STRATEGIES USED BY MICROFINANCE INSTITUTIONS IN KENYA TO ATTRACT WOMEN INVESTORS: A CASE STUDY OF KENYA WOMEN FINANCE TRUST

BY

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A RESEARCH PROJECT SUBMITTED TO THE SCHOOL OF CONTINUING AND DISTANCE EDUCATION IN PARTIAL FULFILMENT FOR THE AWARD OF THE DIPLOMA IN BUSINESS MANAGEMENT IN THE UNIVERSITY OF NAIROBI.

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DECLARATION

I hereby declare that this project is my original work and has never been presented for the award of a diploma in Nairobi university or any other University.

Name Katiwa Evelyne Muia Registration number L123/23722/2013.

Signed. ........................................ Date. 19/06/2014

This research project has been submitted for examination with my approval as the University supervisor.

Signed. ........................................ Date. 19/06/2014

Supervisor Marie Wanjeri Mugo Date. 19/06/2014
ABSTRACT

The purpose of this study is to investigate the strategies used by microfinance institutions in Kenya to attract women investment.

The specific objective of this study is to investigate strategies used by Micro Finance Institutions to attract women investors. It is will also tend to find out whether MFI’s adopt marketing mix strategies to attract women investors in Kenya, whether MFI’s adopt position strategy to attract women investors, investigate whether MFI’s adopt services strategy to attract women investors in Kenya and whether MFI’s adopt targeting strategies to attract women investors in Kenya.

The study will incorporate a case study of Microfinance that operate in Nairobi its members and staff. The population of interest in this study will comprise of KWFT operating in Makadara constituency.

The study design will be a descriptive research: total, frequencies and percentage as well as illustrations (tables and graphs) will be used to present the analyzed data. The researcher will gather primary data through the use of questionnaires which will be used to collect information from the respondents. Secondary data will be collected from the internet and from books in the library and will be summarized in the literature review. The data collected from the study will be organized and analyzed according to the variables and objectives of the study. Microsoft Excel will be used to aid in analysis and presentation of the data.