

**FACTORS INFLUENCING ENTREPRENEURS' PERFORMANCE IN KENYA: A  
CASE OF ISIOLO WOMEN GROUPS IN ISIOLO SUB COUNTY, ISIOLO  
COUNTY, KENYA**

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## ABSTRACT

The aim of this study was to investigate factors influencing women entrepreneurs' performance in Kenya. Women being the backbone of economies in developing countries and specifically in Kenya, play a significant role to ensure their families' well-being. The study sought to determine how women's entrepreneurship influences economic growth and development and the impact on women's entrepreneurship in economic development. The study would benefit stakeholders since it provides information that can be used to formulate policy. The study would be a source of reference material for future researchers on other related topics; it would also help other academicians who undertake the same topic in their studies. The financial institutions would endeavour to offer community service, do business and come up with appropriate products for women in business. The study advocates women education through seminars to help them keep proper record which shows proper business operation, and help them assess the business margins and mark-up to weigh the rate of business returns on their own. The design of this research was descriptive survey research. A descriptive survey research seeks to obtain information that describes existing phenomena by asking individuals about their perceptions, attitude, behaviour or values. The data collected was analysed using inferential statistics. After the data collection, the researcher would pre-processes the data to eliminate unwanted and unusable data which was contradictory or ambiguous, the researcher, developed a coding scheme by creating codes and scales from the responses which was summarized and analysed using Statistical Package of Social Science (SPSS).