

**EFFECTS OF ENTREPRENEURIAL FACTORS ON WOMEN
ENTREPRENEURS IN KENYA: A CASE OF MICRO, SMALL AND MEDIUM
ENTERPRISES (MSMEs) OWNED BY WOMEN IN ELDORET MUNICIPALITY**

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ABSTRACT

The main objective of this study was to assess the effects of entrepreneurial factors namely; financial, psychological and social factors on women entrepreneurs in Kenya. This has been achieved through addressing five specific objectives namely; examine the effects of financial factors on women entrepreneurs in Eldoret Municipality, establish the influence of psychological factors on women entrepreneurs in Eldoret Municipality, determine the effect of sociological factors on women entrepreneurs in Eldoret Municipality, examine if experience influences significantly women entrepreneurs in Eldoret Municipality and determine if education level influences significantly women entrepreneurs in Eldoret Municipality. The study sampled 184 businesses owned by women out of the targeted population of 424 registered women MSMEs in Eldoret Municipality's records. The sample was arrived at using stratified sampling at first to categorise businesses into; micro, small and medium enterprises. Proportionate simple sampling was carried out to select a representative of each group and finally random sampling was done to get required respondents. 156 responses were recorded representing 85% of the sample. The study was a survey design that involved descriptive and inferential statistics in the process of addressing its objectives. This method of investigation was found appropriate since it could provide in-depth information on the effects of entrepreneurial factors on women entrepreneurs in Eldoret municipality. The data collection instruments used were questionnaires and interview schedules. These were necessary in getting detailed information from the respondents and even cross check any biases in data collection. The research depended heavily on primary data sources and has been validated by secondary data. The study results revealed that women between the age range 26-45 are actively in business. It was also discovered that marital status does not matter much in women entrepreneurs since majority of them were married and living with their spouses and dependants. The major business structures operated by women in Eldoret municipality are sole proprietorship which were mostly in service and trade industries. The study's correlation results showed there are strongly significant relationships between the entrepreneurial factors and women entrepreneurs in Kenya. The researchers conclude that women entrepreneurs in Kenya and the rest of the world remain powerful driving force for the economic development but lack basic training and development programmes able to transform them into skillful and expert entrepreneurs. Thus the study recommends that governments, private sectors and non state actors engage more on women entrepreneurs empowerment programmes as an innovative approach to poverty alleviation. Enhancement of accessibility of various credit facilities to women to ease their interests in entrepreneurship is also important. We suggest further research be carried out in other towns/parts in the country to warrant sufficient generalization of these findings.