

**FACTORS AFFECTING GROWTH OF SMALL SCALE ENTERPRISES IN
KENYA: A SURVEY OF SELECTED ENTERPRISES AT ONGATA RONGAI**

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ABSTRACT

The main aim of this research was to establish the vibrancy for Kenyan small scale enterprise SSEs so that they can play the expected vital role as an engine of growth and development efforts. The specific objectives of the study were: To determine the effect of managerial skills, finance, government policies and technology on the growth of small scale enterprises. The ultimate beneficiaries of the research includes; the government, entrepreneurs and the future researchers among others.

A review of theoretical literature was conducted. It gave more information about factors affecting the growth of small scale enterprises and the research questions. The researcher employed a descriptive research design in collecting the data from the respondents. The researcher used stratified sampling technique to select a sample that represented the entire population of 120 enterprises from which a sample of 50 was used. Stratified was used because it gave all the elements in the population an equal chance. A carefully crafted questionnaire was constructed and piloted in order to detect any ambiguities. The responses to the questionnaire were complimented with personal interviews.

The findings indicate that majority of the respondents answered the questionnaire to the researchers expectations with 77%, 15% were not returned, while 8% were received but rejected because they did not meet researcher set standards. The researcher concludes that access to finance is not the greatest problem facing SSEs in Kenya. The key setback is managerial capacity. In view of the results findings, it is recommended that entrepreneurs should be trained so that they are well equipped to spearhead their enterprises to higher echelons. The government should develop entrepreneurship training centers, the government should, provide subsidies on technological services and the government should also come up with policies that are friendly among others. Finally further studies should be conducted.