

## Assessment of Sustainable Strategies for Business Acceleration

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### Abstract

Business acceleration is a holistic advisory service that brings about rapid growth and sorts out all organizational, operational and strategy difficulties that may be facing a business. Small and medium enterprises are considered important in accelerating economic and social development. Business acceleration main objective is to produce successful firms that will survive in the competitive market. Business acceleration is measured by profits, productivity, human resources and customer care. Some of these strategies include; sales and marketing, financing, innovation and training. Innovation is the process of making changes to something to make it appealing to the consumer. The objective of this study was to assess the sustainable strategies for business acceleration. The study used an exploratory design. The target population was 55 employees of 5 companies, one general manager, 5 employees from marketing, 5 employees from research and development departments in companies involved in production of products and services in Nairobi County. Collection of data was done through the use of questionnaires and interviews. Data was analyzed both qualitatively and quantitatively and processed through statistical package for social sciences (SPSS) version 20 with special emphasis on the facts and emerging themes that address the research questions and resulting correlation and regression analyses results presented using frequency tables and graphical techniques.

**Keywords:** *Sustainable Strategies, Social development, Business acceleration, Competitive market*