FACTORS LEADING TO SLOW GROWTH OF ENTREPRENEURSHIP IN KENYA.

A CASE STUDY OF SMALL SCALE ENTREPRENEURSHIP IN EMBAKASI DIVISION NAIROBI.

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DECLARATION.

This is my original work and has never been presented in any other university for any academic award.

Name:................................Signature:................................Date:......................

This report is submitted for examination with my approval as a university supervisor.

Name:................................Signature:................................Date:......................
ABSTRACT.

The growth of entrepreneurship in Kenya is faced with various socioeconomic challenges. This study examined the impact of social and economic factors that influenced the growth of small scale entrepreneurship.

The purpose of the study was to analyze the factors leading to slow growth of entrepreneurship in Kenya with specific reference to small scale entrepreneurship in Nairobi.

The study sought to investigate the extent to which demographic characteristics of entrepreneurs influence the growth of SSE, the effect of inflation on the growth of SSE, the impact of competition on the growth of SSE and determine how the family size of an entrepreneur affects the growth of entrepreneurship.

The study covered Jua Kali, Kayole, Donholm and Umoja Innercore Estates of Embakasi Division, Nairobi.

About five small scaled businesses were chosen. The respondents were both owners of the business and their personnel for those who had a few employees. Survey research design was used and simple random sampling procedures were used. Well-structured questionnaires were given to respondents.