

**AN ANALYSIS OF FACTORS AFFECTING THE GROWTH OF SMALL
AND MEDIUM SCALE ENTERPRISES IN KENYA**

(A CASE STUDY OF OL'KALOU DIVISION)

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ABSTRACT

This research project gives an analysis of the factors affecting the growth of small and medium scale enterprises in Kenya with special emphasis being given to small and medium scale enterprises located at Ol'kalou Division.

Chapter one gives an in depth understanding of small and medium scale Enterprises through stipulation of the background and evolving definitions over time and by different researchers. This chapter also gives the gaps to be filled by the study, objectives, significance, scope and limitations of the study.

Chapter two focuses on both theoretical and empirical studies carried out in determining factors affecting the performance of small scale enterprises inside and outside Kenya. It also examines the relationship between enterprises performance and the various factors affecting enterprises with a view of establishing the significance of these factors on business enterprises. The chapter elaborates on policy recommendations regarding small and medium scale enterprises and determinants of their success with the aim of identifying what gaps need to be filled out by means of the study.

Chapter three focuses on the research design and identifies the population of the study from which information will be drawn by means of sampling. It also considers the method by which information will be collected, analyzed and presented in order to be of assistance to the end users.

Chapter four gives the analysis and presentation of the data collected presenting quantitative data in the form of tables, bar and pie charts while presenting qualitative data in note form. Percentage computations express the degree to which the variables interact.

Chapter five gives a summary of the findings, the conclusion and recommendations, which if implemented, would ensure the survival and growth of such enterprise despite the many challenges faced in the environment. It also gives suggestions on areas where further research on the sector would be applicable.