

**AN INVESTIGATION INTO THE FACTORS AFFECTING THE
GROWTH OF SMALL SCALE ENTERPRISES
(Case Study of the South B Market)**

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REG. NO: L123/10201/2011

**A Research project Submitted In Partial Fulfillment of the Requirements for
the Award Of Diploma In Business Management
UNIVERSITY OF NAIROBI.**

2013

DECLARATION

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

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

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Signature.......... Date.....25/06/2013.....

ABSTRACT

SSEs have become of importance to many countries and especially Kenya as they contribute positively to the economy through job creation, increasing the living standards of citizens and assist in gross domestic product. The fundamental objective of this study is to investigate the factors affecting growth of SSEs in South B Market. The specific objectives were to determine whether the SSEs in South B were affected by IT adoption, the effect of capital growth on SSEs, to detect how government policies and record keeping affected their performance. A descriptive survey research design was used to collect data. Forty business owners in South B were sampled for this research. Findings of the study indicated that the factors above had significant effects on SSEs entrepreneurs. I therefore recommend that the government and NGO should organize short courses to help entrepreneurs on the importance of acquiring business management skills in undertaking their business activities. The entrepreneur should also strive to equip themselves with such skills and knowledge to help run their business successfully.