ABSTRACT
Most countries in the world were negatively impacted by the USA financial crisis of 2008. In 2010-2012 people have seen economic failures of Greece and Iceland impact the European Union and other countries. Interestingly, the factors which caused the financial industry failures in these developed nations were not identical; nonetheless, the results were similar: severe economic recession. It is important to better understand the financial predictors and best-practices for developed and emerging nations in other countries, particularly outside USA and the European Union - namely Africa. Businesses in Ghana (and the continent of Africa) make a significant economic contribution to the global Gross Domestic Product (GDP), which is important to study because their financial activities impact many countries, since our global economic systems have become interconnected. This study examined a large bank in Ghana (a country located on the north-west coast of Africa, to empirically identify problems and to propose solutions to improve financial policies associated with Small-to-Medium-Sized-Enterprise (SME) industry - who are the key contributors to national GDP. A statistically significant probit logistic model was developed using a mixed-method approach which also included a qualitative SWOT analysis. The results indicated that the critical socio-economic success factors of financial success versus failure for SME businesses were: age of owners, company size, total income, and quality of hired labour. The secondary factors were institutionally-related: organisational structure, credit policies, inadequate technology platform management, ineffective monitoring of SMEs, and weak economic recovery strategies. Recommendations were made to improve national economic policies for the banking industry in Ghana, based on this model.

Keywords: Credit Risk, Default Rate, Small Scale- to- Medium Enterprises (SMEs), Strength, Weakness, Opportunities and Threats (SWOT) Analysis, UniBank

INTRODUCTION
Ghana Banking sector has witnessed a phenomenal growth and restructuring. Ghana’s financial sector according to the Bank of Ghana (BoG), 2011, is well capitalised, very liquid, profitable and recording strong asset growth. Total assets of the banking industry grew by 25.2% to GH¢17.9 billion (US$ 9.0 billion) (33.5 per cent of GDP) at the end of February 2011 on top of the 29.6% growth (31.9 per cent of GDP) achieved during the corresponding period of 2010 (MPC, 2011).

The banking sector has emerged from severe financial and reputational damage resulting from economic recession and government debt...
in the 1980s and 90s, when Ghanaian banks and other financial institutions stopped lending to the private sector. The banking sector in Ghana has seen major capital injection partly because of the political stability, attainment of micro and macroeconomic stability and the structural policy changes of successive governments in Ghana. The Central bank has promoted the enforcement of statutory requirements, more stringent supervision and increasing capital requirements. The Bank of Ghana has licensed twenty eight (28) banks to operate in the country (BoG, 2011). In addition, the sector also comprises of 44 non-bank financial institutions, including several rural banks established to mobilise rural savings. The ARB Apex Bank is the umbrella bank for the Rural Banks and supervises about 160 rural Banks in Ghana.

The uniBank Ghana is the 18th Bank on the Ghanaian Banking industry. It started operations with one branch and 35 core staff on 31st January, 2001 as a universal, wholly- owned Ghanaian Bank. It has a mission to provide the best value for its customers, create an excellent working environment for employee development and growth, enhance share holder value and be socially responsible to the communities in which it operates. In line with this, the bank core values are; creating a Vibrant, Flexible, Team based and a Caring Bank in serving SMEs which are its core target group.

Within ten years of its existence, the Bank has developed a superior wide range of products and services to satisfy the Ghanaian financial market. Notable among these products is the Bank assurance, Quick deposit services and the most electronic banking products (uniBank Annual reports, 2010).

In addition, uniBank has won twenty (20) awards from Corporate Initiative Ghana (CIG). Recently in 2009, the Bank was adjudged the 37th most prestigious company in the Ghana Club 100, organized by the Ghana Investment Promotion Centre (GIPC).

Despite these achievements of uniBank within the ten years, the Bank like any bank in Ghana still has high default rate which mitigate against efficient financial intermediary in the country. The determinants of this default rate are yet to be identified for uniBank SMEs. Ten years in the life of an indigenous financial institution calls for a research to assess the determinants of the default rate and the extent to which they affect the smooth running of the institution.

**Problem Statement**

SMEs employ about 22% of the adult population in developing countries (Dalitso & Peter, 2000). However, in Ghana, the SME sector employs about 15.5% of the labour force. According to Sam (2004), 90% of companies registered in Ghana are micro, small and medium enterprises (SMEs). This target group has been identified as the catalyst for the economic growth of the country as they are a major source of income and employment. Fortunately, uniBank Ghana limited was established ten years ago to serve this all important sector of the Ghanaian economy.

Upon all these, most universal Banks complain of high default rates of SMEs that benefit from their loans. The SMEs high default rate is cited by the Banks as one the reasons for maintaining high interest rate in advancing loans to the SMEs sector of Ghana’s economy. Several arguments have been advanced by banks for the high default rate in Ghana. Among the reasons include lack of clear records keeping on the part of SMEs, multiple loans, lack of proper analysis of SMEs by the Banks before disbursement of a facility, poor management of credit, and high interest rates. In the discussions of the causes of default rate in Ghana, the factors have just been mentioned without analysing the extent to which default rate depend on the factors mentioned.

This therefore raises the following research questions: What are the determinants of high default in Ghana? To what extend are the determinants causing default rate collectively or individual among SMEs in Ghana? How is the history of the financial institutions impacting on credit management skills of SMEs? How many SMEs have benefited from uniBank financial products and facilities? And what is their default rate?
Ethics, Risk, and Media Intervention: Women's Breast Cancer in Venezuela
[www.igi-global.com/article/ethics-risk-and-media-intervention/133547?camid=4v1a](www.igi-global.com/article/ethics-risk-and-media-intervention/133547?camid=4v1a)

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