AN INVESTIGATION INTO THE FACTORS AFFECTING THE
PERFORMANCE OF SMALL AND MEDIUM ENTERPRISES IN NAIROBI
COUNTY

(A Case Study of 12th Street Eastleigh)

NAME: Abdifatah Ahmed Mahat
REG. NO: L123/24019/2013

This A Research Proposal Submitted In Partial Fulfillment of The Award of A Diploma In
Business Management of the University of Nairobi.

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DECLARATION

I hereby declare that this research project is my original work, and it has not in part or whole been submitted elsewhere for a diploma, degree or in any institution of higher learning for examination purposes.

NAME: ABDIFATAH AHMED MAHAT

REG. NO: L123/24019/2013

SIGNATURE........................................... DATE ...........................................

DECLARATION OF THE SUPERVISOR

This research project report has been submitted for examination with my approval as university supervisor.

NAME: DAN ODUOR

SIGNATURE........................................... DATE ...........................................
ABSTRACT

The fundamental objective of this study is to investigate into the factors affecting the performance of SMEs in Nairobi County with specific reference to Eastleigh along 12th street.

Small and medium enterprises are important in Kenya because they create self employment which improves the economy of the country. These businesses make properties to have greater accountability and responsibilities to their customers. Small and medium business are easy to manage and do not require large amount of capital to start.

Chapter three describes the procedures that were followed in conducting the study. It discusses the variables, the study area, target population, sampling techniques and procedures, research instruments, validity and reliability of the instruments, data analysis methods as well as data collection procedures to be used by the researcher. This study adopted a case study design since it involves an in-depth collection and analysis of data to determine the characteristics of a unit or an organization.

Chapter four entailed the analysis of data already collected which was later interpreted and presented to the consequent users of this project. The chapter presented the data analysis and interpretation using tables, bar graphs and pie charts for easy understanding.

Chapter five gave the summary, conclusion and recommendations of the research findings where by a summary, conclusion and recommendations of the study were briefly discussed. The findings indicated that entrepreneurs are still incapacitated by varied constraints that have dampened their performance. The high cost of running business continues to be a big issue to SME. The researcher recommends that the government and NGO should organize short courses to sensitize entrepreneurs on the importance of acquiring business management skills in undertaking there business activities.