, QuickBooks is designed to assist businesses in managing their financial operations efficiently. It offers a range of features, including tracking income and expenses, generating financial reports, managing payroll, and handling inventory. This software helps businesses automate their accounting processes, allowing them to focus more on their core activities rather than getting bogged down in manual bookkeeping.

Jemesin Enterprise Pvt Ltd, a medical products supplier based in Harare, Zimbabwe, started using QuickBooks to improve how they manage their financial tasks. The company expected QuickBooks to make it easier to keep accurate financial records and produce reports. But after implementing the software, Jemesin Enterprise faced several problems. These included technical issues, trouble integrating QuickBooks with other business systems, and a lack of proper training for employees, which made using the software more difficult and less effective.

This research aims to look at the challenges Jemesin Enterprise Pvt Ltd faced when they implemented and started using QuickBooks. It will explore the specific problems the company encountered, how these problems affected their business, and suggest ways to overcome these issues to make the software work better for them.

1.2 Background to the Study

Jemesin Enterprises (Pvt) Ltd trading name as Jemesin Medical was established in Harare Zimbabwe, in 2010 and they have two branches one in Harare and the other in Bulawayo. The company has become a leading supplier of top-notch medical products, sourced from well-regarded manufacturers around the globe, through a network of distribution centres. Jemesin Medical offers a broad selection of dependable and cost-effective products. Their inventory includes medico-surgical equipment, rehabilitation supplies, implants, medical sundries, specialised wound care items and personal health care products.

They have been using QuickBooks Offline since 2022 to manage its financial operations. QuickBooks Offline generally pertains to the use of QuickBooks Desktop versions such as QuickBooks Pro, Premier, or Enterprise. These versions are installed and run on a local computer or network without relying on an internet connection for their core functions.

Jemesin Enterprises, which operates across multiple branches, has faced several challenges related to networking and multi branch management. The challenges they faced is that it has limitations when it comes to customising invoices and other documents. Users are constrained by the predefined templates and limited options for modifying the appearance and content of invoices, this lack of customization restricts the ability to tailor invoices to meet specific business requirements or branding standards. QuickBooks has limited capabilities for integrating with other business systems such as Customer Relationship Management (CRM) software, inventory management systems and other enterprise applications, resulting in fragmented data across different systems, requiring manual data entry and reconciliation.

QuickBooks does not support a multi branch setup within a single company file. Each branch is required to maintain a separate company file, which complicates data consolidation and integration. It offers basic user roles and permissions, which may not be sufficient for managing access across a multi-branch setup and supports multiple users, its network setup and performance might not be optimal for a growing number of users or complex networking environments. Network related issues can arise such as slow performance, data access issues especially if users are accessing the system remotely or across different locations.

1.3 Statement of the Problem

Jemesin Enterprise Pvt Ltd uses QuickBooks and Excel software systems to run its business. This causes problems like inefficiency, doing the same work more than once and higher costs. When data is entered into both QuickBooks and Excel, it can cause duplication. For example, if financial information is entered in QuickBooks and then again in Excel, it takes extra time and can lead to mistakes. Because these systems don't work together well, it's hard to keep track of how much inventory is available, manage sales effectively, and make day-to-day operations smooth.

Also, the separate systems mean that information is kept in different places across the company, which makes it hard for departments to communicate well and make good decisions together. This fragmentation makes it difficult for departments to share information effectively and work together efficiently. For example, if the finance department tracks expenses in QuickBooks while the sales team maintains customer data in Excel, each department operates with incomplete or outdated information. This lack of centralised data can hinder collaboration, as members may struggle to access the most current and accurate information needed for decision making. As a result, departments might make decisions based on partial or conflicting data which can lead to misunderstandings and missed opportunities.

The challenges that Jemesin Enterprises faces with QuickBooks such as limited customization options, difficulties in integrating with other systems, and problems with managing multiple branches, show that there is a need for a better solution. This study will analyse the specific challenges Jemesin Enterprise Pvt Ltd encounters in implementing and using QuickBooks accounting software. It will also look at how these challenges affect the overall efficiency of the company's operations.

1.4 Research Objectives

1. To identify the specific challenges faced in implementing QuickBooks accounting software.
2. To analyse the reasons behind these challenges, focusing on internal and external factors
3. To analyse the training and support provided to staff for using QuickBooks and its effectiveness in mitigating challenges.
4. To explore potential solutions or alternatives to QuickBooks that could address the challenges faced by Jemesin Enterprise Pvt Ltd

1.5 Research Questions

1. What are the specific challenges faced by Jemesin Enterprise Pvt Ltd in implementing QuickBooks accounting software?
2. What are the reasons behind these challenges, focusing on internal and external factors?

3. How was the training and support provided to staff for using QuickBooks and its effectiveness in mitigating challenges?
4. What are the potential solutions or alternatives to QuickBooks that could address the challenges faced by Jemesin Enterprise Pvt Ltd?

1.6 Assumptions/Hypotheses

In this study about Jemesin Enterprise Pvt Ltd, several assumptions are important to consider. First, it's believed that employees have had enough training on QuickBooks, which might affect how they see its limitations. The study assumes that manual data entry can lead to mistakes in financial records, causing issues in daily operations. It's also thought that QuickBooks will struggle as the company grows and handles more transactions. Additionally, the limited roles and permissions in the system could make it harder for different departments to collaborate smoothly. Using QuickBooks Desktop might also limit remote access for employees, which is a concern. The research assumes that getting technical support isn't always easy and that having separate QuickBooks files for each branch makes it tough to share and report data. Finally, upgrading QuickBooks might be costly and put pressure on the company's budget. The study will explore various hypotheses, such as whether scalability problems affect efficiency, limited user permissions hinder teamwork, and if the reliance on the desktop version restricts access. It will also look into how manual data entry can lead to errors, whether reporting features are good enough for decision-making, if difficulties in technical support led to downtime, and how separate files for branches create challenges. Plus, it will investigate if the costs of upgrading the software strain the budget.

1.7 Significance of the Study

This study is important for a few reasons. First, it will help Jemesin Enterprise Pvt Ltd understand the specific problems they face with QuickBooks, which can lead to improvements in how they manage their finances. By identifying these issues, the company can decide if they should keep using QuickBooks or look for a better accounting system that fits their needs.

The findings can also help other businesses that use QuickBooks and face similar challenges. Many small and medium-sized companies encounter issues with their accounting software, and this study can show them what problems to look out for and how to solve them.

Additionally, this research can add to the knowledge in accounting and business management by showing how software limitations can affect a company's efficiency and teamwork. The lessons learned can help businesses improve their accounting processes and work more effectively

1.8 Delimitation of the Study

This study will focus only on Jemesin Enterprise Pvt Ltd and its use of QuickBooks, so it won't include information about other companies or different accounting software. It will specifically look at challenges related to QuickBooks.

The research will gather data from surveys and interviews with employees and managers at Jemesin Enterprise Pvt Ltd, which means the results may not apply to all businesses that use QuickBooks. The study will also be limited to the time period when the research is conducted, which might affect what challenges are observed.

1.9 Limitation of the Study

This study has a few limitations to keep in mind. First, it focuses only on Jemesin Enterprise Pvt Ltd, so the findings may not be true for other companies that use QuickBooks.

Second, the research relies on surveys and interviews, which means the results depend on how honest and accurate the answers are from employees and managers. If participants are biased or don't provide complete information, it could affect the results.

Third, the study will look at specific challenges with QuickBooks, like scalability and reporting issues, but it might not consider other important factors, such as the overall business environment or changes in industry standards that could also affect how the company manages its finances.

Additionally, the research will take place over a specific time period, so it might not capture ongoing issues or improvements that happen after the study is done. Finally, if there is limited access to certain documents or data within the company, it could restrict how deep the analysis goes.

CHAPTER 2: REVIEW OF RELATED LITERATURE

2.1 Introduction

Accounting software is very helpful for small and medium-sized businesses (SMEs) because it helps manage money better, makes financial reports more accurate, and provides real-time information. But using programs like QuickBooks can be hard for SMEs, and they often face problems that stop them from fully benefiting from the software. QuickBooks helps reduce human errors by automating tasks, making financial records more accurate. Studies show that businesses using this kind of software have more accurate and faster financial reports, helping them make better decisions (Ahmad et al., 2018).

The software also saves time and money by handling repetitive tasks like creating invoices and matching bank records (Smith & Jones, 2020). Another benefit is that QuickBooks can grow with the business, making it easier to handle more transactions and more complex financial needs as the company expands (Johnson, 2019).

However, there are also challenges when using accounting software. One major problem is not giving employees enough training to use the software properly. McBride and Andrews (2017) found that businesses sometimes don’t realize how much training is needed, causing problems later on. Another issue is that employees may not want to switch from their old manual ways of doing things (KPMG, 2018). It can also be difficult to integrate QuickBooks with the systems a business is already using, which can lead to issues like system breakdowns and repeating work (Harris & Wong, 2019).

Customizing the software to fit a company’s specific needs is another challenge. Although QuickBooks can be adjusted, Karim and Fisher (2020) found that many businesses have a hard time making it fit their unique needs and sometimes have to hire expensive consultants for help. Costs are another problem. Many SMEs struggle with the costs of buying the software, upgrading it, and training staff to use it.

These costs can be more than businesses expect (Murphy, 2018). Lastly, security is a big concern. Many SMEs worry about the safety of their financial data when using cloud-based software like QuickBooks, especially if they don't have strong security systems in place (Tanaka et al., 2021).

Although there are many studies about the benefits and challenges of using accounting software, there aren't many detailed case studies about how individual SMEs experience these issues. Most research looks at general problems without considering things like the size of the company or its industry. This study will focus on the specific challenges Jemesin Enterprise Pvt Ltd faced when using QuickBooks, helping us understand how SMEs adopt accounting software.

2.2 Theoretical Framework

A theoretical framework provides the underlying structure for a study, based on existing theories and concepts. For evaluating the implementation of Odoo at Jemesin Enterprise Pvt Ltd, we can use two important frameworks, the Technology Acceptance Model (TAM) and change management theories. These frameworks help explain the significance of ERP systems and the strategies needed for their successful implementation.

2.2.1 Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) will be used as the theoretical framework for this study. TAM, developed by Davis (1989), helps explain how users come to accept and use technology. The model suggests that two main factors influence whether someone will adopt and use a new technology: perceived usefulness and perceived ease of use.

Perceived usefulness refers to how much a person believes that using a particular technology will improve their job performance or make their tasks easier. In the context of Jemesin Enterprise Pvt Ltd, employees will be more likely to use QuickBooks if they feel that the software will help them manage finances more efficiently and accurately. If they see clear benefits, like saving time or reducing errors, they are more likely to embrace the new system.

Perceived Ease of Use refers to how easy a person believes the technology is to use. Even if employees believe that QuickBooks is useful, they may hesitate to use it if they find it too complicated or difficult to learn. For Jemesin, this factor may relate to how much training is provided and whether employees feel comfortable with the new software. If they find QuickBooks easy to use and understand, adoption rates will likely be higher.

TAM can help explain some of the challenges Jemesin Enterprise Pvt Ltd faces in adopting QuickBooks. For example, if employees perceive QuickBooks as difficult to use (low PEOU), they may resist using it, regardless of its benefits. Similarly, if they do not see how the software will make their work easier or more effective (low PU), they may not engage with it fully. Training, system integration, and software customization challenges can all influence these perceptions.

2.2.2 Change Management in ERP Implementation

Adopting QuickBooks at Jemesin represents a change process that needs careful management. Models like Lewin's 3-Step Change Model and Kotter's 8-Step Process can help frame the organizational and cultural challenges of implementing the new software. Lewin's Model focuses on three stages of change namely unfreezing, moving, and refreezing. Unfreezing involves preparing the organization for change, which may include overcoming resistance, educating employees, and breaking away from the old ways of working. Moving refers to the actual implementation of the new processes or systems in this case, QuickBooks by providing training, adjusting workflows, and managing challenges as they arise. Finally, refreezing solidifies the new system by reinforcing its use, ensuring it becomes part of the daily routine, and supporting continuous improvement. This model emphasizes the importance of making change permanent after it is successfully introduced.

Kotter's 8-Step Process is a more detailed model that outlines the critical steps for successful change implementation. These steps include establishing a sense of urgency, creating a guiding coalition, developing a vision and strategy, communicating the change vision, empowering broad-based action, generating short-term wins, consolidating gains, and anchoring new approaches in the company's culture. This model focuses heavily on the role of leadership, communication, and creating momentum to ensure lasting change. It provides a comprehensive approach for Jemesin to manage the cultural and operational challenges associated with the adoption of QuickBooks.

2.3 Summary

Accounting software like QuickBooks is helpful for small and medium-sized businesses (SMEs) as it improves financial management, makes reports more accurate and provides real-time data. However, many SMEs face challenges when using such software, including difficulties with training, resistance to change, system integration issues, and costs related to software customization and upgrades. QuickBooks can reduce human errors and save time by automating tasks like invoicing and reconciling bank records, but its benefits depend on how well employees are trained and how easily the software fits into the company's existing systems.

The Technology Acceptance Model (TAM) helps explain why people adopt technology. It focuses on two key factors perceived usefulness (how helpful the software is) and perceived ease of use (how easy it is to learn). If employees at Jemesin think QuickBooks will improve their work and find it easy to use, they are more likely to adopt it. Otherwise, they may resist using it, even if it could be helpful.

When it comes to managing the change involved in adopting new software like QuickBooks, Lewin's 3-Step Change Model and Kotter’s 8-Step Process are useful. Lewin's model breaks down change into three stages preparing for change, implementing the change and making the change permanent. Kotter's model provides more detailed steps, such as creating urgency, forming a strong team, communicating the plan, empowering employees, and ensuring the changes last.

Both models help explain the process Jemesin needs to follow to successfully implement QuickBooks, emphasizing the importance of leadership, clear communication, and making sure employees are fully on board with the new system.

CHAPTER 3: METHODOLOGY

3.1 Introduction

This introductory explains how the research will be conducted to examine the challenges Jemesin Enterprise Pvt Ltd faced when implementing and using QuickBooks accounting software. It describes the research design, methods for collecting data, and how that data will be analysed. The study will use a qualitative case study approach, which means it will focus on gathering detailed information about Jemesin's experience.

To collect data, interviews will be conducted with key employees and managers at Jemesin, along with reviewing company documents related to the QuickBooks implementation. This method allows for a deeper understanding of issues like employee training, system integration, and customization challenges. The data collected will be analysed to find common themes and important insights about the use of QuickBooks. The results of this study aim to provide valuable information for other small and medium-sized businesses (SMEs) that are thinking about adopting similar accounting software.

3.2 The Research Design

The mixed methods research design is a good way to analyse the challenges faced by Jemesin Enterprise Pvt Ltd in using QuickBooks accounting software. This approach uses both quantitative (numbers) and qualitative (personal feedback) data to get a full understanding of the situation. The quantitative part involves using surveys to measure the current business processes at Jemesin and how they have changed after using QuickBooks. This will help identify specific areas where QuickBooks has improved operations, such as faster processing times or fewer errors, or where it has not worked well, like issues with data accuracy or inefficiency.

The qualitative part involves interviews with employees and managers to gather detailed insights into the real-life problems they experienced during the implementation of QuickBooks. These could include things like resistance to change, lack of training, difficulties in integrating QuickBooks with existing systems, or challenges in customizing the software to fit the company's needs.

By using both methods, we can understand not only the specific problems but also the deeper reasons behind these challenges. For example, quantitative data might show that employees struggle with data accuracy, while qualitative feedback explains that this is because they find QuickBooks difficult to use. This combination of data will provide a well-rounded view of the challenges Jemesin faced, helping us see both the measurable impacts and the personal experiences of the employees.

3.3 Population and Sampling

The population for this study includes all employees and managers at Jemesin Enterprise Pvt Ltd who are directly involved in using QuickBooks accounting software. These people work in different departments such as accounting, finance, sales, inventory and IT. Employees in accounting and finance use QuickBooks to manage invoices, payments, and financial reports. Sales and inventory staff use it to track sales and manage stock. IT staff are responsible for connecting QuickBooks to other systems and fixing any technical problems. Managers and supervisors oversee these departments and can give a broader view of how QuickBooks has affected overall operations and decision-making.

For this study, we will use purposeful sampling to choose people who have direct experience with QuickBooks. For the quantitative part, surveys will be given to all employees who use QuickBooks regularly. For example, if 7 out of 10 employees use QuickBooks every day, they will be asked to answer the survey. The survey will include questions to measure how QuickBooks has impacted their work. Questions may ask how much time QuickBooks saves or how often they face technical issues. For example, a question might ask, “On a scale of 1 to 10, how much has QuickBooks improved your work efficiency?” or “How often do you have problems using QuickBooks?”

For the qualitative part, we will select a smaller group of key employees and managers for interviews. These could include an accountant in charge of financial reporting, a sales manager using QuickBooks for customer data, an inventory manager responsible for stock control, and an IT specialist who worked on setting up QuickBooks. The interviews will explore their specific challenges, such as problems with customizing the system or difficulties during the transition from the old system. By using both surveys and interviews, we will get a complete picture of the challenges faced by Jemesin during the implementation and use of QuickBooks.

3.4 Data Collection Instruments

In this study, we will use two main instruments to collect data, surveys and interviews. Surveys will help us gather numerical data from a larger group of employees who use QuickBooks. These surveys will include closed-ended questions where respondents can choose from given options. For example, we might ask, “On a scale of 1 to 10, how much has QuickBooks improved your work efficiency?” This question allows us to measure how employees feel about the software's effectiveness. We will also use Likert scale questions to measure attitudes, such as, “I find QuickBooks easy to use,” with options ranging from "Strongly Disagree" to "Strongly Agree." Additionally, demographic questions will collect basic information like the respondent's department and job title. This quantitative data will help us identify trends and measure user satisfaction regarding QuickBooks.

For the qualitative part of the research, we will conduct interviews with key employees and managers to get detailed insights. The interviews will have a semi-structured format, meaning we will have some guiding questions but also allow for open-ended answers. For example, we might ask, “What specific challenges did you face while using QuickBooks?” or “Can you describe any times when QuickBooks didn’t meet your needs?” These questions will encourage respondents to share their experiences in more depth. We may also ask follow-up questions based on their answers to clarify or explore their experiences further. By combining both surveys and interviews, we will collect a well-rounded set of data that captures both the numerical impacts of QuickBooks and the personal experiences of its users. This approach will give us a complete understanding of the challenges faced by Jemesin Enterprise Pvt Ltd in implementing and using QuickBooks accounting software.

3.4.1 Surveys & Questionnaires

To collect quantitative data on stakeholder experiences with the current QuickBooks system and their expectations for future improvements, we will use both online and paper-based surveys. The surveys will consist mainly of closed-ended questions with Likert scale ratings, allowing respondents to express their attitudes, satisfaction, and perceptions of system performance. For instance, respondents might rate their agreement with statements ranging from "strongly agree" to "strongly disagree." We will also include some open-ended questions to gather qualitative insights, aiming to obtain detailed responses about specific aspects of QuickBooks functionality, customization, and integration. The surveys will be available in either paper-based or digital forms, depending on the stakeholders' preferences. This will include a mix of multiple-choice questions, rating scales, and open-ended questions. By using these surveys and questionnaires, we aim to gather valuable insights from stakeholders about their experiences with QuickBooks, identifying both strengths and areas for improvement. This information will help us better understand the challenges faced by Jemesin Enterprise Pvt Ltd and guide recommendations for future enhancements to the accounting system

Sample Questions

1. On a scale from 1 to 5, how would you rate the ease of customizing invoices with the QuickBooks?
2. Which features do you expect to see in your system? Select all that apply: advanced reporting, integration with other systems.
3. How do you believe an improved system will impact your daily tasks? Please provide details.
4. What specific customizations do you require in the accounting software to improve your workflow?
5. How satisfied are you with the reporting and analytics capabilities of the current QuickBooks system? What improvements would you like to see?
6. How user-friendly do you find the interface and navigation of the existing QuickBooks software?
7. To what extent does the QuickBooks system meet the needs of your department or role? What additional functionalities would you like to see?

3.4.2 Interviews

This research method helps to gain insights into the experiences and expectations of key stakeholders including management and technical staff to understand the strategic goals related to implementation and gather detailed feedback on specific system features. Interviews can be face to face or virtual interviews, depending on availability and convenience. The content that we are going to use is open ended questions designed to facilitate discussion and obtain detailed responses. We are going to select key stakeholders based on their roles and involvement with the current ERP system.

Sample Questions

1. Can you describe your overall experience with QuickBooks since its implementation?
2. What specific challenges have you encountered while using QuickBooks for your daily tasks?
3. How adequate was the training you received before starting to use QuickBooks? What improvements would you suggest?
4. Have you experienced any technical issues or bugs while using QuickBooks? If so, can you provide examples?
5. In your opinion, how well does QuickBooks meet the specific needs of your role or department? Are there any features you feel are missing?
6. What support resources are available to you when you encounter issues with QuickBooks? How effective are they?
7. How has QuickBooks affected your work efficiency and productivity? Can you share specific examples?
8. What feedback have you received from your colleagues about QuickBooks? Are there common concerns or challenges?

3.5 Data Collection Procedure

Surveys will be distributed electronically via email, ensuring ease of access and completion. To increase response rates, reminders will be sent periodically. For those who prefer, paper surveys will also be available. The survey responses will be collected and stored securely with confidentiality assured.

3.6 Analysis and Organization of Data

In this section, we will explain how we will analyse and organize the data collected from surveys and interviews to understand the challenges faced by Jemesin Enterprise Pvt Ltd in using QuickBooks accounting software. First, we will organize the data from both the quantitative surveys and qualitative interviews. For the quantitative data from the surveys, we will compile it into spreadsheets or use statistical software.

This will help us analyse key information, such as user satisfaction ratings, the frequency of problems reported, and how easy the software is to use. We will calculate basic statistics to summarize overall trends. On the other hand, the qualitative data from interviews will be transcribed and coded to find common themes and patterns. We will read through the responses and highlight important phrases that show the experiences and challenges faced by employees, using categories like "training needs," "technical issues," "integration problems," and "user satisfaction."

After organizing the data, we will analyse it to draw meaningful conclusions. We will perform statistical analysis on the survey data to identify trends and relationships. For example, we can compare satisfaction ratings across different departments or how people feel about specific software features. We will also create graphs, like bar charts and pie charts, to visually represent the findings, making it easier to share the results with stakeholders. For the qualitative data from interviews, we will use thematic analysis to identify recurring themes and patterns.

If many employees mention issues with training or integration, we will highlight these as significant challenges. We will also include direct quotes from interviewees to support our findings and add more context. To ensure our findings are reliable, we will compare the results from the quantitative surveys with the qualitative interview data. For example, if survey results show dissatisfaction with training, we will look for specific comments about training in the interviews. This combined analysis will help us get a complete understanding of the challenges Jemesin Enterprise Pvt Ltd faces in using QuickBooks.

Finally, we will compile the analysed data into a structured report that summarizes our findings. This report will include an overview of the key challenges we identified, visual representations of the survey data, summarized themes from the interviews, and recommendations for addressing the challenges.

3.7 Ethical Consideration

3.7.1 The research will ensure that all participants are fully informed about the purpose, procedures, potential risks and benefits of the study before they agree to participate and consent forms should clearly outline their rights to withdraw at any time without consequence

3.7.2 The research will safeguard the confidentiality of participants' information.

3.7.3 The research will ensure that participation in the study is voluntary and that participants do not feel coerced or pressured to take part. They should be free to decline to participate or withdraw from the study at any stage without penalty.

3.7.4 The research will provide transparent and accurate reporting of the research findings, including any limitations or biases that may have influenced the study.

3.8 Summary

This chapter outlines how the research will be conducted to explore the challenges faced by Jemesin Enterprise Pvt Ltd in implementing and using QuickBooks accounting software. The study will adopt a qualitative case study approach, focusing on collecting detailed information about Jemesin's experiences.

To gather data, interviews will be held with key employees and managers, and company documents related to QuickBooks will be reviewed. This approach will help uncover issues such as employee training, system integration, and customization challenges. The data will be analysed to identify common themes and valuable insights that can assist other small and medium-sized businesses (SMEs) considering similar software.

The research design will combine both quantitative and qualitative methods. Quantitative data will be collected through surveys to measure current business processes and identify improvements or ongoing issues after using QuickBooks. Qualitative data will come from interviews that provide deeper insights into real-life problems, such as resistance to change or difficulties in using the software.

Population for the study will include all employees and managers directly involved in using QuickBooks, with a purposeful sampling method to select participants. Surveys will be distributed to all regular users of QuickBooks, while interviews will target a smaller group of key stakeholders.

Data collection will involve two main instruments; surveys and interviews. Surveys will use closed-ended questions to gather numerical data, while interviews will feature open-ended questions to encourage detailed responses about experiences with QuickBooks.

The data will be organized and analysed to draw meaningful conclusions. Quantitative data will be compiled in spreadsheets for statistical analysis, while qualitative data will be transcribed and coded to identify themes. The findings will be compiled into a structured report summarizing key challenges, visual representations of survey data, themes from interviews, and recommendations.

Ethical considerations will be taken into account, ensuring participants are informed about the study, their confidentiality is protected, and participation is voluntary. The research will also aim for transparency and accuracy in reporting the findings, including any limitations or biases.

CHAPTER 4: DATA PRESENTATION AND ANALYSIS

4.1 Introduction

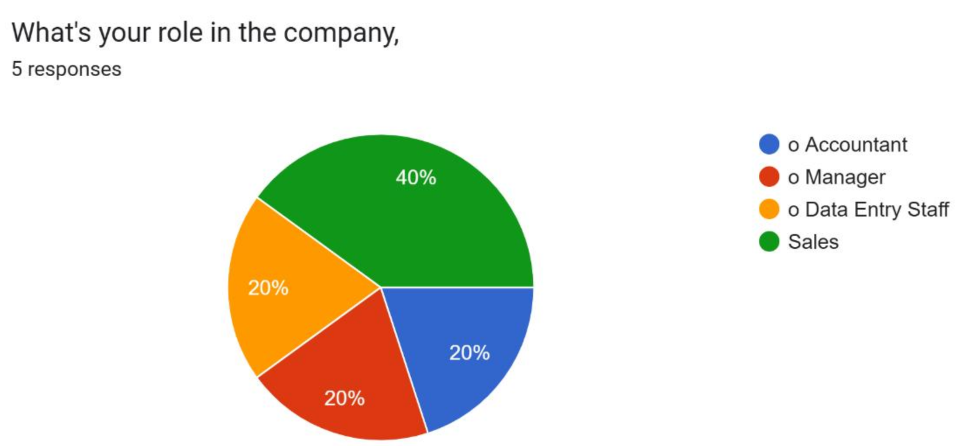
This chapter presents the findings from the survey conducted among employees at Jemesin Enterprise regarding their use of QuickBooks. The chapter uses pie charts, graphs and percentages derived from google forms analytics to analyse and interpret the data from study's finding

4.2 Data Presentation and Analysis

This study looks at how different teams use the software, how comfortable employees feel with it, and what problems they face. The results show that while many people use QuickBooks daily, some struggle with certain features or don't get enough training. Technical issues and lack of support also make it harder for users to work efficiently. These findings suggest that better training, improved software performance, and stronger support could help people use QuickBooks more effectively. The full analysis will explain of these issues in more detail and suggest practical solutions.

4.2.1 Role of the respondents

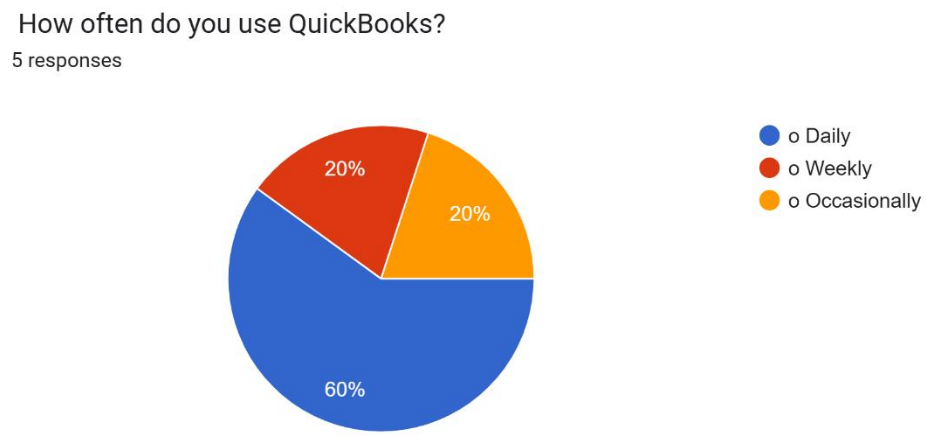
Figure 4.1



The survey results show that people from different departments use QuickBooks. Most users (40%) are from the Sales department, while other departments like Accounting, Management, and Data Entry have fewer users. This shows that QuickBooks is used by many different teams, especially Sales**.**

4.2.2 Frequency of QuickBooks Usage

Figure 4.2



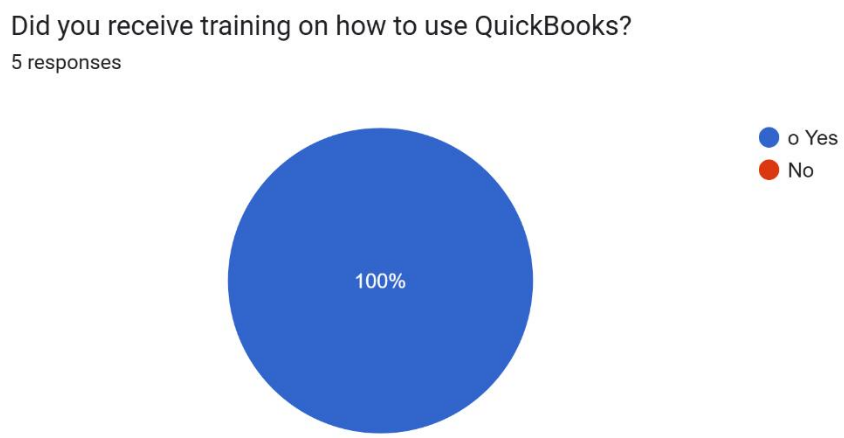
Most people (60%) use QuickBooks every day to do their jobs. However, a smaller group (20%) only use it occasionally, which means they might not be using all its features and tools effectively in their specific roles or situations**.**

4.2.3 Duration of QuickBooks Usage

The analysis of the duration of QuickBooks usage reveals a considerable variation in the level of experience among respondents. The data indicates that the length of time using QuickBooks ranges from 6 months to 7 years, with notable disparities in experience levels. Specifically, some respondents possess extensive experience with QuickBooks, having used the software for over 7 years, whereas others have limited familiarity, having used it for less than a year. This substantial variation in experience levels may have significant implications for users' proficiency and confidence in utilizing the software, potentially influencing their ability to optimize its features and functionality

4.2.4 Training of QuickBooks

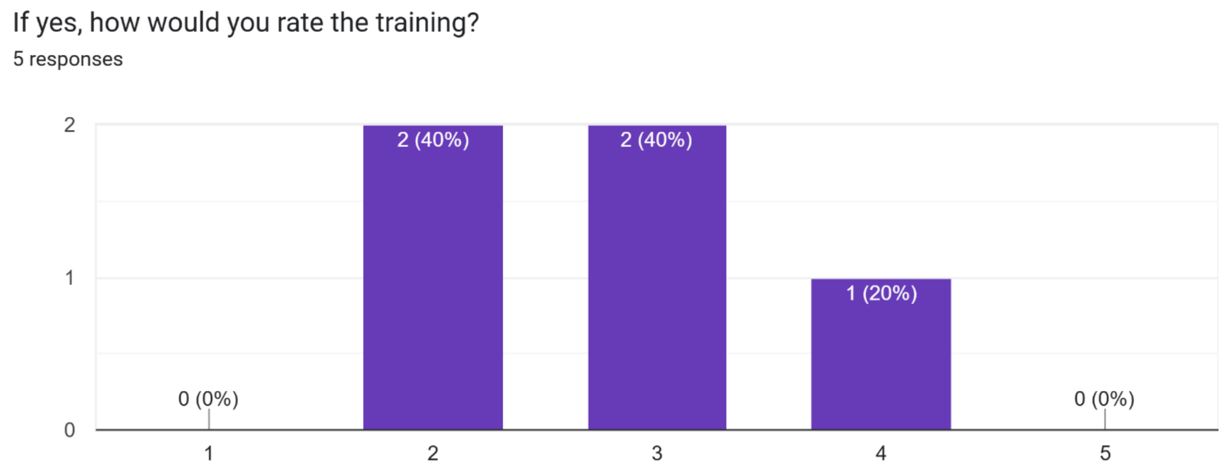
Figure 4.3



The results indicate that all respondents (n=5, 100%) reported receiving training on QuickBooks, suggesting a positive organizational commitment to user development. Nevertheless, subsequent responses raise concerns regarding the efficacy and impact of the training, implying a potential disconnect between training provision and actual user proficiency.

4.2.5 Rate of Training

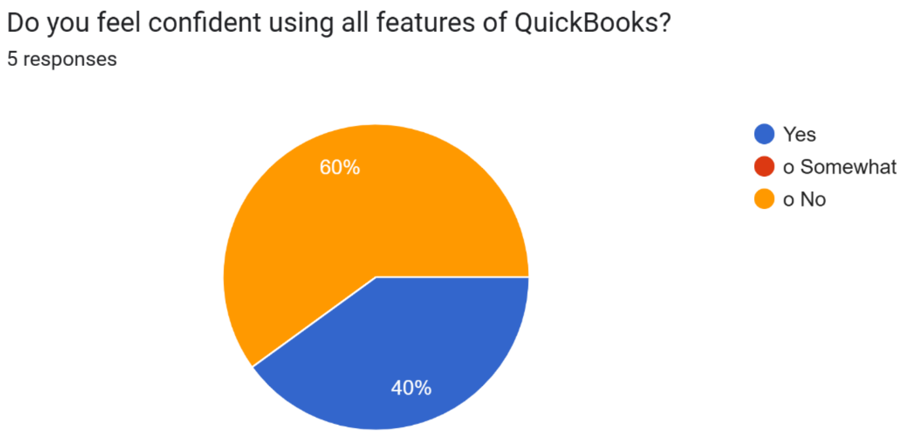
Figure 4.4



The training for QuickBooks got an average rating of 2.80, which means it's somewhat helpful but not quite meeting expectations. In fact, 40% of people thought the training was below average, which shows that there's room for improvement. This suggests that the training is beneficial to some extent, but needs to be improved to better meet the needs of all users.

4.2.6 Confidence in Using QuickBooks Features

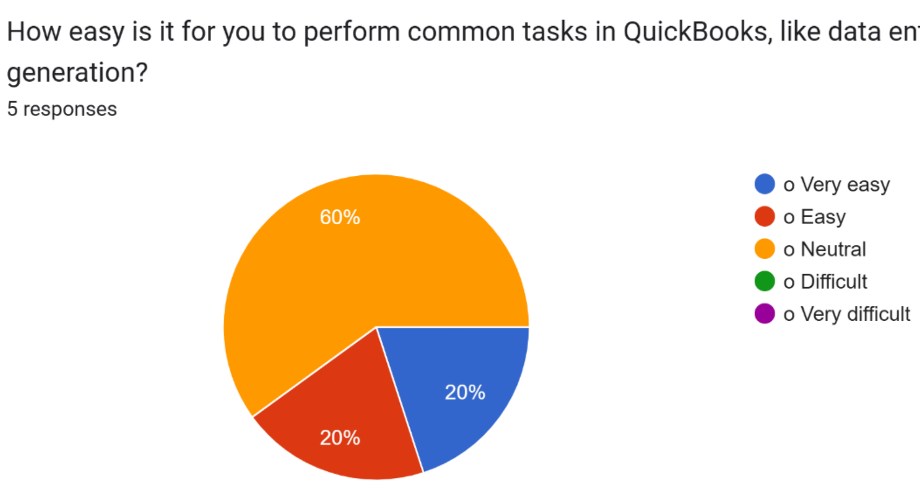
Figure 4.5



Most people (60%) who use QuickBooks don't feel confident using all its features. Only 40% feel confident. This shows that many users need more training or support to improve their skills and use QuickBooks more effectively.

4.2.7 Ease of performing common tasks

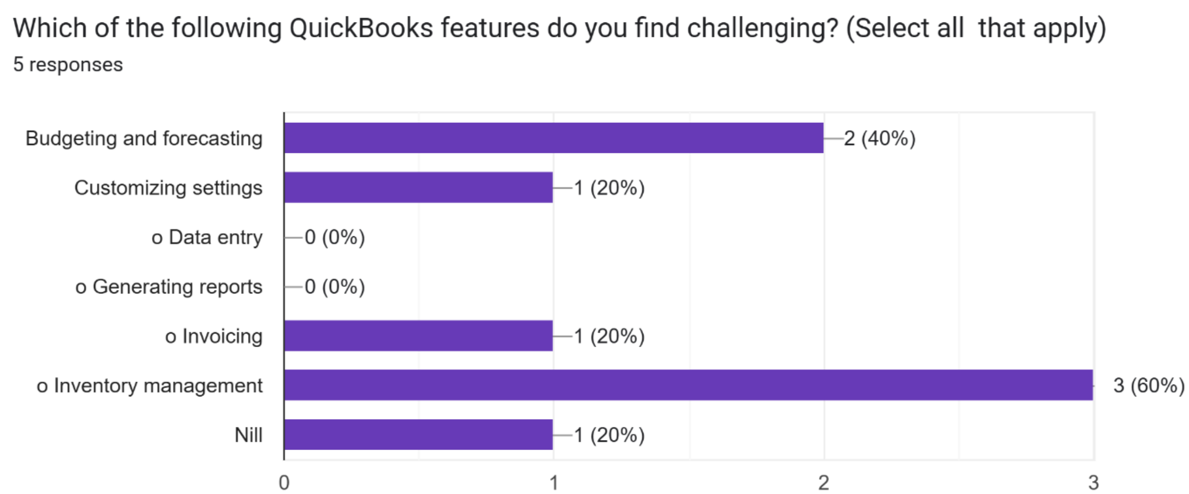
Figure 4.6



Most people (60%) think common tasks in QuickBooks, like data entry and report generation, are moderately difficult (neutral). While some (20%) find them very easy or easy (20%), many users might not be using the software to its full potential. This suggests that better training or simpler software could help users do tasks more efficiently.

4.2.8 Challenging QuickBooks Features

Figure 4.7



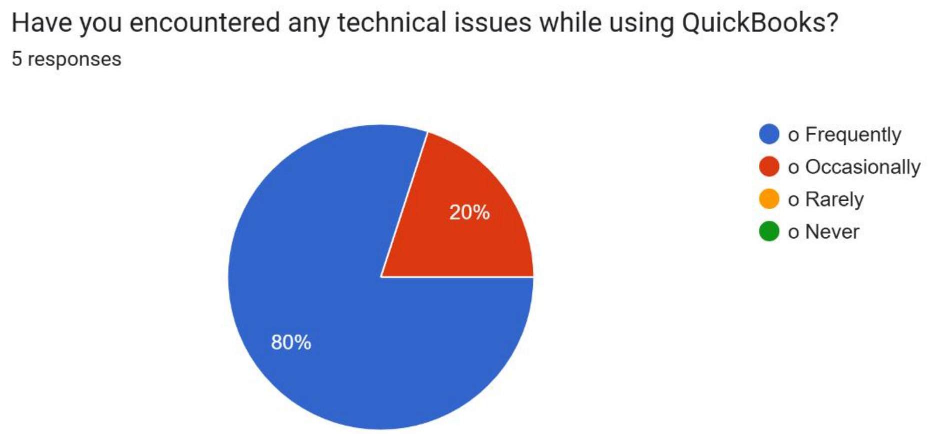
The analysis found that:

- 60% of users struggle with inventory management in QuickBooks.
- 40% find budgeting and forecasting challenging.
- 20% have difficulty with customizing settings and invoicing.

These results show that users need more support and training in these areas to improve their skills and make QuickBooks easier to use

4.2.9 Technical Issues with QuickBooks

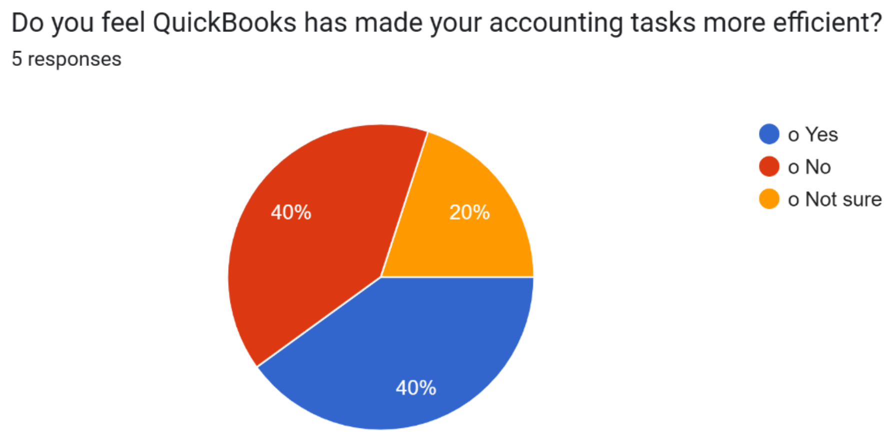
Figure 4.8



Most users (80%) experience frequent technical issues with QuickBooks, while others (20%) encounter them occasionally. This widespread problem can significantly impact user productivity and the overall usefulness of the software.

4.2.10 Impact of QuickBooks on efficiency

Figure 4.9



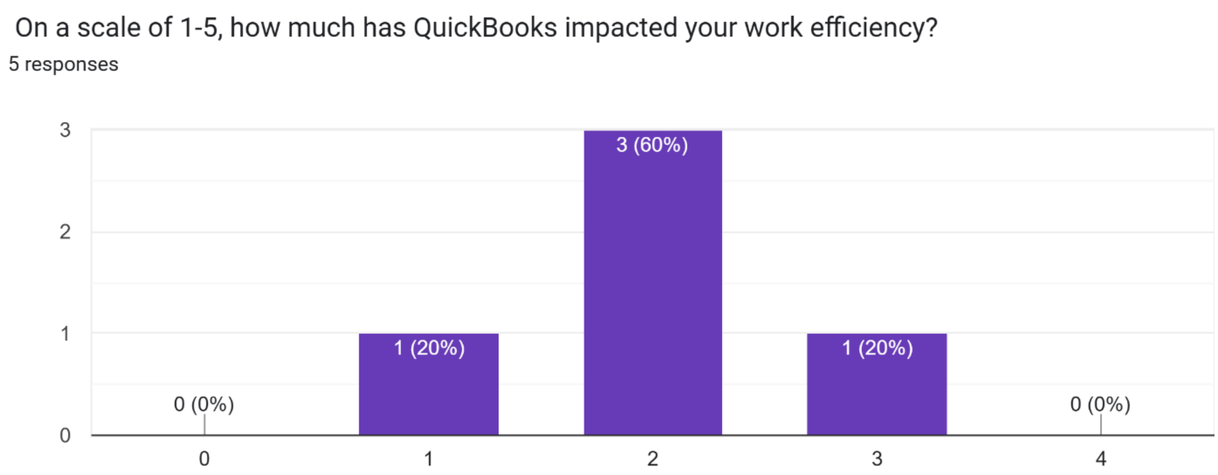
The survey found that:

- 40% of users think QuickBooks has improved their efficiency.
- 40% don't think it's had any impact on efficiency.
- 20% are unsure about its effect on efficiency.

These results show that QuickBooks' impact on efficiency is unclear and needs more research.

4.2.11 Rating of QuickBooks' impact on work efficiency

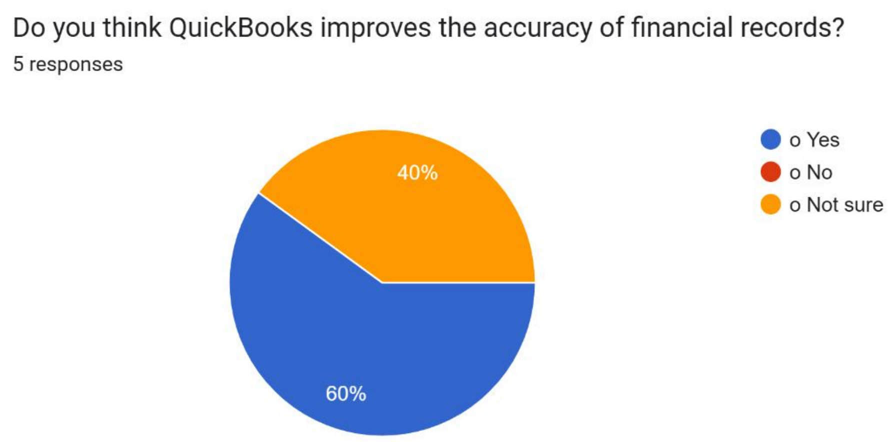
Figure 4.10



Users rated QuickBooks' impact on work efficiency as 2.20 on average. Most users (60%) said it had a moderate impact, while 20% said it had a low impact. Only 20% said it had a moderate to high impact. No one thought it had a very high impact. This suggests that QuickBooks doesn't greatly improve work efficiency and needs to be improved.

4.2.12 Accuracy of financial records

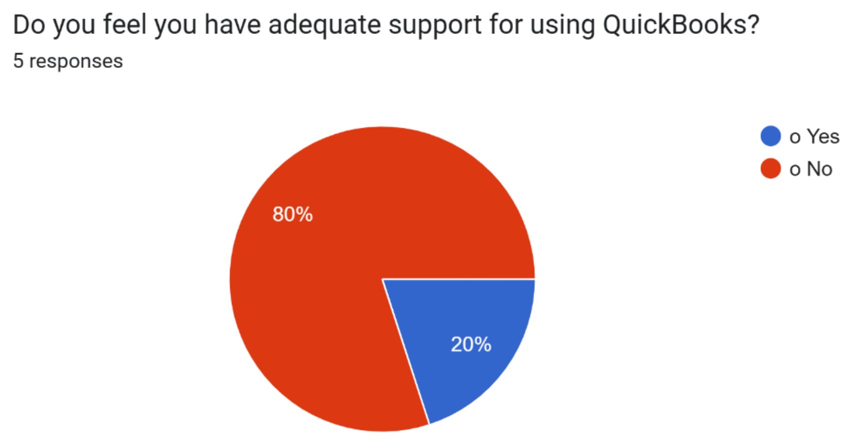
Figure 4.11



Most users (60%) agree that QuickBooks greatly improves the accuracy of financial records, which is crucial for good financial management. No one disagreed with this statement. However, some users (40%) were unsure about its impact on record accuracy, suggesting they may need more training or support. Overall, QuickBooks seems to be a reliable tool for keeping accurate financial records, which is essential for a company's financial well-being.

4.2.13 Adequacy of support for QuickBooks

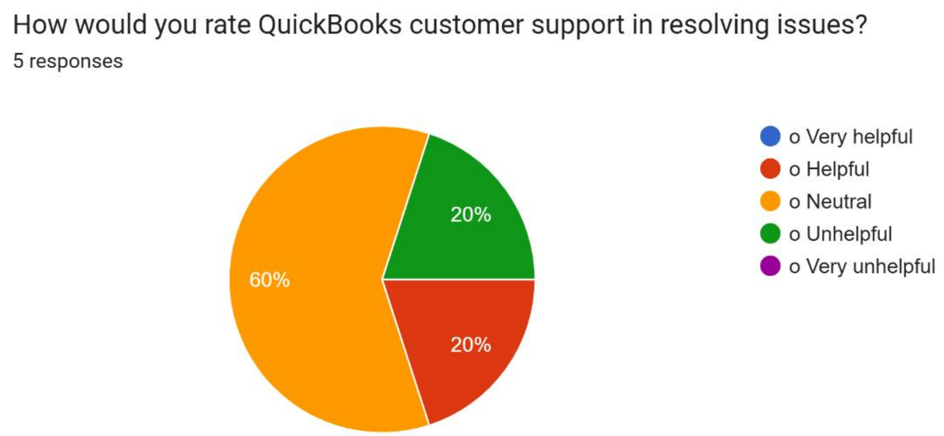
Figure 4.12



Most users (80%) think they don't get enough support for QuickBooks, while only 20% think the support is sufficient. This shows that there's a big need for better customer service and resources to help people use QuickBooks effectively.

4.2.14 Rating of QuickBooks customer support

Figure 4.13



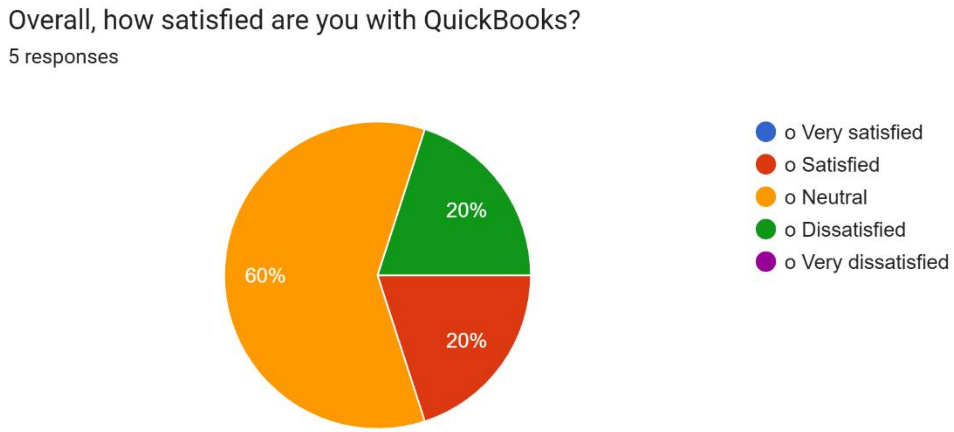
User's experiences with QuickBooks customer support were mediocre. Most (60%) thought it was okay (neutral), while 20% found it helpful and 20% thought it was unhelpful. No one thought it was very helpful or very unhelpful. This shows that QuickBooks needs to greatly improve its customer support.

4.2.15 Suggestions for additional support

Respondents provided valuable insights into the types of additional support that would enhance their QuickBooks experience. The suggestions included training on resolving challenges independently 20%, user guides and documentation 20%, access to a 24/7 support team 20%, training sessions for sales and marketing teams 20%, and proper installation and setup 20%. These recommendations emphasize the need for multifaceted support that addresses various aspects of QuickBooks usage.

4.2.16 Overall satisfaction with QuickBooks

Figure 4.14



The respondents' overall satisfaction with QuickBooks was assessed, yielding notable results. A mere 20% of respondents expressed satisfaction with the software, while a significant majority (60%) remained neutral. Conversely, 20% of respondents reported being dissatisfied with QuickBooks. Notably, none of the respondents were very satisfied or very dissatisfied.

These findings suggest that QuickBooks falls short of meeting user expectations, with a substantial proportion of respondents expressing ambivalence or dissatisfaction. This underscores the need for significant improvements to enhance user satisfaction and foster a more positive experience with the software. The lack of overwhelming satisfaction highlights areas for development, including addressing user concerns, refining features, and providing more effective support to optimize the overall QuickBooks experience.

4.2.17 Biggest Challenges with QuickBooks

The respondents identified various challenges associated with using QuickBooks, which can be categorized into five primary areas. Scalability issues, limited customization options and the lack of an auto-save feature were each cited by 20% of respondents (n=1). Additionally, 20% of respondents (n=1) reported difficulties with CRM integration, while another 20% (n=1) experienced technical issues, specifically lost connections.

These findings highlight critical areas for improvement in QuickBooks, particularly in terms of scalability, flexibility and technical reliability. Addressing these challenges is essential for enhancing user satisfaction, efficiency, and overall productivity. By prioritizing these areas, developers can optimize the QuickBooks experience, better meet user needs, and foster a more positive and efficient accounting environment.

4.2.18 Suggestions for improving QuickBooks usage

Participants provided valuable suggestions to enhance QuickBooks usage, which fell into five main categories. Some advocated for expanding the software's capabilities, such as increasing user limits and adding advanced features like CRM, inventory management and fleet management. Others highlighted the need for comprehensive training to ensure users can effectively utilize the software. Technical advancing, including auto-save features and CRM integration, were also highlighted as important aspect. Furthermore, participants stressed the importance of providing proper training and support to facilitate smooth adoption and usage.

CHAPTER 5: SUMMARY, RECOMMENDATIONS & CONCLUSION

This chapter summarizes the findings from the updated survey data, draws conclusions based on the revised analysis, and provides recommendations for improving the implementation and use of QuickBooks accounting software at Jemesin Enterprise.

5.1 Summary

The study aimed to evaluate the challenges faced by Jemesin Enterprise Pvt Ltd in implementing and using QuickBooks accounting software. Data was collected through a survey of employees, revealing several key findings.

The online survey revealed that QuickBooks is primarily used by the sales department, followed by accounting, management and data entry roles. This indicates cross functional usage, with sales being the dominant user group. Respondents use QuickBooks with varying levels of frequency, suggesting different levels of engagement with the software.

All respondents received training, but the training is only moderately effective. A significant proportion of respondents do not feel confident using all features of QuickBooks, highlighting a significant knowledge gap. The most challenging features of QuickBooks include inventory management, budgeting and forecasting and customizing settings. Respondents reported frequent technical issues such as lost connections and lack of auto save functionality.

Respondents expressed mixed views on whether QuickBooks has improved their efficiency. Overall satisfaction is low, with respondents expressing neutral, satisfied or dissatisfied sentiments. They feel they do not have adequate support for using QuickBooks. Customer support is rated as neutral to unhelpful, indicating a need for significant improvement.

5.2 Recommendations

As I reflect on the findings, it's clear that there are opportunities to enhance the implementation and using of QuickBooks at Jemesin Enterprise. One potential strategy is to provide more personalised training programs that cater to the diverse needs of team members. By doing so, we can empower employees to overcome challenges and maximize the software's potential.

Furthermore, addressing technical issues and upgrading software features can significantly improve the user experience. Collaborating with QuickBooks support to resolve frequent problems and implementing features like CRM and inventory management can help optimize workflows and boost productivity.

Another important aspect is providing exceptional support to team members. Establishing a dedicated support team and offering 24/7 access to resources can help alleviate frustrations and ensure that employees feel supported.

Regular feedback sessions can also help identify areas for improvement and inform future training programs and software configurations. If QuickBooks continues to fall short of expectations, exploring alternative solutions may be necessary. Lastly providing a system that allows customizations to suite the organisation needs; the ERP system can be ODOO that allows customization.

5.3 Conclusion

The study shows that while QuickBooks plays an important role in Jemesin Enterprise's daily operations, several key issues are preventing it from working as well as it should. Employees received training, but many still struggle to use the software confidently, especially with more advanced features like inventory management and financial reporting. Technical problems such as frequent disconnections and the lack of an auto-save function also make the software frustrating to use. Additionally, employees feel they don’t have enough support when issues arise, leaving them stuck when problems occur.

To fix these challenges, the company should take immediate steps to improve training, ensuring it is tailored to different departments (since sales staff use QuickBooks differently than accountants). Hiring or assigning an in-house QuickBooks expert could provide employees with faster help when needed. The company should also look into upgrading its internet or IT setup to reduce technical glitches. If these changes don’t significantly improve the situation within six months to a year, Jemesin Enterprise may need to consider switching to a more flexible system like Odoo, which can be customized to better fit the company’s specific needs and often includes useful features like built in CRM and inventory tools.

This case study highlights a common problem many small businesses face when adopting new software simply buying the tool isn’t enough. Success depends on proper training, strong technical support and choosing a system that aligns with the company’s workflow. With the right adjustments, QuickBooks could become a much more effective tool for Jemesin Enterprise, helping employees work more efficiently instead of creating frustration. Ultimately, the key lesson is that technology works best when companies invest not just in the software itself, but in the people using it.

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APPENDICES

Appendix 1

Informed Consent

My name is Isabel Musara 4th year Computer Information student from Africa University. I am kindly asking you to participate in this study by filling in the questionnaire or participating in a short interview. The purpose of the study is on the challenges faced by Jemesin Enterprise in Harare in the implementation and use of QuickBooks accounting software. If you decide to participate, you will answer questions or participate in the interview. It is expected that this will take about 5 minutes.

No personal detail or name of the participant shall be disclosed to anyone unless one is willing to let it be disclosed. Sensitive information will be confidential and treated with secrecy. Participation in this study is voluntary. If a participant decides not to participate in this study, their decision will not affect any relationship. If they choose to participate, they are free to withdraw their consent and discontinue participation without penalty. Before you sign this form, please ask any questions on any aspect of this study that is unclear to you. You may take as much time as necessary to think it over. If you have decided to participate in this study, please sign this form in the space provided below as an indication that you have read and understood the information provided above and have agreed to participate.

--- --------------------------------- Name

of Research Participant (please print) Date

-- Signature of Research Participant or legally authorized representative

If you have any questions regarding this study or the consent form that have not been addressed by the researcher, including inquiries about the research itself, your rights as a participant, or if you believe you have been treated unfairly and wish to speak with someone other than the researcher, please do not hesitate to contact the Africa University Research Ethics Committee. You can reach them by telephone at (020) 60075 or 60026, extension 1156, or via email at aurec@africau.edu

Appendix 2

Letter from Africa University Research Ethics Committee

AFRICA UNIVERSITY

"Investing in Africa's future"

AFRICA UNIVERSITY RESEARCH ETHICS COMMITTEE (AUREC)

P.O. Box 1320 Mutare, Zimbabwe, Off Nyanga Road, Old Mutare-Tel (+263-20) 60075/60026/61611 Fax: (+263 20) 61785 Website: www.africau.edu

Ref: AU 3493/24 5 November, 2024

ISABEL ERICAH MUSARA
C/O Africa University
Box 1320
MUTARE

RE: CHALLENGES FACED BY JEMESIN ENTERPRISE PVT LTD IN THE IMPLEMENTATION AND USE OF QUICKBOOKS ACCOUNTING SOFTWARE

Thank you for the above-titled proposal you submitted to the Africa University Research Ethics Committee for review. Please be advised that AUREC has reviewed and approved your application to conduct the above research.

The approval is based on the following.

a) Research proposal

- **APPROVAL NUMBER** AUREC 3493/24
  This number should be used on all correspondences, consent forms, and appropriate document
- **AUREC MEETING DATE** NA
- **APPROVAL DATE** November 5, 2024
- **EXPIRATION DATE** November 5, 2025
- **TYPE OF MEETING**: Expedited
  After the expiration date, this research may only continue upon renewal. A progress report on a standard AUREC form should be submitted a month before the expiration date for renewal purposes.
- **SERIOUS ADVERSE EVENTS** All serious problems concerning subject safety must be reported to AUREC within 3 working days on the standard AUREC form.
- **MODIFICATIONS** Prior AUREC approval is required before implementing any changes in the proposal (including changes in the consent documents)
- **TERMINATION OF STUDY** Upon termination of the study a report has to be submitted to AUREC.

AFRICA UNIVERSITY
RESEARCH ETHICS COMMITTEE (AUREC)
APPROVED
P.O. BOX 1320, MUTARE, ZIMBABWE

Yours Faithfully

Chinzou

MARY CHINZOU
ASSISTANT RESEARCH OFFICER: FOR CHAIRPERSON
AFRICA UNIVERSITY RESEARCH ETHICS COMMITTEE

Appendix 3

JEMESIN MEDICAL ENTERPRISES (PVT) LTD
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JEMESIN ENTERPRISES

23 October 2024

Dear Isabel Musara

REF: REQUEST FOR PERMISSION TO CARRY OUT RESEARCH AT JEMESIN ENTERPRISES: FULL APPROVAL

Research Project Title: ***CHALLENGES FACED BY JEMESIN ENTERPRISE PVT LTD IN THE IMPLEMENTATION AND USE OF QUICKBOOKS ACCOUNTING SOFTWARE***

I am happy to let you know that Jemesin Enterprise Pvt Ltd has fully approved your research application. You can now proceed with your study, which we believe will help us understand the challenges faced during the implementation and use of QuickBooks accounting software

We wish you all the best with your research project. If you need any help or information, please feel free to ask.

Regards,

Tafadzwa Musara

Managing Director

Jemesin Enterprise Pvt Ltd

0773103043

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