Factors Affecting Small- Scale Business in the urban slums.

(A Case Study of Roses Daycare Centre in Huruma)

By

Cynthia Awuor Credo

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DECLARATION

This is my original work and has not been presented for any academic word in any other university.

Student Name       Signature       Date
Cynthia Awuor Coredo

This work has been presented for examination with my approval as a University Supervisor.

Lecturer       Signature       Date
Mrs. Susan Thuo

8/10/2014

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ABSTRACT

This project is a descriptive research that outlines factors that affects small business in the urban slums of Nairobi –Kenya especially daycares. The research focuses on identifying the key issues challenging upcoming entrepreneurs in the urban slums of Nairobi, and also aligning up new approaches that can resolve some of these challenges. This research proposal will also map out some of the key unique approaches that small-scale business owners in the urban slums are using in making their business visible and sustainable at a long period of time. These unique and traditional approaches can be shared and emulated by other business companies that have string bases in the market. The findings will be able to help shape small scale business in the urban slums to scale and even be in a better position too inspiring the global market in terms of service delivery and product design.