

EXPLORING THE RELATIONSHIP BETWEEN MARKET ACCESS
AND ENTREPRENEURSHIP GROWTH IN NAROK COUNTY,
KENYA

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DECLARATION AND APPROVAL

Declaration

This project is my original work and has never been presented for any academic award in any institution.

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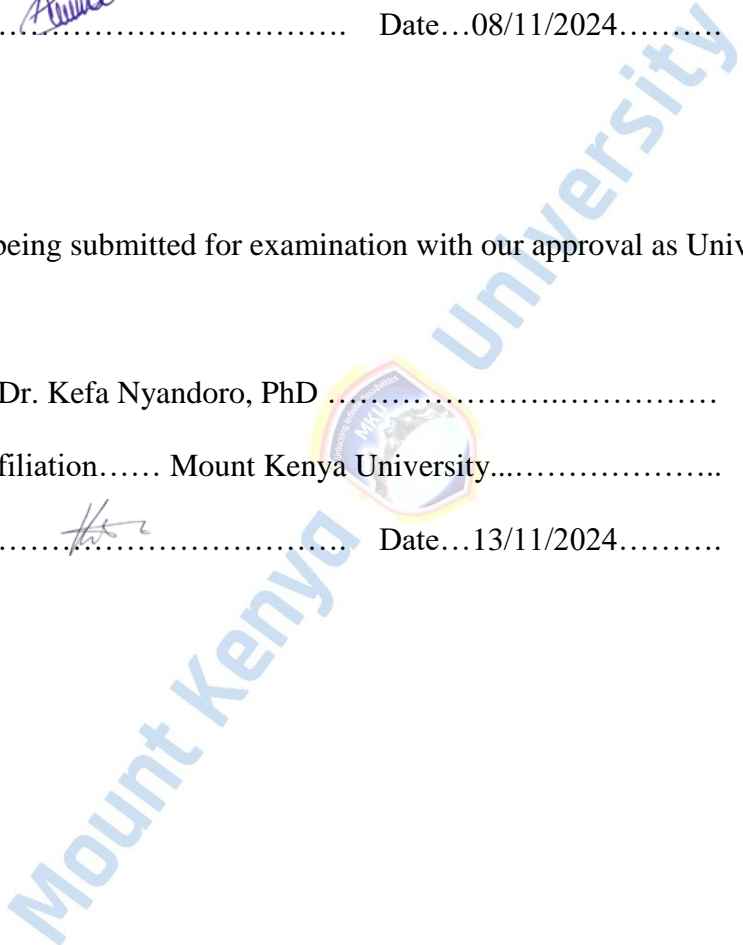
Approval

This project is being submitted for examination with our approval as University supervisors

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Signature.....  Date...13/11/2024.....



DEDICATION

Dedicated to my family for their patience and my dear husband Hassan Abdi Omar for his constant inspiration during my academic journey.



ACKNOWLEDGEMENT

I would like to thank Allah the most high for granting me the wisdom, health and the financial ability from the start to the completion of this research project. I would like secondly to send special appreciation to my dear supervisor, Dr. Kefa Nyandoro, for his guidance and mentorship throughout the research period. Dr. Nyandoro has been there for me adjusting his availability to my busy work schedule and sometime extended his office time beyond official hours to honour my appointments with him. I would like to thank my friends and course mates for their support and guidance that inspired me to complete the research. Special appreciation to my brother Mohamed Salah for being my support system and always encouraging me to aim higher and work hard to reach which had undeniably enriched the outcome of this study.



Mount Kenya University

ABSTRACT

Small and Medium-sized Enterprises (SMEs) in global economies, contribute to economic growth, innovation, and job creation. The challenges faced by SMEs globally are discussed, with a specific focus on the SME sectors in India, Bangladesh, Nigeria, and Kenya. Market access is a pivotal determinant for enterprise development in Kenya, illuminating on the challenges related to pricing fluctuations, inadequate market regulation, and a lack of essential market skills. The gaps in existing literature and the need for the study point out on potential research gaps. The purpose of the study was to examine the role of market access and enterprises development in Narok County, Kenya, and the specific objectives assessed influence of market access strategy on enterprises development, evaluated influence of price of products on enterprises development, analyzed the influence of market regulation on enterprises development and established the influence of inadequate market skills on enterprises development, alongside research questions that guided the focus of the investigation. The significance of the study is outlined, emphasizing its potential contributions to academic literature and policy development. The justification stems from critical gaps in the literature and the need for evidence-based recommendations. The scope of the study was limited to Narok County focusing on market dynamics, pricing, market regulation, and market skills. Also the research carried out literature review to study what has been studied globally, nationally and locally concerning market access for enterprise development. The research used the Price Elasticity of Demand Theory by Marshall (1890) to study the influence of marketing strategies and pricing decision. Additionally, the research reviews the Theory of Market Entry Modes by Johanson and Vahlne (1977). Descriptive survey research allows for the collecting of qualitative and quantitative data to fully understand the dynamics. The study was undertaken in Narok County's Suswa Sub County, chosen to represent the county's economy. The target population included businesses of all sizes and industries and experts on the factors under research. To achieve a representative and diverse sample, business size and sector were considered in stratified random sampling. Sample size was 295 representative for data collection and analysis. Data was collected via surveys and key informant interviews (KIIs). Data analysis used statistical and thematic techniques for quantitative and qualitative analysis. Informed consent, confidentiality, and institutional ethical approval were priorities. The research followed ethical guidelines to protect participants' rights and well-being. In the findings, the study established that Franchising and licensing emerged as popular market entry approaches, offering structured frameworks and reduced risks. However, direct entry and exporting faced challenges due to financial constraints, regulations, and infrastructure limitations. Competitive pricing was favored for its ability to attract customers and maintain a competitive edge. While market regulations provided a structured environment, they also presented challenges for smaller enterprises. Inadequate market skills hindered business effectiveness and growth potential. The study recommends on businesses to carefully select market access strategies, regulatory authorities to streamline regulations, training institutions to focus on market skill development, and government and development partners to provide ongoing support for enterprises.

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LIST OF ABBREVIATIONS AND ACRONYMS

GDP:	Gross Domestic Product
IT:	Information Technology
KII:	Key Informant Interview
NACOSTI:	National Commission for Science Technology and Innovation
RegTech:	Regulatory Technology
SME:	Small and Medium Enterprise



CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Small and Medium-sized Enterprises (SMEs) play a crucial role in economic ecosystems worldwide, driving growth, innovation, and stability. These enterprises have a multidimensional impact, contributing significantly to economic resilience, job creation, and social cohesion. Globally, SMEs serve as independent variables that shape employment, technological innovation, and community development, while the dependent variables such as economic growth, social stability, and regional equity reflect the outcomes influenced by these SMEs. Chundu (2022) highlights how SMEs, through their substantial job creation and promotion of regional development, catalyze positive economic and social effects, setting a foundation for sustainable growth at national and regional levels.

Job creation stands out as a key dependent variable impacted by the role of SMEs. SMEs provide essential entry points for individuals entering the labor market, enhancing skill development and career advancement. As noted by Salau and Nurudeen (2022), the significant employment opportunities generated by SMEs not only reduce unemployment rates but also strengthen workforce stability, leading to improved economic resilience and societal well-being. This relationship underscores how the growth of SMEs (independent variable) contributes to labor market stability and social progress (dependent variables), with effects extending beyond economic transactions to influence the broader societal structure.

The challenges SMEs face is interconnected and often transcend national borders, as

emphasized by Lahiri, Mukherjee, and Peng (2020). Globally, SMEs encounter limited networking and collaboration opportunities, which restricts their market access and innovation potential. Here, access to international platforms and collaborative networks becomes an essential independent variable influencing SMEs' ability to overcome challenges, with increased knowledge sharing and partnerships acting as dependent variables that, in turn, enable greater economic contribution and competitive resilience. This dynamic reinforces the need for global cooperation to create supportive environments where SMEs can thrive as agents of innovation and economic stability.

In India, the entrepreneurial spirit and innovation-driven culture of SMEs exemplify how adaptability and market orientation (independent variables) drive economic development and global positioning (dependent variables). Surya et al. (2021) observe that Indian SMEs, particularly in the technology sector, have fueled economic growth by innovating and adapting to market demands, thus strengthening India's global export portfolio. This adaptability positively impacts economic resilience and foreign exchange earnings, highlighting the connection between SME flexibility and broader economic outcomes.

Bangladeshi SMEs demonstrate how community-centered business practices can contribute to social cohesion and local economic well-being (dependent variables). Kumar and Gupta (2022) note that Bangladeshi SMEs tailor goods and services to local needs, fostering social bonds and enhancing quality of life. Despite challenges such as inflation and exchange rate instability, these enterprises (independent variables) play a pivotal role in stabilizing communities and reinforcing the social fabric, even amid external economic pressures.

In Nigeria, the influence of SMEs on technological advancement and economic

innovation is hindered by challenges related to intellectual property rights and weak enforcement (independent variables), as Olubiyi, Emerole, and Adetula (2022) explain. These barriers limit SMEs' research and development efforts, reducing their capacity to drive industry advancements (dependent variable). By addressing these legal and regulatory issues, Nigeria could unleash SMEs' potential for innovation, benefiting overall industry development and competitive positioning.

South Africa's national economic strategy underscores the importance of market access as an independent variable affecting SMEs' ability to foster economic inclusivity and growth. As noted by Guerrero, Liñán, and Cáceres-Carrasco (2021), South Africa's government initiatives aim to support SMEs with resources and training to enhance market access, which in turn fosters entrepreneurship and job creation (dependent variables). This supportive ecosystem encourages SMEs to enter and sustain operations in various markets, bolstering South Africa's overall economic landscape and inclusivity.

Uganda, too, prioritizes market access and enterprise development as key economic strategies, with a focus on sustainable development. Banga, Njambi-Szlapka, and Phiona (2021) highlight that by reducing market entry barriers and providing business support, Uganda fosters a robust entrepreneurial ecosystem, leading to enhanced employment, innovation, and national economic growth (dependent variables). These efforts exemplify the reciprocal relationship between SME support initiatives and national economic outcomes.

In Kenya, SMEs are instrumental in driving regional development by addressing economic disparities. Chelangat (2023) notes that Kenyan SMEs act as connectors between urban and rural areas, contributing to a more balanced economic landscape

(dependent variable). However, challenges like limited financing and informal sector competition impede their growth. This highlights the role of policy interventions (independent variables) in fostering a supportive environment for SMEs, thereby enabling them to contribute more effectively to regional equity and economic resilience.

Building on the importance of SMEs and market access in Kenya, this study focuses specifically on Narok County to explore the localized relationships between independent variables (like market access, strategic policy, and entrepreneurial support) and dependent variables (such as SME growth, local employment, and economic diversification). Factors like Narok's geographic location, cultural dynamics, and industry structure influence these relationships, making market access strategies crucial for the county's SME growth. This study employs theories like the Theory of Market Entry Modes to analyze how SMEs in Narok can best approach market entry, and the Price Elasticity of Demand Theory to assess pricing strategies that reflect local consumer sensitivity. By examining the interplay of these variables, the study provides insights into fostering a more supportive environment for SME growth in Narok, contributing to regional development and economic resilience.

1.2 Statement of the Problem

Limited market access and volatile prices pose significant barriers to business growth in Narok County, Kenya. A 2023 Narok County Chamber of Commerce report shows that over 65% of local businesses struggle to expand beyond the county's borders, which limits their customer base and revenue potential (Chelangat, 2023). This limited reach not only affects the profitability of individual companies, but also limits the overall economic contribution of local companies to Narok's growth. To make matters worse, erratic price fluctuations – particularly for staple foods such as corn – lead to significant

financial instability. The Tegeme Institute of Agricultural Policy and Development (2023) reports that small-scale corn farmers in Narok saw their profits decline by 32% in two years due to unpredictable price fluctuations, making it difficult for these businesses to plan financially, maintain stability and achieve results sustainable growth. Despite the gravity of these challenges, existing research lacks a focused, region-specific analysis of the interrelated issues of market access, pricing strategies, market regulation, and entrepreneurial capabilities in Narok's unique socioeconomic context. Most studies in Kenya tend to generalize findings on SME challenges at the national level without capturing Narok's particular economic landscape and the specific obstacles faced by local businesses (World Bank, 2021). Furthermore, little research examines how intersectional factors such as gender and technology access influence market access for Narok's entrepreneurs. This gap limits the ability of policymakers and stakeholders to develop effective, targeted interventions that could improve market access and economic resilience of local businesses. To address this gap, this study uses a mixed methods approach to examine the nuanced factors that influence market access and pricing for Narok's businesses, with a focus on local entrepreneurs as the target group. By capturing the lived experiences of Narok's business owners and examining the county's unique market dynamics, this study provides key insights into how these challenges impact growth and sustainability. The results could inform policy decisions and interventions that specifically address Narok's needs and potentially strengthen the region's economic resilience. By addressing these local issues, the study contributes to a broader understanding of regional business development in Kenya and offers a model that could benefit other regions with similar barriers.

1.3 Purpose of the Study

The purpose of the study was to examine the role of market access and enterprises development in Narok County, Kenya.

1.4.1 General Objective

The general objective of the study was to examine the situation of the enterprises in Narok County, Kenya in context of myriads of challenges faced by enterprises in accessing strategic market for their products.

1.4.2 Specific Objectives

The following were the specific objectives of the study:

- i. To assess influence of market access strategy on enterprises development in Narok County, Kenya.
- ii. To evaluate influence of price of products on enterprises development in Narok County, Kenya.
- iii. To analyze influence of market regulation on enterprises development in Narok County, Kenya.
- iv. To establish the influence of inadequate market skills on enterprises development in Narok County, Kenya.

1.5 Research Questions

The study will seek to answer the following research questions:

- i. How does the market access strategy influence enterprise development in Narok County, Kenya?

- ii. What is the impact of product prices on enterprise development in Narok County, Kenya?
- iii. How does market regulation influence enterprise development in Narok County, Kenya?
- iv. What is the effect of inadequate market skills on enterprise development in Narok County, Kenya?

1.6 Significance of the Study

The study holds substantial academic and policy significance. Academically, it contributes to the existing literature by offering a detailed exploration of the unique challenges and opportunities faced by enterprises in a specific regional context. This can deepen our understanding of the complex dynamics influencing market access strategies and business development, providing valuable insights for scholars, researchers, and students interested in entrepreneurship, economic development, and regional studies.

In a policy perspective, the study informs policymakers at both county and national levels by offering evidence-based recommendations for targeted interventions. Understanding the specific impediments and success factors for enterprises in Narok County enables the formulation of policies that foster a conducive business environment, stimulate economic growth, and enhance the overall socio-economic well-being of the region. The study's findings guide the design of tailored support programs, infrastructure development initiatives, and regulatory frameworks, ensuring that policy interventions align with the realities and aspirations of local entrepreneurs in Narok County.

1.7 Justification of the Study

The study was academically justified based on critical gaps in the literature that need nuanced understanding of the challenges and opportunities faced by enterprises in a specific regional context. By conducting an in-depth case study, the research contributes to valuable insights into the intricate dynamics of market access strategies and business development at the local level. This academic exploration is crucial for advancing theoretical frameworks in entrepreneurship, economic geography, and regional studies.

In policy standpoint, the study was justified due to the dearth of evidence-based recommendations to inform the development of targeted policies and interventions that cater to the unique needs of enterprises in Narok County. Understanding the factors influencing market access and enterprise growth in this region was imperative for policymakers aiming to design effective strategies that promote economic development, create employment opportunities, and enhance the overall socio-economic landscape of Narok County and, by extension, similar regions in Kenya.

1.8 Scope of the Study

This research investigated the distinctive market dynamics within Narok County, Kenya. Narok County is primarily inhabited by the Maasai community, traditionally engaged in cattle keeping, who have now diversified into businesses and agribusiness as alternative livelihoods. The county hosts significant livestock markets where a considerable volume of livestock is traded. Additionally, various other enterprises, including clothing stores, food kiosks, shops, and beadwork, thrive in the area.

The content scope of the study was to establish influence of market access strategy on enterprises development in Narok County, Kenya. It studied areas such as price of products, the market regulation and inadequate market skills and their influence on

access to market. The research delved into the interplay of market access strategies, product pricing, market regulation, and market skills, within Narok County.

Regarding the time scope, the study was conducted in a one-year period. This timeframe was selected based on cost and logistical considerations. Extending the study beyond one year required additional resources and could have compromised focus and consistency. The one-year timeframe provided an opportunity to assess the situation under which enterprises thrive in Narok County and the role of access to market in the research study area and offer ample time to collect and analyze data.

1.9 Limitations of the Study

- i. To overcome potential communication barriers, the researcher hired local enumerators. This approach ensured effective communication with respondents, promoted a comfortable interview environment, and facilitated accurate data collection.
- ii. Variation in respondents' openness and willingness to share information posed a potential limitation. To address this, the researcher implemented trust-building measures and confidentiality assurances, helping to encourage honest and complete responses. While this approach minimized bias, respondent perspectives may still have varied, affecting the comprehensiveness of certain data points.
- iii. Financial limitations required careful allocation of resources, including the hiring of local enumerators for efficient data collection. Although these constraints influenced the project's scope, they did not impact the validity of the findings, as strategic planning allowed for comprehensive coverage of the target

population.

1.10 Delimitation of the Study

- i. The study was delimited in terms of geographical and time scope. Geographically, the study was undertaken at Suswa Sub County in Narok County due to the prevalence of enterprises in that area. This helped to narrow down the study and make it more manageable and relevant to the research goal
- ii. The researcher hired a local interpreter from the area of study to help in interpretation of the questionnaires and help the researcher to probe further to acquire the information required.
- iii. The study was undertaken within a course of one year due to the academic requirements of university for undertaking research process which was enough time to deeply dive into the research and develop meaningful insights.

1.11 Assumptions of the Study

- i. The study examined the market access and enterprises development in Kenya and the researcher assumed that the study was of help to stakeholders/actors and policy makers who use it to find solutions for the problems identified.
- ii. The researcher postulated that enhancing entrepreneurs understanding of the research objectives helped them cooperate with the researcher and provided all the necessary information required for the research.
- iii. The researcher also assumed that the respondents gave accurate information that was analyzed to outline recommendations on the way forward to the identified problems.

1.12 Operational Definition of Key Terms

Access to Market: Refers to the ability of an enterprise to sell goods and services without facing any challenges or barriers.

Access: Refers to the opportunity to approach and make use of a place or facility.

Effective Market Access Strategy: Refers to decisions on market targeting, distribution channels, and product positioning.

Enterprise Development: Refers to the nurturing and support of business growth, especially SMEs, aiming to enhance their competitiveness and sustainability.

Enterprise: Refers to a legal entity possessing the right to conduct business on its own, for example to enter contracts, own property, incur liabilities and establish bank accounts. In context of this study, enterprise simply means a business venture.

Market Regulation: Refers to regulatory frameworks that govern trade policies, uphold quality standards, and ensure compliance with legal requisites.

Marketing Skills: Refers to the strategy that drives a business to grow and prosper. Marketing skills help cultivate deep, meaningful relationships with customers.

Small and Midsize Enterprises: Refers to small businesses with annual sales lower than Ksh. 1 million.

Strategic Pricing: Refers to the pricing of product in a way that allows you to have a high profit margin, meaning that your revenue is more than your business.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

The chapter examined the empirical literature, theoretical constructs, and conceptual framework that affect enterprise development. The literature study covered market access strategy, pricing, regulation, and skills. The chapter examined various research to determine what drives business growth and performance. Based on these empirical findings, the chapter presents a theoretical framework to interpret and contextualize these elements. A conceptual framework visualizes the interdependence of variables, providing a comprehensive view of their dynamics. This chapter synthesizes empirical and theoretical findings and identifies research gaps. The chapter highlights this study's distinctive contribution to Kenyan enterprise development through these gaps.

2.2 Empirical Literature

2.2.1 Market Access Strategy and Enterprises Development

Scholars globally have extensively explored the relationship between market access strategy and enterprises development. Anwar & Shah (2021) emphasized the significance of competitive strategy in gaining market access, focusing on differentiation and cost leadership. However, while such studies provide valuable insights, a considerable gap exists in understanding how these strategies translate into development outcomes for enterprises, particularly in diverse global contexts.

Olivieri, Ortega, Rivadeneira & Carranza (2022) looked at Venezuela, relating the how the eclectic paradigm shed light on the importance of location-specific advantages

in market access. However, the applicability of these concepts to enterprises in various regions remains understudied. Understanding how regional variations impact the effectiveness of market access strategies is a notable gap in the existing literature.

Banga, Gallagher & Sharma (2021) have been influential in discussing trade patterns in developing economies such as Myanmar. However, a substantial gap exists in understanding how enterprises in these economies, such as those in Southeast Asia, navigate market access challenges and whether traditional strategies are effective in promoting development. The literature tends to be skewed towards developed economies, leaving a void in insights crucial for the growth of enterprises in emerging markets.

Ufua *et al* (2020) have extensively researched the role of SMEs in global markets in comparison to Nigeria. However, there is a notable gap in understanding how SMEs, which form the backbone of many economies, strategize for market access and how these strategies contribute to their overall development. Most existing studies tend to focus on larger corporations, leaving a dearth of literature specific to SMEs.

In the era of rapid technological change, Andreoni, Mondliwa, Roberts & Tregenna (2021) emphasized the role of technological innovation in gaining a competitive edge. However, there is a research gap in understanding how enterprises leverage technology as a market access strategy and whether such strategies are equally effective across diverse technological landscapes globally.

Osano (2019) highlighted the impact of culture on business practices in the Kenyan context. However, a gap exists in understanding how cultural nuances influence the choice and effectiveness of market access strategies across the world. The literature

tends to underemphasize the role of culture in shaping enterprises' approaches to market access, limiting our understanding of these dynamics in a globalized business environment.

2.2.2 Price of Products Influence on Enterprises Development

Ali & Anwar (2021) have extensively explored pricing strategies and their impact on business performance. However, a significant gap exists in the literature concerning the nuanced relationship between pricing and enterprise development. While existing studies discuss pricing as a component of marketing strategy, there is limited insight into how specific pricing decisions contribute to the overall developmental outcomes of enterprises, leaving room for more targeted research in this area.

Pokorny *et al* (2021) have shed light on the importance of regional variations in consumer behavior. However, there is a notable gap in understanding how pricing strategies should be adapted to different regional contexts to foster enterprise development. Existing literature often provides general principles, overlooking the need for region-specific insights, hindering a comprehensive understanding of the dynamics between pricing and development on a global scale.

Li *et al* (2020) have examined pricing challenges in developing economies focusing on Asia. Despite these efforts, a significant research gap persists in understanding how enterprises in these economies navigate pricing challenges to achieve sustainable development. The existing literature tends to focus on issues such as affordability and pricing structures, overlooking the broader developmental implications of pricing decisions for enterprises in developing regions.

With the rise of e-commerce, Goga & Paelo (2019) have discussed the impact of online

platforms on pricing dynamics. However, a research gap exists in understanding how enterprises, particularly small and medium-sized ones, leverage e-commerce for pricing strategies and whether this translates into substantial developmental outcomes. The literature has yet to comprehensively explore the role of digital platforms in shaping pricing decisions and their subsequent effects on enterprise development.

Agyemang *et al* (2022) have emphasized on the importance of sustainability in business strategies. However, a considerable gap exists in exploring how enterprises integrate sustainable pricing practices into their strategies and how this integration contributes to long-term development. The literature often lacks a comprehensive analysis of the interplay between sustainable pricing and the holistic development of enterprises, leaving an avenue for future research.

Owino (2019) has highlighted the impact of culture on business practices in Kenya looking into determinants of food security and consumption patterns in Kisumu. Yet, there is a notable gap in understanding how cultural factors influence pricing decisions and subsequently affect enterprise development. Existing literature tends to overlook the cultural nuances that shape pricing strategies, hindering a nuanced understanding of this relationship on a global scale.

2.2.3 Market Regulation and Enterprises Development

Researchers, such as Caldara *et al* (2020), have extensively explored the impact of market regulations on economic outcomes. However, a significant gap exists in understanding how specific regulatory frameworks directly influence enterprises' developmental trajectories. While Baker, Storbacka & Brodie (2019) acknowledge the importance of regulation in shaping market dynamics, there is a lack of granularity in

identifying the precise mechanisms through which regulations either facilitate or impede the development of enterprises.

Mallett, Wapshott & Vorley (2019) have emphasized the need for context-specific regulatory frameworks. However, a notable gap exists in understanding how regulatory variations across regions impact the development of enterprises. The literature tends to provide broad recommendations without delving into the specific challenges and opportunities that diverse regulatory environments pose for enterprises, hindering a nuanced understanding of global regulatory dynamics.

Cantú, Aguiñaga & Scheel (2021) have highlighted the challenges of regulatory environments in developing economies. Despite these insights, a considerable research gap persists in comprehending how enterprises navigate regulatory hurdles in these economies and whether overcoming regulatory challenges correlates with sustained development. Existing studies often fall short in providing practical insights into how regulatory impediments can be turned into opportunities for enterprise growth in developing regions.

Sarabdeen (2023) has explored the emergence of regulatory technology (RegTech) and its implications in Saudi Arabia. However, a research gap exists in understanding how the adoption of RegTech by regulatory bodies and enterprises influences developmental outcomes. The literature often lacks insights into whether innovative regulatory approaches positively correlate with enterprise development and how such innovations can be scaled globally.

Nieuwenhuizen (2019) investigated the regulatory burden on SMEs in South Africa. However, there is a significant gap in understanding how specific regulatory

requirements affect the developmental trajectories of SMEs globally. The literature tends to lack a comprehensive analysis of the differentiated impacts of regulations on enterprises of various sizes, hindering a more nuanced understanding of how regulatory frameworks shape the development of SMEs specifically.

Quartey & Oguntoye (2020) have emphasized the influence of culture on organizational behavior. Yet, there is a notable gap in understanding how cultural factors impact enterprises' compliance with regulations and how this compliance, or lack thereof, shapes developmental outcomes. The existing literature tends to overlook the cultural nuances that influence the relationship between enterprises and regulatory frameworks, hindering a comprehensive understanding on a global scale.

2.2.4 Inadequate Market Skills and Enterprises Development

Nickels, McHugh & McHugh (2019) and Gokenbach (2018) have explored the importance of market skills for business success. However, a substantial gap exists in the literature concerning the specific influence of inadequate market skills on the development of enterprises globally. While these studies underscore the significance of skills, there is limited insight into the nuanced ways in which deficiencies in market skills directly hinder the developmental trajectories of enterprises.

Thomsen *et al* (2021) have emphasized the importance of skills for entrepreneurs, particularly in emerging markets. Yet, a notable gap exists in understanding how skill gaps manifest in diverse business environments globally and how these gaps hinder enterprise development. The existing literature often provides broad recommendations without addressing the context-specific challenges that arise from inadequate market skills, hindering a comprehensive understanding of global skill dynamics.

Jain (2023) has discussed the role of human capital in economic development in India. However, there is a considerable research gap in comprehending how enterprises in developing economies address skill deficiencies and whether overcoming these challenges correlates with sustained development. Existing studies often fall short in providing practical insights into how enterprises can bridge skill gaps effectively in the unique contexts of developing regions.

North & Varvakis (2016) have investigated challenges faced by SMEs, including skill-related issues. However, there is a significant gap in understanding how inadequate market skills specifically impact the developmental trajectories of SMEs on a global scale. The literature tends to lack a comprehensive analysis of the differentiated impacts of skill deficiencies on enterprises of various sizes, hindering a more nuanced understanding of how enterprises, especially SMEs, navigate these challenges globally.

Rodrigues & Mourato (2023) have explored the impact of technological change on job skills in Botswana. However, a research gap exists in understanding how enterprises adapt to evolving skill requirements in the face of technological advancements and whether inadequate adaptation negatively correlates with developmental outcomes. The literature often lacks insights into the specific skill sets that enterprises need to thrive in an increasingly digital and technologically-driven business landscape globally.

Onyancha, Kemoni & Mungai (2018) have emphasized the influence of culture on individual behavior in Kenya. Yet, there is a notable gap in understanding how cultural factors impact the development of market skills and how these skills, or the lack thereof, shape enterprise development. The existing literature tends to overlook the cultural nuances that influence skill acquisition and application in diverse global business environments, hindering a comprehensive understanding of the role of culture in

shaping skill-related challenges.

2.3 Theoretical Framework

2.3.1 Theory of Market Entry Modes

The Theory of Market Entry Modes by Johanson & Vahlne (1977) has evolved over time through the insights of various scholars and researchers in development studies. While not attributed to a specific individual or year of origin, its development gained momentum in the mid-20th century alongside the rise of globalization and international trade.

This theory addresses the strategic choices that businesses face when entering new markets or expanding internationally. It emphasizes the significance of selecting an appropriate entry mode, such as exporting, licensing, franchising, joint ventures, or wholly-owned subsidiaries (Smith *et al.*, 2020). The decision of which entry mode to pursue is influenced by several factors, including the firm's available resources, desired level of control, tolerance for risk, regulatory landscape of the target market, and familiarity with the foreign environment (Smith *et al.*, 2020).

However, the theory has faced criticism for oversimplification. Critics argue that it neglects the intricate cultural nuances, institutional variations, and dynamic changes present in global markets and development (Newham *et al.*, 2018). Moreover, the theory may not fully address the complexities associated with joint ventures and wholly-owned subsidiaries, which can involve intricate legal, financial, and operational arrangements.

In the context of the objective it aided in the establishment of the influence of market access strategy on enterprise development in Narok County, Kenya, the theory proved to be highly relevant. This theory offered a valuable framework for analyzing the

potential impact of different market access strategies on the growth and development of enterprises within the specified region (Tariq, 2019).

By considering the unique attributes of each market entry mode in relation to local conditions, entrepreneurs, policymakers and development experts can make informed decisions that align with their goals and the needs of the community. The theory's emphasis on factors like resource commitment, risk management, and control alignment aids in evaluating the feasibility and appropriateness of various strategies (Araja, 2020).

In conclusion, while the theory lacks a singular origin, it has evolved over decades to offer insights into the complex decisions businesses face when entering new markets. While criticisms have been directed at its simplifications, its applicability to the objective of understanding market access strategy's impact on enterprise development is clear. By understanding the nuances of each entry mode, stakeholders can lay the groundwork for fostering robust and sustainable enterprise growth in Narok County, Kenya.

2.3.2 Price Elasticity of Demand Theory

The Price Elasticity of Demand Theory by Marshall (1890) holds a pivotal place in the realm of economics, influencing market strategies and pricing decisions. Although not attributed to a single origin or a specific year, its conceptual foundations can be traced back to the works of economists spanning several decades. This theory revolves around the relationship between changes in the price of a product and the corresponding shifts in consumer demand and development (Rutkowski & Bickersteth, 2021). Economists have long studied the responsiveness of consumers to price changes, leading to the development of the theory. This concept gained prominence as global markets expanded

and firms sought effective strategies to set prices and optimize revenue.

The essence of the theory lies in its recognition that consumers react differently to price fluctuations. If a small price change results in a substantial shift in demand, the product is considered elastic, implying that consumers are highly responsive to price changes (Carbonneau & Godin, 2021). Conversely, when a change in price has minimal impact on demand, the product is deemed inelastic, indicating low sensitivity to price variations.

However, the theory has not been without its critiques. Detractors argue that it may oversimplify the intricate interplay of consumer behaviors and external factors. Critics suggest that factors beyond price, such as brand loyalty, income levels, and preferences, can significantly influence demand and should be considered alongside price elasticity (Maini, 2020). This theory offered a systematic approach to understanding how changes in product prices impact the development of enterprises in the specified region.

By assessing the price elasticity of demand for various goods and services within the local market, entrepreneurs and policymakers anticipate how consumers respond to price adjustments. This knowledge becomes invaluable when making pricing decisions, designing marketing strategies, and forecasting revenue. The applicability of the theory on enterprise growth in Narok County, Kenya, underscored its relevance in making informed decisions in the local market context.

The Theory of Market Entry Modes offered a structured approach to examining the implications of various strategies, such as exporting or establishing local subsidiaries, on business expansion within Narok. Concurrently, the Price Elasticity of Demand Theory provided valuable insights into the responsiveness of local consumers to price

adjustments, thereby enabling a nuanced understanding of market dynamics within the county. By integrating both theories, the study gained a comprehensive perspective on how entrepreneurs strategically position themselves to prosper in the distinctive market environment of Narok. This holistic approach not only facilitates informed decision-making but also contributes to the development of effective business strategies tailored to the specific needs and behaviors of Narok's consumer base.

2.4 Conceptual Framework

Conceptual framework is defined as set of wide concept and values taken from applicable grounds of analysis and used in configuration of ensuing presentation (Sage, 2021). It's the fundamental bases demonstrating the link and relationship between the variables. In this research, the independent variables of this study were Market access, price of the products, market regulation and skills.

Independent Variables

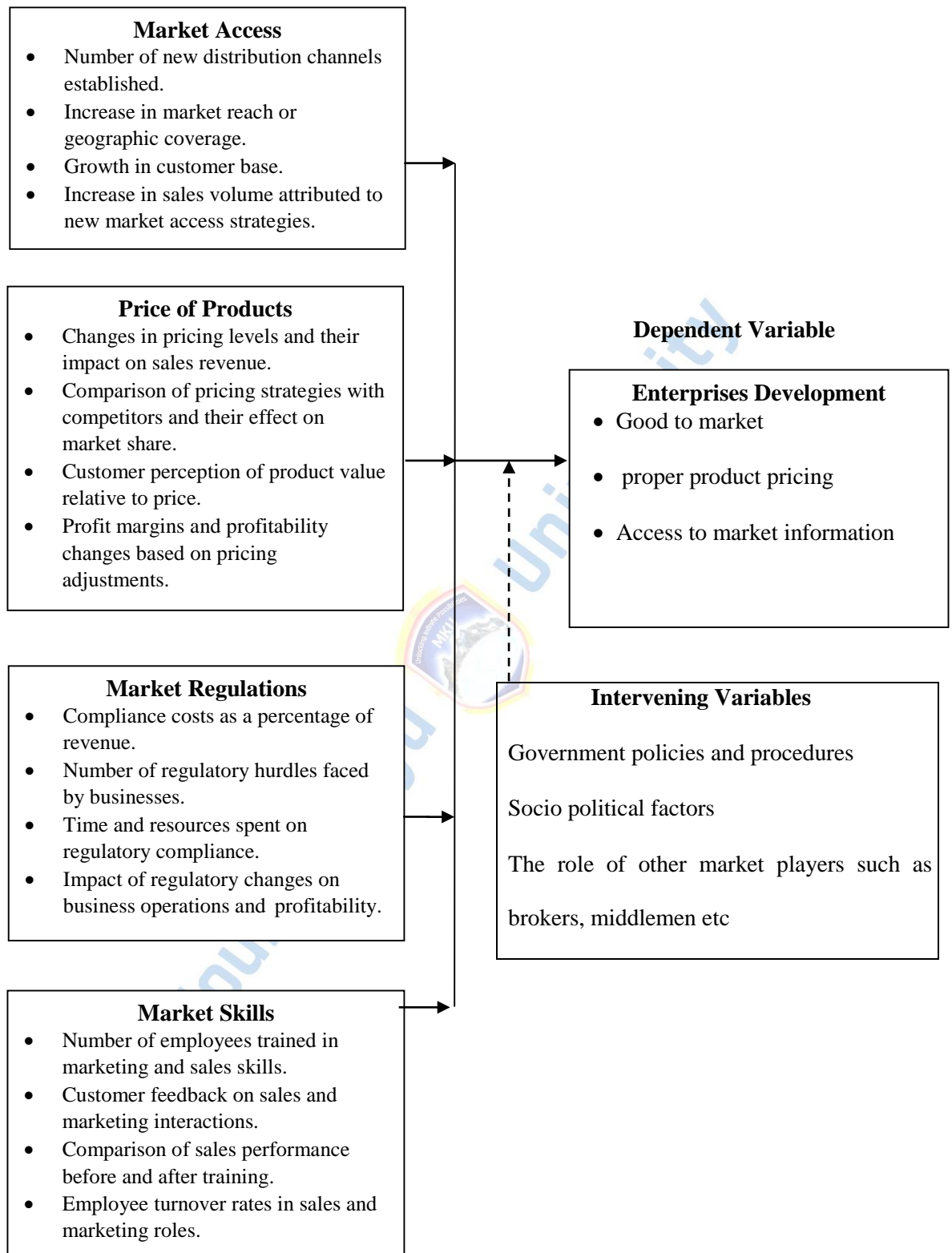


Figure 2.1: Conceptual Framework

Source: Researcher, 2023

2.5 Research Gaps/Knowledge

A literature assessment shows enterprise development research gaps. Failure to grasp how market access policies effect global development needs investigation. The lack of literature on SMEs' market entry tactics was surprising given their prevalence in many economies. Given the dearth of knowledge on how culture affects market access planning, it was more culturally conscious. Lack of awareness of how technical advances affect market access methods showed how global business settings were changing, requiring a better grasp. Weak pricing strategy research suggested researching how pricing affects development. Geographical differences affected pricing techniques, requiring context-specific approaches. Business's growing focus on sustainability highlighted the need for academic research on sustainable pricing techniques in plans. Understanding local conditions and the complicated relationship between cultural nuances and pricing systems could help firms prosper.

The literature evaluation showed that market regulation directly affected firm development and was little understood. Understanding how emerging nation firms handled regulatory issues emphasized on the need for specific assistance to varied economic situations. The low RegTech adoption and enterprise development study indicated a technology-regulatory compliance research field. Cultural aspects in regulatory compliance highlighted the need for a more culturally educated view on the complicated interplay between companies and regulatory systems.

The dearth of research on inadequate market skills underscored the need to understand how market skills effect firm development. Global corporate talent shortages were poorly recognized and require context-specific assessments. The lack of study on how developing nation enterprises manage skill shortages showed that targeted skill

development in varied economic conditions was underexplored. Cultural variables on market skill development suggested a more culturally sensitive approach to skill acquisition and application, considering cultural variances in global business environments.

2.6 Recap of Literature Review

In the empirical literature review, scholars have extensively explored the relationship between market access strategy and enterprise development on a global scale. Anwar & Shah (2021) and Olivieri *et al.* (2022) highlighted the significance of competitive strategies, emphasizing differentiation, cost leadership, and location-specific advantages in gaining market access. However, gaps existed in understanding how these strategies translate into development outcomes, particularly in diverse global contexts. The literature tends to be skewed towards developed economies, leaving a void in insights crucial for the growth of enterprises in emerging markets, such as Southeast Asia and Nigeria. Additionally, the impact of technology, culture, and regulatory environments on market access and enterprise development has been explored, revealing gaps in understanding the nuanced relationships within these dynamics. In the context of Narok County, Kenya, the Theory of Market Entry Modes proved relevant in analyzing the potential impact of different market access strategies on enterprise development. The Price Elasticity of Demand Theory offered a systematic approach to understanding how changes in product prices can impact enterprise development in the specified region, guiding informed decisions for local entrepreneurs and policymakers. The study offers insights into the factors that shape the growth and performance of enterprises. In parallel, the theoretical framework provided a lens through which these factors were interpreted, drawing upon theories such as the Resource-Based View and

Institutional Theory to illuminate the underlying mechanisms. The introduction of a conceptual framework visually illustrated the interplay between these key variables, presenting a holistic perspective on their dynamics.



CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

The chapter covered the entire spectrum from the research design, target population, study area, sampling technique, sample size, data collection instruments, an outline of pretesting the research instruments, data collection techniques, ways to ensure the reliability and validity of the collected data, and data analysis to ethical considerations that will guide the study.

3.2 Research Methodology

Research methodology refers to the systematic and strategic framework employed in the design, implementation, and analysis of a research study (Kothari, 2004). It encompassed the overall approach and techniques used in gathering, organizing, interpreting, and drawing conclusions from data. Research methodology outlined the procedures and tools employed to address research questions, ensuring the validity and reliability of the study. This involved selecting appropriate research design, data collection methods, and analysis techniques, as well as considering ethical considerations.

3.3 Research Design

In this study, a descriptive survey research design was employed to comprehensively investigate the relationship between market access strategies, pricing of products, market regulation, inadequate market skills, and the development of enterprises. This design allowed for the collection of both qualitative and quantitative data which

provided a holistic understanding of the intricate dynamics involved.

Quantitative approaches, such as structured surveys and questionnaires, were utilized to gather numerical data on specific aspects like market performance, pricing structures, and regulatory compliance. Concurrently, qualitative methods, including in-depth interviews were employed to capture nuanced insights, perceptions, and experiences related to market skills and the effectiveness of strategies. This mixed-methods approach according to Creswell (2010) enhanced the study's robustness, allowing for a more comprehensive analysis that integrates both numerical trends and qualitative narratives, ultimately contributing to a nuanced and multifaceted understanding of the factors influencing enterprise development.

3.4 Location of the Study

The study was conducted in Narok County, Kenya. Situated in the southwestern part of the country, the area is known for its diverse economic activities, including agriculture, tourism, and SMEs. Purposively, Suswa Sub County was considered to be representative. The county's economic landscape is shaped by its unique blend of urban and rural settings, offering a rich context for examining the influence of market access strategies, pricing dynamics, market regulation, and market skills on the development of enterprises. With its mix of larger urban centers and smaller rural communities, the area provided an opportune setting for exploring how these factors impact enterprises across various scales and sectors within the dynamic business environment.

Map of the Study Area



Map of Study Area

Source: <https://narok.go.ke/>, 2023

3.5 Target Population

The target population for this study comprised of enterprises operating within Narok County, Kenya. This included a diverse array of businesses ranging from SMEs to larger corporations across different sectors such as agriculture, tourism, retail, and services. The study captured a representative sample of enterprises that reflect the economic diversity within the county. By encompassing businesses of varying sizes and industries, the research drew comprehensive insights into how market access strategies, pricing decisions, market regulations, and market skills influence the development trajectories of enterprises in Narok County. The target population also encompassed entrepreneurs, business owners, and key decision-makers within these enterprises, as their perspectives and experiences were instrumental in understanding the intricate dynamics at play in the local business environment.

Further, individuals with significant knowledge in terms of expertise, and experience relevant to the factors influencing enterprise development in Narok County were considered. These comprised of local business leaders, industry experts, representatives from business associations or chambers of commerce, government officials involved in economic development, and academic experts in the field of business and entrepreneurship. The selection these individuals as informants was based on their knowledge, experience, and roles in influencing or observing the factors under investigation in the study. Table 3.1, elaborates on the target population.

Table 3.1: Target Population

Sector/Category	Target Population
Small-Scale Enterprises	234
Medium-Scale Enterprises	167
Large Corporations	12
Agriculture	56
Tourism	8
Retail	346
Services	144
Individuals with Significant Knowledge	15
Total	982

Source: <https://narok.go.ke/>, 2023

3.6 Sampling Procedures and Technique

The study employed a stratified random sampling technique to ensure a representative and diversified sample from the target population of enterprises in Narok County, Kenya. The first step involved categorizing the enterprises into strata based on key factors such as size of small, medium, large and industry sector such as agriculture, tourism, retail and, services. Subsequently, a random sample was drawn from each stratum to account for the variability within different enterprise categories. This approach allowed for a more precise analysis of how various factors impact enterprises across different sizes and sectors.

The sampling procedures involved obtaining a list of enterprises within each stratum, using a combination of official records, business directories, and local business associations. From this list, a random selection was made, ensuring a fair representation of enterprises contributing to the economic dynamics of Narok County.

Both quantitative and qualitative data was collected from the sampled enterprises through structured surveys, questionnaires and interviews to facilitate a comprehensive analysis of the factors influencing enterprise development.

3.7 Sample Size/Population

Considering that the numbers were large enough, a representative sample size recommended by Stanley and Gregory (2001) of at least 30% of the population was generally acceptable in Narok County, Kenya. Given the variability in business sizes and sectors, this approach stroke a balance between obtaining a sufficiently large and representative sample while ensuring the feasibility of data collection and analysis. With a 30% sample size, the study targeted a proportionate number of enterprises from each stratum consisting of 295, including small, medium, and large businesses across different sectors. Table 3.2 outlines the sample size.

Table 3.2: Sample Size

Sector/Category	Target Population	Sample Size
Small-Scale Enterprises	234	70
Medium-Scale Enterprises	167	50
Large Corporations	12	4
Agriculture	56	17
Tourism	8	2
Retail	346	104
Services	144	43
Individuals with Significant Knowledge	15	5
Total	982	295

Source: Researcher, 2023

This methodology recognized the practical constraints of time and resources while maintaining the statistical rigor necessary for drawing meaningful conclusions about the factors influencing enterprise development in Narok County.

3.8 Data Collection Instruments

3.8.1 A Questionnaire

In this study, a combination of open-ended and close-ended questionnaire were utilized to gather data from the sampled enterprises in Narok County. The close-ended questions offered a structured format with predefined response options, allowing for quantitative analysis and statistical comparisons. These questions were designed to capture specific information on market access strategies, pricing decisions, regulatory compliance, market skills, and other relevant variables. On the other hand, open-ended questions were incorporated to elicit more detailed and qualitative responses. These questions encouraged participants to express their experiences, opinions, and insights in their own words, providing a richer understanding of the nuanced factors influencing enterprise development. The open-ended format was particularly valuable for exploring unforeseen issues, uncovering unique perspectives, and ensuring that the research captured the complexity of the local business environment.

3.8.2 Key Informant Interview Guide

Key informant interviews were conducted using a structured interview guide. This guide consisted of a series of predetermined questions designed to extract in-depth information from individuals with specialized knowledge and experience in the local business landscape. Key informants, such as business leaders, government officials, and industry experts, were asked about overarching trends, challenges, and opportunities related to

enterprise development in Narok County. The structured nature of the interview guide ensured consistency across interviews while allowing flexibility to delve into specific areas of interest. The combination of questionnaires and key informant interviews provided a comprehensive dataset, blending quantitative and qualitative insights, and allowing for a nuanced analysis of the multifaceted factors influencing enterprise development in the study area.

3.9 Testing for Reliability

The research instrument was piloted prior to the final study in order to assess its validity and reliability, and to make necessary improvements. As recommended by Romero-Hall (2020), the piloting phase was crucial for ensuring the accuracy of the research instruments and refining the questionnaire and research process. 10% of the sample size was allocated for the pilot study, resulting in 29 respondents but their data was not included in the final study. The feedback obtained from the pilot study was utilized to enhance the research instruments.

Reliability refers to the consistency of results obtained when using the research instruments repeatedly. To assess the internal consistency of the research instrument, the study employed the Cronbach alpha coefficient. As indicated by Abusaada *et al.* (2019), a Cronbach alpha coefficient of 0.7 or higher was considered indicative of internal reliability. Hence, the study attained a Cronbach alpha coefficient of 0.72 which ensured internal reliability.

3.10 Data Collection Procedure

The data collection procedure for this study involved a systematic approach to ensure the acquisition of comprehensive and reliable information from the sampled enterprises

in Narok County. Firstly, a list of enterprises were compiled and categorized into strata based on size and industry sector. Subsequently, a stratified random sampling technique was employed to select a representative sample. The selected enterprises were then approached, and informed consent was sought for participation.

A combination of open-ended and close-ended questionnaires were administered to gather quantitative and qualitative data, focusing on market access strategies, pricing decisions, market regulations, market skills, and overall enterprise development. Key informant interviews, guided by a structured interview guide, were conducted with individuals possessing specialized knowledge and experience in the local business environment. The data collection process was executed with sensitivity to the unique characteristics of each enterprise and the local context, ensuring the relevance and accuracy of the gathered information.

3.11 Data Analysis and Technique

Data analysis for this study involved a multifaceted approach to derive meaningful insights from the collected data. Quantitative data from the close-ended questionnaires were analyzed using statistical tools such as descriptive statistics, frequency distributions, and inferential statistics, allowing for a quantitative assessment of the relationships between variables. Statistical software like SPSS was employed to identify patterns, trends, and correlations within the data. This quantitative analysis provided a numerical understanding of the prevalence and significance of market access strategies, pricing decisions, regulatory compliance, market skills, and their impact on enterprise development.

Qualitative data obtained from open-ended questions in the questionnaires and key

informant interviews, a thematic analysis approach were applied. This involved identifying, analyzing, and reporting themes within the qualitative data, allowing for a deeper exploration of the experiences, perceptions, and narratives of the participants. The qualitative analysis involved coding the data, categorizing responses, and interpreting the emerging themes. By integrating both quantitative and qualitative findings, a comprehensive understanding of the factors influencing enterprise development in Narok County was achieved, providing a nuanced and robust depiction of the local business landscape. The triangulation of these two approaches enhanced the validity and reliability of the study's conclusions.

3.12 Ethical Considerations

The study adhered to ethical principles to safeguard the rights and welfare of the respondents and informants. Upon receiving research approval from the University, a research permit from the National Commission for Science, Technology, and Innovation (NACOSTI) was sought. Ongoing communication of the study's objectives, techniques, and ramifications persisted. Informed consent was obtained from all respondents before their participation. Prior to the study, respondents received an informed consent form that provided comprehensive information about the study's purpose, data collection procedures, and potential risks or benefits associated with participation.

Respondents were given the opportunity to ask questions and raise concerns before deciding whether to participate, respecting their autonomy and decision-making rights. These ethical considerations were integral to conducting the research responsibly and respecting the rights and dignity of the respondents. By implementing these measures, the researcher ensured the accuracy, validity, and significance of the collected data, contributing to future research and policy-making endeavors. All collected data was

treated anonymously, without any identifying information such as names or addresses. This approach allowed respondents to freely express their thoughts and opinions without fear of retaliation. Confidentiality measures were strictly observed. All data collected was stored securely and was only be accessible to the researchers involved in the study.



CHAPTER FOUR

RESEARCH FINDINGS AND DISCUSSIONS

The chapter presents the analysis of the data collected. The data collection was guided by a general objective that examined the situation of the enterprises in Narok County, Kenya in context of myriads of challenges faced by enterprises in accessing strategic market for their products. Specific objectives assessed influence of market access strategy on enterprises development, evaluated influence of price of products on enterprises development, analyzed influence of market regulation on enterprises development and established the influence of inadequate market skills on enterprises development in Narok County, Kenya. The results of the study were analyzed and presented in line with these objectives.

4.1 Response Return Rate

The study aimed to assess the questionnaire response rate to evaluate the sample's representativeness and the reliability of the collected data. A high response rate suggested that the findings accurately reflected the target population, thereby improving the research's generalizability and validity. Table 4.1 illustrates on the response rate.

Table 4.1: Response Rate

Instrument	Target	Frequency	Percentage
Complete Questionnaire Responses	290	288	99.3%
Incomplete Questionnaire Responses	290	2	0.7%
Complete Interviews by Informants	5	5	100%

Source: Field data, 2024

A total of 295 questionnaires were distributed for the study, yielding a remarkable response rate of 99.3%, well above the 50% benchmark typically considered sufficient for reliable data analysis (Kumar, 2014). This high response rate suggests that the data

collected is representative of the target population. However, 0.7% of the questionnaires were incomplete, possibly due to concerns about the sensitive nature of the questions or expectations of incentives, despite clear instructions provided in the consent form. In the qualitative segment of the study, all five (5) selected informants participated, offering valuable insights on the topic.

4.2 Demographic Characteristics

The demographic characteristics of respondents played a crucial role in achieving the study's objectives. By examining respondents' gender, age range, and education level, the study gained insights into how these demographic factors impacted entrepreneurial success. Gender analysis helped evaluate whether market access opportunities differed for male and female entrepreneurs, highlighting potential gender-based disparities that could affect access to resources and business growth. Age range analysis offered a view into generational trends in market access and entrepreneurial expansion, revealing if younger or older entrepreneurs faced unique challenges or advantages. Moreover, exploring education levels allowed the study to assess how educational attainment might influence entrepreneurial skill development, strategic decision-making, and market navigation, as higher education is often associated with greater access to information and resources essential for business success. These demographic insights supported the study's objectives by providing a nuanced understanding of the factors influencing entrepreneurial outcomes.

4.2.1 Gender of Respondents

Respondents were asked to indicate their gender and their responses were presented in Figure 4.1.

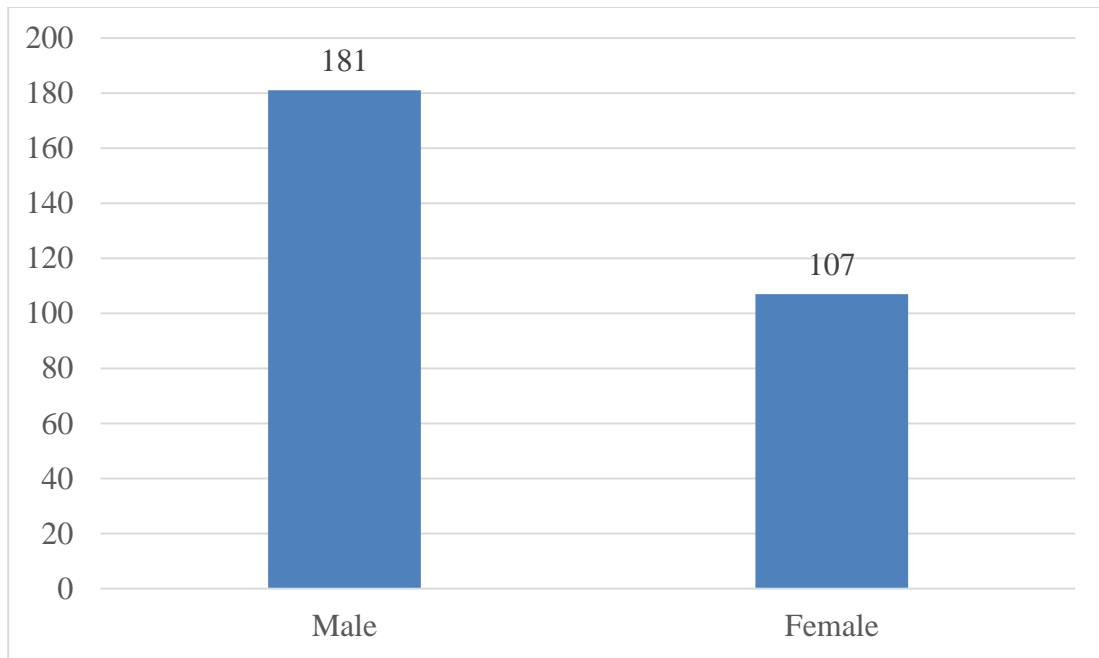


Figure 4.1: Gender of Respondents

Source: Field data, 2024

The study's findings on respondents' gender revealed a notable imbalance, with 181 male participants compared to 107 female participants. This skewed distribution highlighted a potential gender gap in entrepreneurial involvement, prompting further investigation into gender-specific differences in market access and business growth. The predominance of male respondents suggested that men may be more engaged in entrepreneurial activities in Narok County, or perhaps were more accessible for data collection.

In contrast, the lower female representation pointed to possible societal or cultural constraints limiting women's participation in entrepreneurship and their access to markets. Qualitative data gathered during the study indicated that many female respondents identified barriers such as limited financial support, family responsibilities, and restrictive norms as key obstacles to entrepreneurship. By examining these gender-based disparities, the study sought to understand how challenges and opportunities differ

for male and female entrepreneurs, shedding light on the gender dynamics shaping Narok County's entrepreneurial landscape. Additionally, the study explored the age range of respondents to gain further insights into demographic influences on entrepreneurship.

4.2.2 Age Range of Respondents

The respondents were asked to indicate their age range and the results were as presented in Figure 4.2:

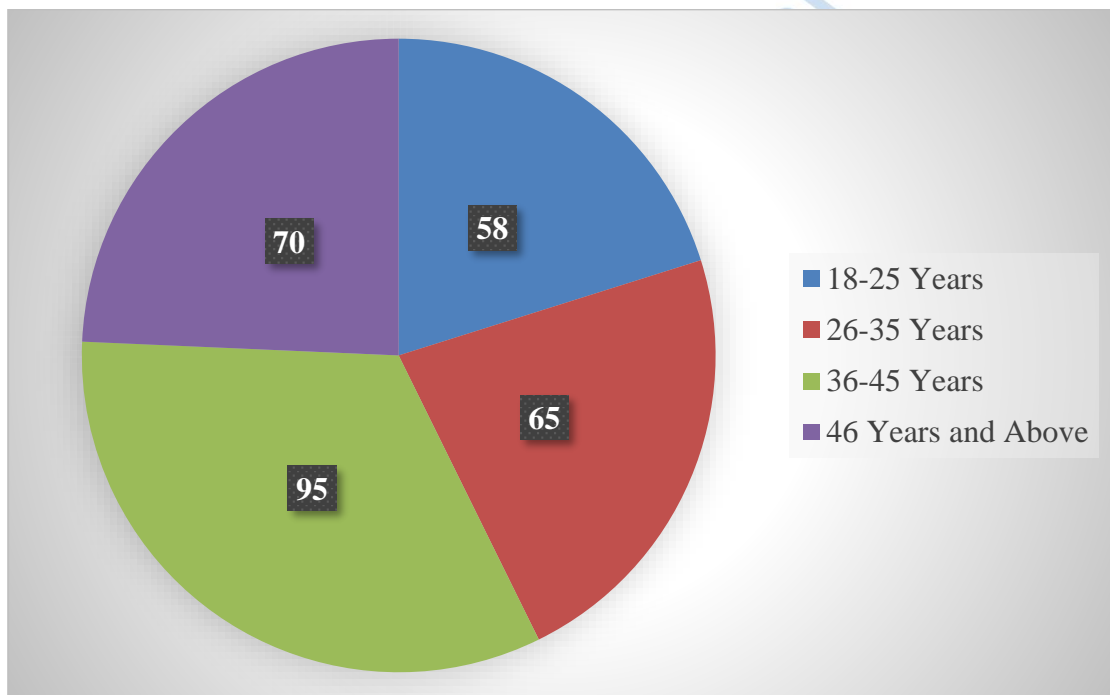


Figure 4.2: Age Range of Respondents

Source: Field data, 2024

The study's findings on respondents' age distribution offered valuable insights into age-related variations in market access and entrepreneurial growth. Analysis of the age range revealed that the largest group of entrepreneurs fell within the 36-45 years bracket, with 95 respondents, suggesting that individuals in this age group were more actively engaged in business activities. Qualitative data highlighted that this group often benefited from accumulated experience and financial stability, which supported

sustained entrepreneurial efforts.

The 46 years and above group, consisting of 70 respondents, demonstrated the enduring presence of older entrepreneurs who frequently relied on established networks and market expertise to maintain business success. Respondents in this category mentioned leveraging long-standing relationships and community trust as key advantages in entrepreneurship. The 26-35 years group, with 65 respondents, represented emerging entrepreneurs likely in the process of solidifying their businesses. Feedback from this age group indicated that while they had enthusiasm and fresh ideas, they faced challenges in securing market access and navigating competition.

The 18-25 years group, with only 58 respondents, showed relatively low engagement in entrepreneurial ventures. Participants in this younger age bracket often cited limited capital, lack of experience, and fewer mentorship opportunities as barriers to entry in entrepreneurship. By examining these age groups, the study identified distinct generational differences in entrepreneurial challenges and opportunities, offering a nuanced understanding of how experience, access to resources, and business growth evolve across age demographics in Narok County. Following this, the study also explored respondents' education levels to further enrich its demographic analysis.

4.2.3 Education Level of Respondents

Respondents were asked to indicate their education level and the responses were summarized in Figure 4.3:

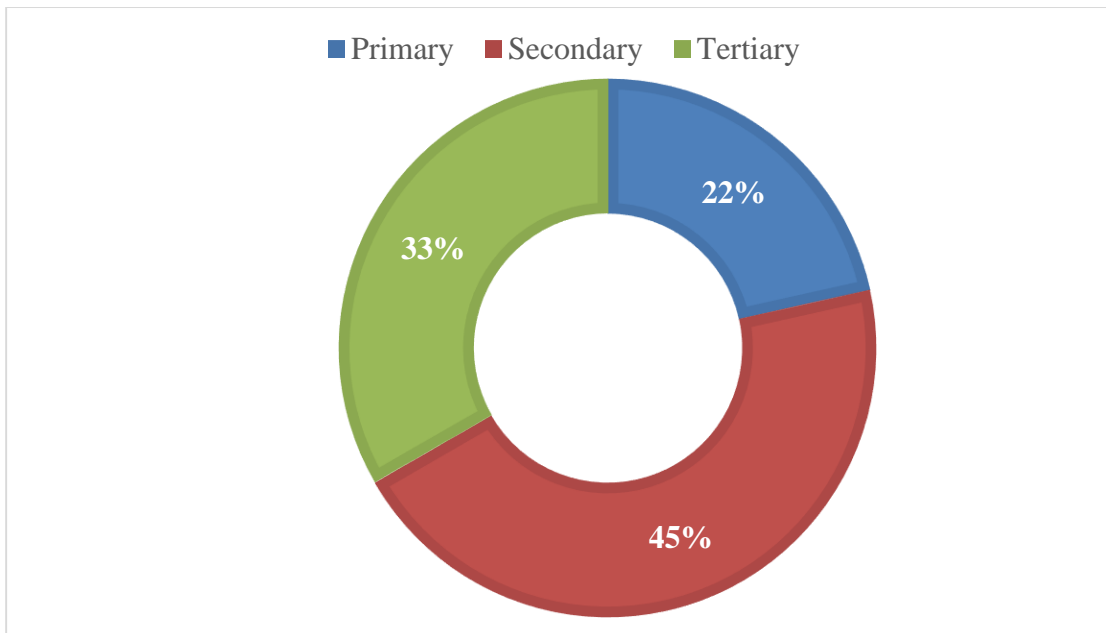


Figure 4.3: Education Level of Respondents

Source: Field data, 2024

The results of the study on the education level of respondents provided insights into the demographic composition of participants. The education level of respondents was examined to understand its impact on market access and entrepreneurship growth. Among the respondents, 62 had only completed primary education, which likely limited their access to advanced business skills and knowledge, potentially affecting their entrepreneurial success and market strategies. A larger group, 130 respondents, had attained secondary education, suggesting a more substantial foundation in basic business and financial literacy, which could facilitate better market access and business development.

The 96 respondents with tertiary education represented individuals with advanced knowledge and skills, which are often crucial for navigating complex market environments and implementing effective business strategies. This higher educational attainment likely provided them with a competitive edge in entrepreneurship. Analyzing these educational backgrounds justified the study's focus on how varying levels of

education influenced respondents' abilities to overcome market challenges and achieve business growth, offering insights into the role of education in enhancing entrepreneurial success.

In the study, the Theory of Market Entry Modes and the Price Elasticity of Demand Theory were relevant for analyzing how demographic characteristics influenced entrepreneurship growth in Narok County. The Theory of Market Entry Modes, which addresses how firms enter new markets, was crucial for understanding how different age groups, genders, and education levels affected entrepreneurs' strategies for accessing markets. Younger entrepreneurs with tertiary education might utilize more sophisticated entry modes compared to older or less educated individuals.

On the other hand, the Price Elasticity of Demand Theory, which examines how changes in price affect the quantity demanded, was pertinent for assessing how demographic factors influenced pricing strategies and market responsiveness. Entrepreneurs with secondary education might adopt different pricing strategies compared to those with primary or tertiary education. The theories provided a framework for understanding how demographic characteristics impacted market entry strategies and pricing decisions, shedding light on the broader dynamics of entrepreneurship growth in the region.

4.3 Influence of Market Access Strategy on Enterprises Development in Narok County, Kenya

The first objective of the study was to assess influence of market access strategy on enterprises development in Narok County, Kenya. Responses on market access strategy are as illustrated in Figure 4.4.

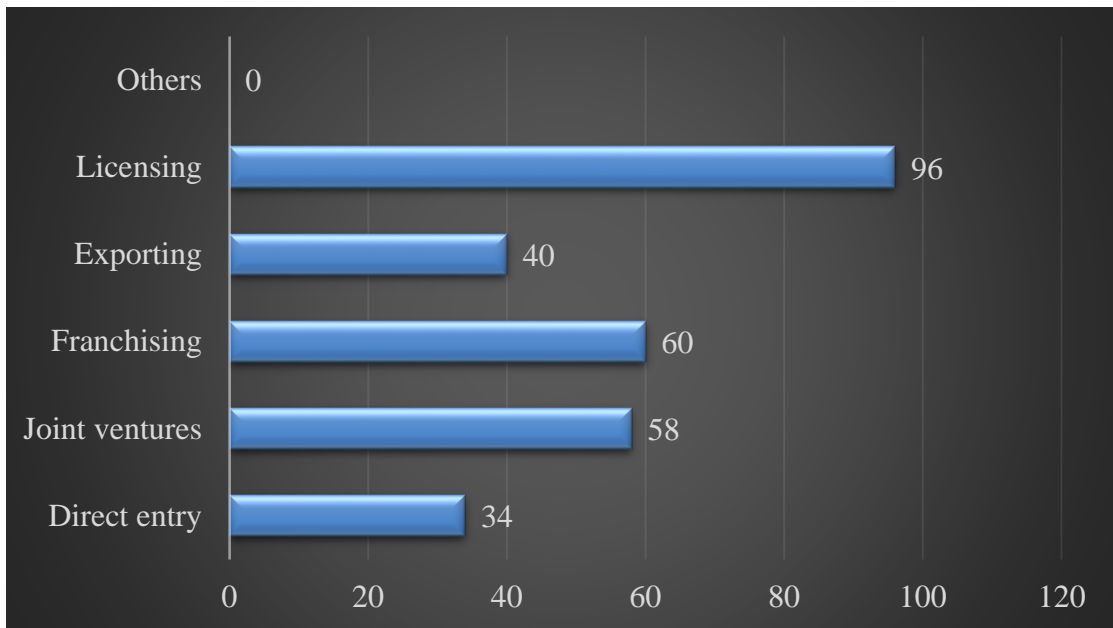


Figure 4.4: Market Access Strategy

Source: Field data, 2024

The study on market entry strategies in Narok County revealed diverse approaches among entrepreneurs, shaped by varying preferences and resource availability. Franchising was a popular choice among 60 respondents, valued for its ability to leverage established brand recognition and business models, thus reducing market entry risks. Licensing, chosen by 96 respondents, offered a cost-effective expansion strategy by allowing other businesses to use their intellectual property, minimizing capital investment and operational risks.

In contrast, direct entry and exporting chosen by 34 and 40 respondents, respectively were less favored, likely due to the higher risks and resource demands. Joint ventures, preferred by 58 respondents, highlighted a collaborative approach, offering access to local expertise and shared resources to mitigate market entry risks. The reliance on these strategies suggests that entrepreneurs strategically aligned their choices with the benefits and challenges of Narok County's market environment.

4.3.1 Market Access Strategies Influencing Business Development in Narok County

The study offered valuable insights into the impact of various market entry strategies on business growth and success in Narok County. Key strategies included franchising, licensing, and joint ventures, each selected by enterprises to navigate the local market effectively. Franchising was especially popular, allowing businesses to leverage established brands for credibility and structured growth, reducing the risks of new market entry. Licensing also proved effective, enabling companies to expand their reach by allowing others to use their intellectual property, which minimized operational risks and required lower capital investment.

Joint ventures emerged as another favored strategy, with many businesses partnering with local firms to pool resources, share risks, and gain valuable local knowledge, ultimately easing market entry. In contrast, direct entry and exporting were less common due to their higher financial risks and resource demands. Direct entry requires significant investment and extensive market research, while exporting entails robust logistical and distribution support, which may be challenging in the region.

The study also examined how these strategies affected enterprise development. Franchising and licensing facilitated smoother market expansion and growth, helping businesses manage challenges more effectively compared to direct entry or exporting. Additionally, joint ventures enabled companies to better navigate regulatory barriers by leveraging local partnerships. Overall, enterprises using effective market access strategies especially franchising and licensing reported higher growth and profitability, underscoring the importance of aligning market entry strategies with business goals and local market conditions.

4.3.2 Challenges in Implementing Market Access Strategies Influencing Business Development in Narok County

The findings illustrated the complexity of navigating market access and highlighted how chosen strategies impacted business growth and success in the region. One significant challenge reported by respondents was the difficulty in navigating local regulatory requirements. Many businesses faced obstacles related to obtaining the necessary licenses and permits, which often involved lengthy bureaucratic processes and complex compliance standards. These regulatory hurdles not only delayed market entry but also increased operational costs. For many enterprises, the time and resources spent on regulatory compliance detracted from their ability to focus on core business activities and strategic growth.

Another challenge highlighted was the limited access to infrastructure and logistics support. Businesses employing market entry strategies such as exporting or direct market entry often struggled with inadequate transportation networks and storage facilities. This lack of infrastructure hindered their ability to efficiently distribute products, leading to higher costs and longer delivery times. The logistical challenges affected the overall effectiveness of their market access strategies and impeded their ability to compete effectively.

Financial constraints were also a significant barrier for many businesses. Enterprises with limited financial resources found it challenging to invest in market research, promotional activities, and technology needed to implement their chosen market access strategies. Insufficient funding often constrained their ability to execute comprehensive market entry plans and achieve desired growth outcomes. The financial limitations impacted their competitiveness and ability to expand into new markets.

The study also revealed that businesses faced difficulties in understanding and adapting to local market dynamics. Enterprises that employed strategies such as franchising or joint ventures often encountered challenges in aligning their business models with local consumer preferences and market conditions. The lack of in-depth market knowledge led to misaligned product offerings and ineffective marketing campaigns, which affected their overall success in the market.

Despite these challenges, the study found that the chosen market access strategies had a notable influence on business development. For example, businesses that utilized franchising reported positive impacts on their growth and market presence. Franchising allowed them to leverage established brand recognition and operational support, facilitating smoother market entry and expansion. The structured business model provided a framework for scaling operations and enhancing their competitive position in Narok County.

Similarly, licensing strategies enabled businesses to expand their reach by allowing other entities to use their intellectual property. This approach contributed to their development by generating additional revenue streams and extending market presence without significant capital investment. The ability to tap into external resources and networks helped businesses grow and achieve greater market penetration.

Conversely, enterprises that faced significant challenges with their market access strategies experienced slower development. For example, businesses struggling with regulatory compliance and logistical issues often encountered delays and increased costs, which impeded their ability to achieve growth targets. The difficulties in executing their strategies effectively highlighted the need for improved support and resources to overcome these barriers.

The study also emphasized the importance of continuous adaptation and learning in overcoming market access challenges. Enterprises that actively sought feedback, engaged with local stakeholders, and adjusted their strategies based on market insights were better positioned to navigate obstacles and achieve success. The ability to adapt to changing market conditions and regulatory environments was crucial for sustaining growth and maintaining competitiveness. In an interview, an informant stated that:

Franchising and licensing have indeed proven to be popular choices among entrepreneurs in Narok County. These strategies offer a relatively low-risk approach to market entry, especially for those with limited resources or experience. By leveraging established brands and business models, franchising can provide a structured framework for operations, reducing the uncertainty and challenges associated with starting a business from scratch. Licensing, on the other hand, allows businesses to expand their market reach without the substantial capital investment required for direct entry.
(KII 4, Duka Moja, 7th September 2024)

In view of the sentiments, Franchising and licensing have emerged as popular strategies for entrepreneurs in Narok County due to their ability to minimize risk while enabling market entry. These approaches are particularly beneficial for entrepreneurs with limited financial resources or business experience. Franchising provides a structured framework by allowing entrepreneurs to operate under established brands and proven business models, thus mitigating the risks associated with starting a new venture from scratch. This structure offers support in key areas such as marketing, training, and operational processes, giving entrepreneurs a solid foundation to build upon. Licensing, meanwhile, allows businesses to extend their products or services into new markets without the significant capital expenditures needed for direct investment, offering a flexible and cost-effective method of expansion.

Supporting this analysis, Osano (2019) emphasizes that global market strategies, such as franchising and licensing, are key for small and medium-sized enterprises (SMEs) in

Kenya, particularly in navigating the challenges of resource constraints. His study highlights how these strategies facilitate easier market entry, providing a structured approach that reduces the financial and operational risks. Entrepreneurs in regions like Narok County can benefit from these models as they offer the dual advantage of leveraging the reputation of established brands while minimizing the costs and complexities associated with starting a business independently. This aligns with broader global trends, where franchising and licensing are increasingly viewed as viable methods for SMEs to scale sustainably.

4.4 Influence of Price of Products on Enterprises Development in Narok County, Kenya

The second objective of the study was to evaluate influence of price of products on enterprises development in Narok County, Kenya. Responses on product pricing are as illustrated in Figure 4.5.

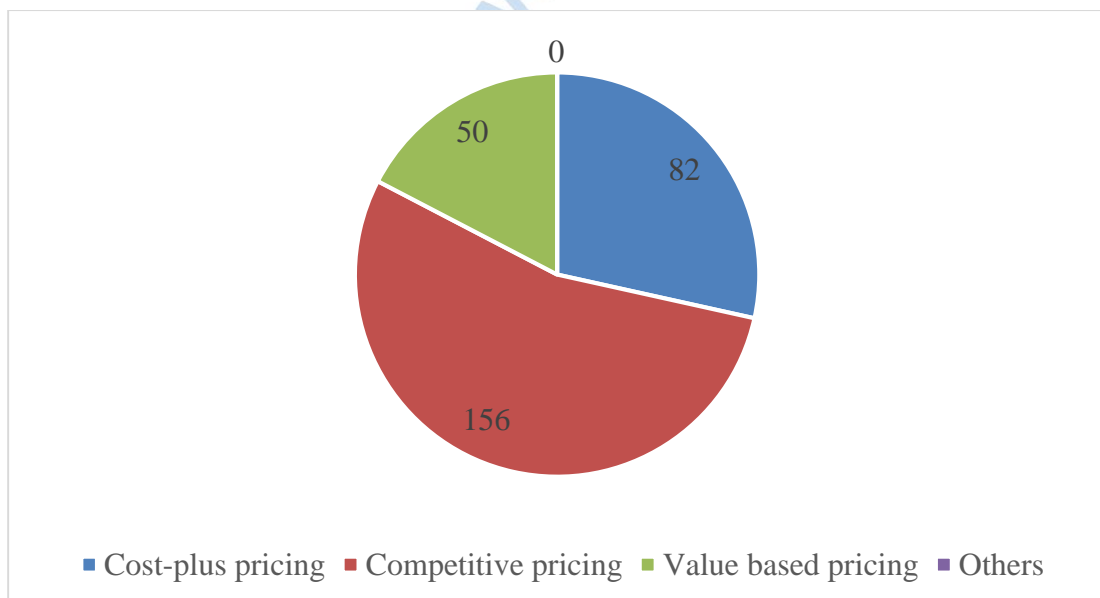


Figure 4.5: Pricing Strategy

Source: Field data, 2024

The results on how respondents determine the prices of their products or services in

Narok County reveal a significant preference for competitive pricing, employed by 156 respondents. This strategy indicates a strong focus on aligning their pricing with market competitors, which is crucial in a region where price sensitivity and market competition might be high. Competitive pricing allows businesses to remain attractive to consumers by offering prices similar to or slightly lower than those of competitors, thereby potentially gaining market share and customer loyalty. This approach suggests that many entrepreneurs in Narok County are keenly aware of their competitive landscape and prioritize maintaining a competitive edge through pricing strategies.

In contrast, cost-plus pricing, used by 82 respondents, reflects a more traditional approach where prices are set based on the cost of production plus a markup. This method may appeal to businesses seeking to ensure that their costs are covered while achieving a desired profit margin, though it might not fully account for market conditions or consumer perceptions. The value-based pricing strategy, adopted by 50 respondents, focuses on setting prices based on the perceived value of the product or service to the consumer, indicating that these entrepreneurs aim to capture higher margins by emphasizing the unique benefits of their offerings. The absence of other pricing strategies suggests a clear preference for these established methods, highlighting the respondents' focus on competitive positioning and cost management in the local market context.

4.4.1 Pricing of Products on Enterprises Development in Narok County, Kenya

The study offered significant insights into how pricing strategies impact business growth and performance in the region. By examining various aspects of pricing, the study aimed to understand how different pricing approaches affect enterprise development and the broader market dynamics. The study revealed that competitive pricing was the most

commonly employed strategy among respondents, with 156 businesses utilizing this approach. Competitive pricing involves setting prices in line with or slightly below those of competitors to attract customers and gain market share. This strategy was particularly relevant in Narok County, where price sensitivity among consumers was high due to economic constraints and competitive market conditions. By aligning their prices with market standards, businesses were able to maintain their customer base and remain competitive in a challenging economic environment.

In contrast, 82 respondents used cost-plus pricing, a method where prices are determined based on the cost of production plus a profit margin. This approach was commonly adopted by businesses seeking to ensure that their costs were covered and a desired profit was achieved. Cost-plus pricing provided a straightforward way to set prices, especially for enterprises with stable cost structures. However, this method might not fully account for market demand and competitor pricing, potentially limiting its effectiveness in highly competitive markets where price adjustments are crucial.

The study also highlighted the use of value-based pricing by 50 respondents. Value-based pricing sets prices based on the perceived value of the product or service to the customer rather than solely on cost. This strategy allowed businesses to capture higher margins by emphasizing the unique benefits and quality of their offerings. Enterprises that successfully implemented value-based pricing were able to differentiate themselves from competitors and attract customers willing to pay a premium for perceived value. This approach was particularly effective for businesses offering innovative or high-quality products that met specific customer needs.

The absence of other pricing strategies among respondents suggested a clear preference for these established methods. While the study did not capture the use of alternative

pricing strategies, such as penetration pricing or skimming, the results indicated that businesses in Narok County predominantly relied on competitive, cost-plus, and value-based pricing. This focus on familiar pricing methods highlighted the importance of aligning pricing strategies with market conditions and customer expectations.

The impact of pricing strategies on enterprise development was evident from the study's findings. Businesses employing competitive pricing were better positioned to maintain market share and attract price-sensitive customers, contributing to stable growth and market presence. However, those using cost-plus pricing faced challenges in adjusting prices based on market fluctuations, potentially affecting their competitiveness. Value-based pricing, on the other hand, allowed businesses to achieve higher profit margins and enhance their market positioning by capitalizing on perceived product value.

4.4.2 Challenges in Pricing of Products on Enterprises Development in Narok County, Kenya

Pricing decisions play a critical role in determining market competitiveness, profitability, and overall business growth, and the study highlighted various obstacles faced by enterprises in setting and managing prices. One major challenge identified was the difficulty in determining competitive pricing. Many businesses in Narok County struggled to set prices that were both attractive to consumers and sufficient to cover costs. The competitive nature of the local market, coupled with price sensitivity among consumers, made it challenging for enterprises to find the optimal balance. Businesses often faced pressure to lower prices to match competitors, which sometimes resulted in reduced profit margins and financial strain.

Another significant issue was the lack of access to reliable market data. Enterprises that

struggled to gather accurate information on market trends, customer preferences, and competitor pricing found it difficult to make informed pricing decisions. Without comprehensive market data, businesses were unable to adjust their pricing strategies effectively, leading to mispricing and potential loss of market share. The absence of data also hindered their ability to implement value-based pricing strategies, which could have allowed them to capture higher margins based on perceived product value.

The study also highlighted the impact of cost fluctuations on pricing challenges. Many businesses in Narok County faced volatility in the costs of raw materials, labor, and other inputs, which made it difficult to maintain consistent pricing. Enterprises that relied on cost-plus pricing methods were particularly affected by these fluctuations, as rising costs could erode profit margins if prices were not adjusted accordingly. The inability to manage cost variations effectively often resulted in pricing inconsistencies and financial instability.

Another challenge reported was the difficulty in implementing dynamic pricing strategies. Businesses in Narok County often struggled to adjust prices in response to changing market conditions and customer demand. The lack of flexibility in pricing led to missed opportunities for revenue optimization and hindered their ability to respond to competitive pressures. Enterprises that were unable to adapt their pricing strategies in real-time faced challenges in maintaining competitiveness and achieving growth.

The study also revealed that many businesses lacked the expertise and resources needed for sophisticated pricing strategies. For example, value-based pricing, which requires a deep understanding of customer perceptions and willingness to pay, was not widely adopted. Enterprises with limited market skills and financial resources found it challenging to invest in the necessary tools and training for advanced pricing strategies.

As a result, they often relied on simpler pricing methods, which may not have fully captured the potential value of their products.

Despite these challenges, the study found that pricing decisions had a significant impact on business development. For enterprises that successfully implemented competitive pricing, the ability to attract and retain customers contributed to increased market share and revenue growth. Competitive pricing helped businesses maintain a strong presence in the market and achieve steady development, as they were able to appeal to price-sensitive consumers and differentiate themselves from competitors.

Conversely, businesses that struggled with pricing challenges often experienced slower growth and reduced profitability. Issues such as mispricing, inability to manage cost fluctuations, and lack of pricing flexibility hindered their development and market performance. The financial strain and operational difficulties associated with pricing challenges limited their ability to invest in growth opportunities and achieve their development goals.

The study also emphasized the importance of continuous evaluation and adjustment of pricing strategies. Businesses that regularly reviewed their pricing approaches and adapted to market changes were better positioned to manage pricing challenges and optimize their profitability. Effective pricing management required ongoing analysis of market conditions, cost structures, and customer preferences to ensure that pricing strategies remained relevant and effective. In a qualitative inquiry, an informant opined:

The prevalence of competitive pricing among respondents aligns with my observations of the local market. Given the high level of competition and price sensitivity among consumers, businesses are often forced to adjust their pricing to remain competitive. This strategy is particularly important for smaller enterprises that may not have the same economies of scale as larger corporations. While cost-plus pricing offers a straightforward approach, its

effectiveness can be limited in a market where price sensitivity is high. Consumers are often more concerned with the overall value they perceive in a product or service, rather than simply the cost of production. This is where value-based pricing can be particularly effective.

(KII 2, Olkaria, 6th September 2024)

In line with the verbatim note, the prevalence of competitive pricing among respondents reflects common trends observed in local markets, especially those characterized by intense competition and price-sensitive consumers. Smaller enterprises, in particular, face significant pressure to adjust their pricing strategies in order to stay competitive. Unlike larger corporations that benefit from economies of scale, smaller businesses must be more agile in their approach. While cost-plus pricing provides a simple and reliable method for setting prices based on production costs, it may not fully capture the nuanced preferences of consumers who prioritize value over mere cost.

The analysis is corroborated by Ali and Anwar (2021), who explore the influence of pricing strategies on consumer purchasing decisions. In their study, they highlight how businesses in competitive markets must adapt their pricing models to meet consumer expectations, especially when dealing with highly price-sensitive customers. The research emphasizes the limitations of cost-plus pricing in such environments, suggesting that businesses that adopt value-based pricing strategies can better align their offerings with consumer perceptions of quality and utility. This approach not only increases customer satisfaction but also enhances the competitive positioning of smaller enterprises within the marketplace.

4.5 Influence of Market Regulation on Enterprises Development in Narok County, Kenya

After evaluating the influence of price of products on enterprises development, the third objective of the study was to analyze influence of market regulation on enterprises

development in Narok County, Kenya. Responses on market regulatory environment are as illustrated in Figure 4.6.

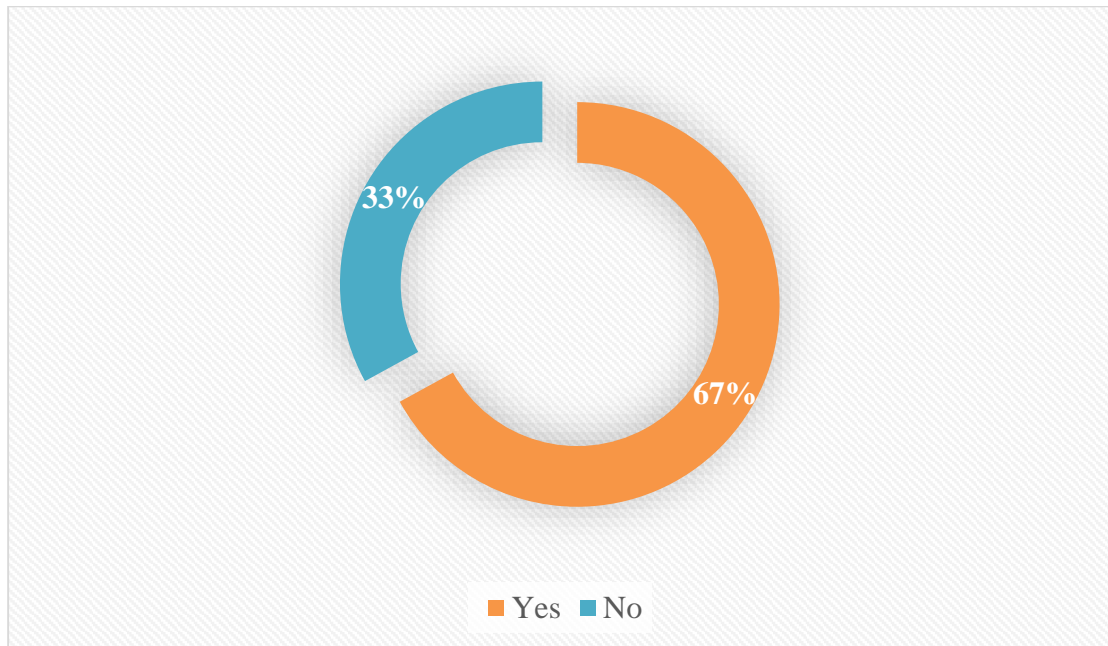


Figure 4.6: Market Regulatory Environment

Source: Field data, 2024

The results on respondents' familiarity with existing market regulations in Narok County revealed that 193 respondents were aware of the regulations, while 95 were not. This high level of awareness among the majority of respondents indicated a significant understanding of the regulatory environment, which is crucial for compliance and effective business operations. Familiarity with market regulations likely enabled these entrepreneurs to navigate legal requirements more efficiently, avoid potential legal issues, and take advantage of regulatory incentives or support programs. This awareness could have also contributed to their ability to compete effectively by ensuring their business practices aligned with regulatory standards.

Conversely, the 95 respondents who were not familiar with the existing market regulations highlighted a gap in regulatory knowledge that could pose challenges for

their businesses. Lack of awareness might have led to unintentional non-compliance or missed opportunities for leveraging regulatory benefits. This discrepancy emphasized the need for increased educational efforts and support mechanisms to help all entrepreneurs in Narok County better understand and adhere to market regulations. Addressing this gap could enhance overall business practices and foster a more compliant and competitive business environment in the region.

The study was insightful into how regulatory frameworks affect business growth and operational efficiency. Market regulations encompass a wide range of policies and rules that govern business activities, including licensing requirements, compliance standards, and trade restrictions. Understanding these influences is essential for assessing how regulations impact enterprises and their ability to thrive in a competitive market.

The study revealed that enterprises in Narok County faced a mixed impact from market regulations. On one hand, some respondents reported that regulations provided a structured environment that helped maintain fair competition and consumer protection. Regulatory standards, such as quality control and safety requirements, ensured that businesses adhered to established norms, which could enhance consumer trust and market credibility. Enterprises benefiting from such regulations often found that compliance contributed positively to their reputation and operational efficiency.

On the other hand, the study also highlighted several challenges associated with market regulations. Many respondents expressed concerns about the complexity and rigidity of regulatory requirements. Navigating bureaucratic procedures and meeting compliance standards often involved significant time and resources, which could strain smaller enterprises with limited capacity. Regulatory barriers, such as cumbersome licensing processes or frequent changes in regulations, were reported to hinder business

operations and slow down growth.

The impact of market regulations on enterprise development varied depending on the type of regulation and the size of the business. Larger enterprises with more resources were generally better equipped to handle regulatory requirements and could leverage their compliance efforts to gain a competitive advantage. In contrast, smaller enterprises often struggled with the administrative burden and costs associated with regulatory compliance, which could stifle their growth potential and limit their market opportunities.

The study also explored how market regulations influenced different sectors within Narok County. For instance, businesses in sectors such as agriculture and retail faced specific regulatory challenges related to trade standards, product quality, and market access. Regulations aimed at ensuring food safety and fair trade practices were crucial for maintaining industry standards, but they also introduced additional layers of complexity for enterprises operating in these sectors.

Furthermore, the study found that the effectiveness of market regulations in promoting enterprise development was closely linked to the level of regulatory support provided by government agencies. Respondents who received assistance, such as guidance on compliance and access to regulatory information, reported better outcomes in managing regulatory requirements. This support helped enterprises to navigate the regulatory landscape more efficiently and reduced the burden of compliance.

The study highlighted the need for ongoing dialogue between businesses and regulatory authorities. Effective communication and feedback mechanisms could help identify regulatory bottlenecks and areas for improvement. By engaging with businesses and

understanding their challenges, regulatory bodies could develop more streamlined and supportive policies that foster a conducive environment for enterprise growth.

Additionally, the study emphasized the role of regulatory transparency in influencing enterprise development. Clear and accessible regulatory information was crucial for helping businesses understand their obligations and avoid potential compliance issues. Transparency in regulatory processes and decision-making could enhance trust between enterprises and regulatory authorities, leading to a more collaborative and supportive business environment.

The results also underscored the importance of balancing regulatory objectives with the practical needs of businesses. While regulations are essential for ensuring fair practices and protecting consumers, excessive or poorly designed regulations could inadvertently hinder enterprise development. The study recommended that regulatory frameworks be regularly reviewed and updated to ensure they remain relevant and effective in supporting business growth. In an interview, an informant indicated that:

The impact of market regulations on enterprise development in Narok County is multifaceted. While regulations can provide a structured environment and enhance consumer trust, they can also pose challenges, particularly for smaller enterprises. The complexity and rigidity of regulatory requirements can hinder business operations and slow down growth, especially for those with limited resources. The effectiveness of market regulations varies across different sectors and business sizes. Larger enterprises may have the resources to navigate regulatory requirements more effectively, while smaller enterprises may face significant challenges.

(KII 1, Maji Moto, 6th September 2024)

Additionally, another informant noted that:

The level of regulatory support provided by government agencies is also crucial in influencing the impact of regulations on enterprise development. To foster a more conducive business environment, it is essential to address the gaps in regulatory knowledge, streamline regulatory processes, and provide adequate support mechanisms.

(KII 5, Suswa Town, 8th September 2024)

In the voice note, the impact of market regulations on enterprise development in Narok County reveals a complex interplay between structure and constraint. On one hand, regulations provide a necessary framework that promotes consumer trust, fair competition, and transparency in business operations. These are essential for creating a stable and predictable market environment. However, the intricacies and rigidity of some regulations pose challenges, particularly for SMEs. Limited resources and capacity to fully comply with regulatory demands can significantly hinder their operations and stunt growth. This disparity between large enterprises and SMEs in navigating regulatory hurdles highlights the varying effects of market regulations across different business sizes and sectors.

Supporting this perspective, Nieuwenhuizen (2019) discusses how regulations can both foster and impede SME growth in South Africa, drawing parallels to the situation in Narok County. According to Nieuwenhuizen (2019), while regulations are vital for ensuring orderly business practices, they often place disproportionate burdens on smaller enterprises due to their complexity and the resources required for compliance. The study suggests that enhancing regulatory frameworks, particularly through streamlined processes and tailored support for SMEs, can alleviate these challenges. Similarly, the informant's observation underscores the need for greater regulatory support from government agencies, indicating that effective regulatory implementation, coupled with targeted assistance, is crucial in fostering a more conducive business environment for enterprise development.

4.6 Influence of Inadequate Market Skills on Enterprises Development in Narok County, Kenya

The fourth objective of the study was to establish the influence of inadequate market

skills on enterprises development in Narok County, Kenya. Responses on market skills are as illustrated in Figure 4.4.

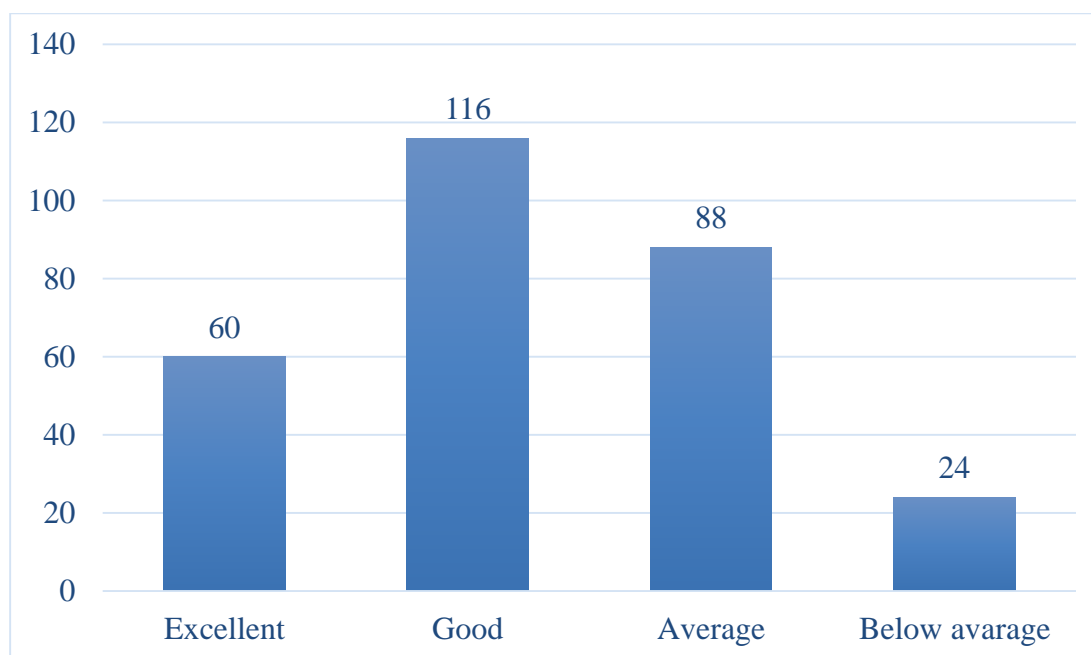


Figure 4.7: Market Skills Rating

Source: Field data, 2024

The results on respondents' market skills for operating businesses in Narok County revealed a diverse range of self-assessed competencies. With 116 respondents rating their market skills as good, it was evident that a substantial portion of entrepreneurs possessed a solid foundation in market operations, likely contributing to their ability to navigate and compete in the local business environment effectively. The 88 respondents who rated their skills as average indicated a moderate level of proficiency, suggesting that while they managed to operate their businesses competently, there was room for improvement in their market strategies and practices.

Conversely, 60 respondents considered their market skills to be excellent, reflecting a high level of expertise that likely enabled them to exploit market opportunities and manage challenges adeptly. The 24 respondents who rated their skills as below average

highlighted a smaller group struggling with significant gaps in their market competencies. This disparity underscored the need for targeted training and support to elevate the market skills of less proficient entrepreneurs, thereby enhancing their ability to compete and grow in Narok County. Addressing these skill gaps could contribute to a more robust and dynamic business landscape in the region.

The study provided significant insights into how gaps in market skills impact business growth and success. The results revealed that inadequate market skills among entrepreneurs were a prominent challenge affecting various aspects of enterprise development, including strategic planning, market positioning, and overall operational effectiveness. These findings underscore the critical role that market skills play in shaping the success and sustainability of businesses in the region.

The study highlighted that a substantial portion of respondents reported having only average to below-average market skills. Specifically, 88 respondents rated their market skills as average, while 24 indicated below-average skills. This distribution suggests that a significant number of entrepreneurs in Narok County struggle with essential market competencies, such as market analysis, competitive positioning, and customer engagement. The lack of advanced market skills often led to ineffective business strategies and missed opportunities for growth and innovation.

In contrast, a smaller number of respondents (60) rated their market skills as excellent, while 116 rated them as good. These businesses were generally better equipped to navigate market challenges, implement effective strategies, and leverage market opportunities. Entrepreneurs with strong market skills were more adept at understanding consumer needs, analyzing market trends, and adapting their business models accordingly. This proficiency often resulted in more successful business outcomes and

greater competitive advantage in the market.

The study found that inadequate market skills had a direct impact on various aspects of enterprise development. Businesses with lower market skills faced difficulties in crafting and executing effective marketing strategies, which in turn affected their ability to attract and retain customers. For example, entrepreneurs with below-average skills often struggled with market research and segmentation, leading to poorly targeted marketing campaigns and ineffective promotional efforts.

Additionally, inadequate market skills contributed to challenges in pricing strategies. Entrepreneurs with limited market knowledge found it difficult to set competitive prices that aligned with market conditions and consumer expectations. This often resulted in pricing misalignments, which could either erode profit margins or lead to lost sales. Effective pricing requires a deep understanding of market dynamics, competitor pricing, and consumer willingness to pay, all of which are areas where entrepreneurs with insufficient skills struggled.

The study also highlighted that businesses with inadequate market skills experienced difficulties in strategic planning and decision-making. Entrepreneurs lacking advanced market competencies often found it challenging to make informed decisions about market entry, product development, and growth strategies. This lack of strategic foresight impeded their ability to respond effectively to market changes and capitalize on emerging opportunities.

Moreover, the study revealed that inadequate market skills affected the ability of enterprises to innovate and adapt to changing market conditions. Businesses with lower market skills were less likely to invest in new technologies or explore innovative

approaches to product and service delivery. This reluctance to innovate limited their ability to stay competitive and respond to evolving consumer preferences and market trends.

On the other hand, enterprises with better market skills were more likely to engage in continuous learning and skill development. These businesses often sought out training programs, industry seminars, and other resources to enhance their market competencies. This proactive approach to skill development enabled them to stay abreast of market trends, adopt best practices, and refine their business strategies for better outcomes.

The study also found that inadequate market skills were linked to challenges in building and maintaining customer relationships. Entrepreneurs with limited market knowledge struggled to effectively engage with customers, understand their needs, and build loyalty. Strong market skills are crucial for developing customer-centric strategies and fostering long-term relationships, which are essential for business growth and sustainability. An informant in an interview illustrated that:

I would like to add that there is need for continued efforts to promote a culture of continuous learning and skill development among entrepreneurs. By encouraging businesses to invest in training and development, Narok County can create a more skilled and competitive business environment. Additionally, partnerships between government agencies, educational institutions, and industry associations can play a crucial role in providing accessible and affordable training opportunities for entrepreneurs.

(KII 3, Enosupukia, 7th September 2024)

The sentiments allude that promoting a culture of continuous learning and skill development among entrepreneurs is crucial for fostering sustainable growth and competitiveness. Entrepreneurs in dynamic environments, such as those in Narok County, face rapidly evolving challenges that require them to adapt and innovate. By investing in training and development, businesses not only enhance their capacity to

respond to market demands but also improve their operational efficiency and long-term viability. Additionally, such investments foster entrepreneurial resilience, enabling businesses to navigate periods of economic uncertainty. The role of government agencies and industry associations is vital in facilitating these efforts, particularly by creating platforms for collaboration and providing affordable training opportunities. These initiatives can contribute to a more vibrant local economy, where entrepreneurs are empowered with the knowledge and skills to succeed.

Chelangat (2023) emphasizes the importance of SMEs in fostering regional development in Kenya, particularly in mitigating economic disparities. Her study highlights how investment in training and capacity building plays a critical role in the success of SMEs, aligning with the notion that continuous learning is essential for business competitiveness. Chelangat (2023) further argues that partnerships between government, private institutions, and SMEs are key to providing the necessary resources and support for entrepreneurs, which resonates with the idea of fostering collaboration among stakeholders in Narok County.

4.7 Chapter Summary

The chapter the study achieved a remarkable response rate of 99.3%, indicating high participant engagement and data reliability. However, a small percentage of incomplete questionnaires were attributed to sensitivity concerns or expectations of incentives. The demographic analysis revealed a gender imbalance, with more male respondents, suggesting potential societal or cultural barriers for female entrepreneurs. Age analysis showed a concentration in the 36-45 age group, with younger and older respondents also participating. Education levels varied, with a majority having secondary or tertiary education, while a significant portion had only primary education, potentially limiting

market access and skills. These findings provide valuable insights into the demographic landscape of entrepreneurs in Narok County and their potential challenges and opportunities.

On market access strategies and their impact on enterprise development in Narok County, Kenya, revealed a preference for franchising and licensing among businesses due to their lower risks and investment. While competitive pricing was the most popular pricing strategy, value-based pricing was also employed to capture higher margins. Market regulations were widely understood by most respondents, but some faced challenges due to complex requirements. Inadequate market skills among entrepreneurs were identified as a significant barrier to business growth, with a disparity in proficiency levels observed.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

The chapter presents a concise summary of key findings, a brief discussion, and a conclusion derived from these results. Recommendations are also offered, aligning with the study's specific objectives. To encourage further exploration and address knowledge gaps, suggestions for future research are provided.

5.1 Summary of the Findings

The study on market access strategies and their impact on enterprise development in Narok County, Kenya, directly addressed the research questions posed in Chapter One by examining the range of strategies businesses use to overcome market entry challenges. Findings revealed a preference for franchising and licensing, with 60 businesses using franchising and 96 using licensing. These approaches leveraged established brand recognition and intellectual property, respectively, allowing businesses to mitigate risks and reduce capital requirements, aligning with the research question on effective strategies for market entry. In contrast, direct entry and exporting were less utilized due to their higher risks and resource needs, while joint ventures, used by 58 respondents, provided a collaborative pathway for businesses to access local expertise and resources. This variety of approaches highlighted the significance of strategic selection in overcoming regional market constraints.

In exploring pricing strategies, the study responded to questions on how pricing choices influence enterprise growth and competitiveness. Competitive pricing, adopted by 156 businesses, emerged as the most popular strategy, attracting price-sensitive customers and aligning with market standards, thus supporting enterprise competitiveness in a

challenging environment. Cost-plus pricing, used by 82 respondents, was effective in covering production costs and achieving profit margins, though less flexible to market conditions. Value-based pricing, used by 50 respondents, allowed businesses to set prices based on customer perceptions, contributing to profitability and aligning with the research focus on pricing's impact on enterprise outcomes.

Regarding the influence of market regulation on business success, the study responded to the question of how regulatory frameworks impact business operations. With 193 out of 288 respondents familiar with existing regulations, the findings suggested that regulatory awareness facilitated compliance and operational efficiency, enhancing business credibility and consumer trust. However, the 95 respondents unfamiliar with regulations revealed a knowledge gap, which could hinder compliance and access to regulatory benefits, underscoring the need for targeted regulatory support to improve enterprise success rates.

The study further addressed questions on how market skills affect business development. The varied proficiency in market skills—116 respondents rating their skills as good, 88 as average, 60 as excellent, and 24 as below average—demonstrated that while a portion of entrepreneurs was well-prepared for market challenges, others faced limitations that hindered growth. This range highlighted the critical role of skill development in business success, reinforcing the research objective to examine skill gaps and their effects on entrepreneurial outcomes in Narok County.

5.2 Discussion

The subsection provides a brief discussion of the findings framed around the specific objectives of the study as well as nesting it in the wider academic context of the subject.

The findings highlight the effectiveness of franchising and licensing as market access strategies in Narok County. These strategies offer structured frameworks and reduced operational risks, which align well with the needs of businesses in the region. Franchising, in particular, allows enterprises to capitalize on established brands and operational models, facilitating market entry and scaling. Licensing, on the other hand, provides a cost-effective way to expand market presence by leveraging intellectual property without substantial capital investment. However, the study also highlighted significant challenges, such as navigating local regulatory requirements and inadequate infrastructure, which affected the implementation of direct entry and exporting strategies. Financial constraints further complicated the ability of businesses to execute comprehensive market entry plans. The results indicate that while franchising and licensing positively influenced business development, addressing challenges related to regulations, infrastructure, and financial resources is crucial for improving the effectiveness of other market access strategies and supporting overall enterprise growth in Narok County.

The findings highlight the significant impact of pricing strategies on enterprise development in Narok County. Competitive pricing emerged as a dominant strategy, reflecting the need for businesses to remain attractive to consumers in a highly competitive and price-sensitive market. This approach allowed enterprises to secure market share and foster customer loyalty by offering competitive prices, which was crucial given the economic constraints and market conditions in the region. Conversely, cost-plus pricing, while ensuring coverage of production costs and profit margins, might not have been as effective in addressing dynamic market demands, leading to potential limitations in competitiveness. The value-based pricing approach demonstrated its effectiveness in differentiating businesses and capturing higher profit margins by

emphasizing the unique value of products or services. However, the challenges of implementing dynamic pricing, managing cost fluctuations, and accessing reliable market data highlighted the need for continuous adaptation and strategic flexibility. Businesses that successfully navigated these challenges and adapted their pricing strategies based on market insights were better positioned for growth and profitability.

The findings underline the dual impact of market regulations on enterprise development. On one hand, familiarity with regulatory standards enables businesses to maintain compliance, build trust with consumers, and operate more efficiently. Businesses that were aware of and adhered to regulations often benefitted from enhanced market credibility and protection against unfair practices. On the other hand, the complexity and rigidity of regulatory requirements created significant challenges, especially for smaller enterprises with limited resources. These businesses faced difficulties in navigating bureaucratic processes and meeting compliance standards, which could strain their operations and slow their growth.

The study underscores that inadequate market skills critically impact enterprise development by affecting various business aspects, including strategic planning, market positioning, and operational effectiveness. Entrepreneurs with below-average market skills often struggle with essential tasks such as market analysis, competitive positioning, and customer engagement, leading to ineffective strategies and missed growth opportunities. Inadequate skills also hinder pricing strategies, strategic decision-making, and innovation, thereby limiting business competitiveness and growth. Conversely, those with higher market skills tend to leverage their competencies to adapt to market changes, implement effective strategies, and foster better customer relationships. This highlights the necessity for targeted skill development programs to

bridge the gaps among less proficient entrepreneurs, enhance their market capabilities, and ultimately support a more dynamic and competitive business environment in Narok County.

5.3 Conclusion

In conclusion, the study provided valuable insights into the influence of market access strategies on enterprise development in Narok County. The findings emphasized the importance of choosing appropriate market entry approaches based on specific business needs and market conditions. By understanding the impact of different strategies and addressing associated challenges, enterprises could enhance their growth and success in the region. The study's results highlighted the need for continued support and resources to foster a vibrant and competitive entrepreneurial ecosystem in Narok County.

The study highlighted the significant influence of pricing strategies on enterprise development in Narok County. Competitive pricing, cost-plus pricing, and value-based pricing each played a crucial role in shaping business growth and market performance. By understanding the impact of these pricing strategies and addressing associated challenges, enterprises in Narok County could enhance their development and achieve greater success in a competitive market environment. The study's findings highlighted the need for businesses to adopt flexible and informed pricing approaches to navigate market dynamics effectively.

The study provided valuable insights into the complex relationship between market regulation and enterprise development in Narok County. While regulations played a crucial role in maintaining market standards and consumer protection, they also presented challenges that could impact business growth, particularly for smaller

enterprises. Through addressing regulatory burdens, enhancing support mechanisms, and fostering open communication between businesses and regulatory authorities, it is possible to create a more supportive environment for enterprise development. The study's findings highlighted the need for a balanced approach to regulation that promotes both fair competition and entrepreneurial success.

The study highlighted the profound impact of inadequate market skills on enterprise development in Narok County. The findings underscored the importance of investing in market skill development to enhance business performance and growth. By addressing skill gaps through targeted training, leveraging technology, and fostering collaboration, enterprises in Narok County could improve their market competencies and achieve greater success in a competitive business environment. The study's results emphasized the need for continued efforts to support and empower businesses with the skills necessary for navigating and thriving in the market.

5.4 Recommendations

The recommendations made by the study are informed by the key findings of each objective as follows.

- i. Based on the study's findings on the effectiveness of market access strategies, it is recommended that businesses in Narok County conduct detailed market research before choosing their market entry approaches. Franchising and licensing proved beneficial for market expansion by providing structured frameworks and reduced operational risks. Therefore, business owners should analyze competitive landscapes, assess customer needs, and evaluate resource

constraints. By aligning entry strategies with these insights, enterprises can optimize market reach and ensure sustainable growth in the region.

- ii. Narok County's regulatory authorities should review and streamline existing regulations to reduce burden on businesses, especially smaller ones. They should establish clear guidelines and provide adequate support mechanisms to help businesses comply with regulations, fostering a level playing field and encouraging entrepreneurship in the region.
- iii. The training facilities and skill-development initiatives in Narok County should concentrate on creating specialized training curricula to give companies the market-ready skills they need. Topics including pricing strategies, customer relationship management, sales and marketing tactics, and market research should all be covered in these programs. The likelihood of success and competitiveness can be increased by investing in these abilities.
- iv. The Narok County government and development partners should support businesses by providing financial incentives, credit facilities, technical assistance, infrastructure development, market access improvement, and entrepreneurship promotion through awareness campaigns and mentorship programs. This will create a conducive business environment, driving enterprise growth and development in the region, ultimately benefiting the local economy.

5.5 Suggestions for Further Research

In view of the study, further research can be conducted on:

- i. The Effectiveness of Different Market Entry Strategies in Narok County.
- ii. The Impact of Regulatory Reforms on Enterprise Development.

- iii. The Role of Market Skills Development Programs in Enhancing Enterprise Competitiveness.
- iv. The Relationship between Government Support and Enterprise Growth in Narok County.



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APPENDICIES

Appendix I: Interview Guide

Introduction: Thank you for participating in this interview. The objective is to gather insights into the development of enterprises in Narok County, focusing on market access strategy, pricing, market regulation, and market skills. Please feel free to share your experiences and perspectives.

Section 1: Market Access Strategy

1.1. Introduction and Business Background:

- Please provide a brief overview of your business in Narok County.
- Can you describe the market access strategies your business has employed in Narok County?

1.2. Implementation and Challenges:

- How did you go about implementing your chosen market access strategy?
- Have you encountered any challenges in implementing your market access strategy, and if so, what are they?

1.3. Impact on Development:

- From your perspective, how has your chosen market access strategy influenced the overall development of your business in Narok County?
- Can you share any specific successes or positive outcomes related to your market access strategy?

Section 2: Price of Products

2.1. Pricing Determinants:

- How does your business determine the prices of its products or services in Narok County?
- Can you share any considerations or factors that influence your pricing decisions?

2.2. Pricing Challenges:

- Have you faced any challenges related to pricing your products or services in Narok County?
- How do you believe the pricing of your products has impacted the overall development and performance of your business?

Section 3: Market Regulation

3.1. Awareness of Regulations:

- Are you familiar with the existing market regulations governing businesses in Narok County?
- Can you mention any specific regulations that you are aware of?

3.2. Impact of Regulations:

- From your experience, how have these regulations influenced the development of your business?
- Have you faced any difficulties or benefits in complying with market regulations in Narok County?

Section 4: Market Skills

4.1. Self-Assessment of Market Skills:

- How would you assess your market-related skills for operating your business in Narok County?
- Have you actively sought to develop or enhance your market-related skills?

4.2. Impact of Inadequate Market Skills:

- In your opinion, how might inadequate market skills impact the overall development and success of your business in Narok County?
- Are there specific areas where you feel additional skills or training would be beneficial?

Closing: Thank you for sharing your insights.

Appendix II: Questionnaire

Introduction: Thank you for participating in this survey. Your insights are valuable for understanding the dynamics of enterprises development in Narok County. Please answer the following questions based on your experiences and observations.

Section 1: General Information

1.1. Business Information

Name of Business

Type of Business (e.g., Agriculture, Retail, Services)

Number of Years in Operation

1.2. Demographic Information:

- Gender:

- Male
- Female

- Age Group:

- 18-25
- 26-35
- 36-45
- 46 and above

- Educational Background:

- Primary
- Secondary
- Tertiary

Section 2: Market Access Strategy

2.1. Market Entry:

- What market entry strategies has your business employed in Narok County?(Select all that apply)
- Direct entry
- Joint ventures

- Franchising
- Exporting
- Licensing
- Other (please specify)

2.2. *Challenges and Successes:*

- What challenges have you encountered in implementing your market access strategy in Narok County?
- In your opinion, how has your chosen market access strategy influenced the development of your business in Narok County?

Section 3: Price of Products

3.1. *Pricing Strategy:*

- How do you determine the prices of your products or services?
- Cost-plus pricing
- Competitive pricing
- Value-based pricing
- Other (please specify)

3.2. *Pricing Challenges:*

- Have you faced any challenges related to pricing your products or services in Narok County?
- How do you believe the pricing of your products has impacted the development of your business?

Section 4: Market Regulation

4.1. *Regulatory Environment:*

- Are you familiar with the existing market regulations governing businesses in Narok County?
- Yes
- No
- If yes, please specify the regulations you are familiar with.

4.2. *Impact of Regulations:*

- In your experience, how have these regulations influenced the development of your business?
- Have you faced any challenges in complying with market regulations in Narok County?

Section 5: Market Skills

5.1. *Skills Assessment:*

- How would you rate your market skills for operating your business in Narok County?
 - Excellent
 - Good
 - Average
 - Below Average

5.2. *Skill Development:*

- Have you undertaken any training or initiatives to enhance your market-related skills?
- How do you think inadequate market skills may impact the development of your business?

Thank you for completing the questionnaire.

Informed Consent Form

Title of Study: Exploring the relationship between market access and entrepreneurship growth in Narok County, Kenya

Dear Participant,

I invite you to participate in a research study entitled 'EXPLORING THE RELATIONSHIP BETWEEN MARKET ACCESS AND ENTERPRENUERSHIP GROWTH IN NAROK COUNTY, KENYA. I am currently enrolled in the Master of Arts in Development Studies program at Mount Kenya University and am in the process of writing my master's project. The purpose of the research is to explore how access to market support entrepreneurship growth, a Case of Suswa Subcounty, Narok County, Kenya. The research also examines the situation of the enterprises in Narok County, Kenya in context of myriads of challenges faced by enterprises in accessing strategic market for their products.

The enclosed questionnaire has been designed to collect information on the views of market users that's entrepreneurs and government departments and stakeholder in relation to the research objectives. The information collected will be analyzed and a recommendation will be made in the improvement of access to market for the entrepreneurs and other market users.

Your participation in this research project is completely voluntary. You may decline altogether or leave blank any questions you don't wish to answer. There are no known risks to participation beyond those encountered in everyday life. Your responses will remain confidential and anonymous. Data from this research will be kept under lock and key and reported only as a collective combined total. No one other than the researchers will know your individual answers to this questionnaire. There are no direct benefits to you or participating in this research, however, you may find it interesting to talk about the issues addressed in the research and it may be beneficial to address issues affecting access to market for entrepreneurship growth and deduce recommendations to address the issues.

If you have any questions about this project, feel free to contact the researcher Ms. Amina Abdi Abikar, telephone number (+254)708289463, email address: aaabikar@gmail.com

Thank you for your assistance in this important endeavor.

CONSENT

I have read and understood the provided information and have had the opportunity to ask questions. I understand that my participation is voluntary and that I am free to withdraw at any time, without giving a reason and without cost. I understand that I will be given a copy of this consent form. I voluntarily agree to take part in this study.

Participant's signature Date.....

Investigator's signature.Date.....



Appendix III: Introduction Letter from MKU



DIRECTORATE OF GRADUATE STUDIES

MDS/2014/60490

15th August, 2024

National Commission for Science Technology & Innovation (NACOSTI)
Off Waiyaki Way, Upper Kabete,
P.O Box 30623- 00100
NAIROBI, KENYA

Dear Sir/Madam,

RE: AMINA ABIKAR – REGISTRATION NO. MDS/2014/60490

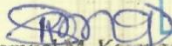
The purpose of this letter is to introduce the above named student who is pursuing **Master of Arts in Development Studies** in the department of **Social and Development Studies** in the school of **Social Sciences**.

The title of the research is **“Exploring the Relationship Between Market Access and Entrepreneurship Growth in Narok County, Kenya.”** It has been cleared by the University’s Ethics Review Committee (Certificate attached) and now has to proceed to the field to collect data between **August, 2024 and October, 2024**.

Any assistance accorded to the student will be highly appreciated.

Thank you.

Mount Kenya University
P. O. Box 342-01000 THIKA
Office of the Director,
Graduate Studies


Dr. Samuel M. Karenga, Ph.D.
Director, Graduate Studies
Enc.



Mount Kenya University

REF: MKU/ISERC/4243

Date: 14 August 2024

TO: AMINA ABIKAR

REG: MDS/2014/60490

Dear Sir/Madam,

RE: EXPLORING THE RELATIONSHIP BETWEEN MARKET ACCESS AND ENTERPRENUERSHIP GROWTH IN NAROK COUNTY, KENYA

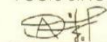
This is to inform you that **Mount Kenya University** has reviewed and approved your above research proposal. Your application approval number is **3019**. The approval period is **14/08/2024 - 13/08/2025**.

This approval is subject to compliance with the following requirements;

- i. Only approved documents including informed consents, study instruments, MTA will be used
- ii. All changes including amendments, deviations and violations are submitted for review and approval by **Mount Kenya University**
- iii. Death and life-threatening problems and serious adverse events or unexpected adverse events whether related or unrelated to the study must be reported to **Mount Kenya University** within 72 hours of notification
- iv. Any changes, anticipated or otherwise that may increase the risks or affect the safety or welfare of study participants and others or affect the integrity of the research must be reported to **Mount Kenya University** within 72 hours
- v. Clearance for export of biological specimens must be obtained from relevant institutions
- vi. Submission of a request for renewal of approval at least 60 days prior to expiry of the approval period. Attach a comprehensive progress report to support the renewal
- vii. Submission of an executive summary report within 90 days upon completion of the study to **Mount Kenya University**

Prior to commencing your study, you will be expected to obtain a research license from National Commission for Science, Technology and Innovation (NACOSTI) <https://research-portal.nacosti.go.ke> and also obtain other clearances needed.






Yours sincerely,



Dr. Alfred Owino, PhD
Chairman, Mount Kenya University ISERC

MOUNT KENYA UNIVERSITY
ETHICS REVIEW COMMITTEE
P. O. Box 342 - 01000,
THIKA

Appendix IV: NACOSTI Research Permit

 <p>REPUBLIC OF KENYA</p>	 <p>NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION</p>
Ref No: 207847	Date of Issue: 06/September/2024
RESEARCH LICENSE	
	
<p>This is to Certify that Miss. AMINA ABIKAR of Mount Kenya University, has been licensed to conduct research as per the provision of the Science, Technology and Innovation Act, 2013 (Rev.2014) in Narok on the topic: EXPLORING THE RELATIONSHIP BETWEEN MARKET ACCESS AND ENTERPRENUERSHIP GROWTH IN NAROK COUNTY, KENYA, for the period ending : 06/September/2025.</p>	
License No: NACOSTI/P/24/39656	
Applicant Identification Number	 Director General NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION
Verification QR Code	
	
<p>NOTE: This is a computer generated License. To verify the authenticity of this document, Scan the QR Code using QR scanner application.</p>	
See overleaf for conditions	

THE SCIENCE, TECHNOLOGY AND INNOVATION ACT, 2013 (Rev. 2014)
Legal Notice No. 108: The Science, Technology and Innovation (Research Licensing) Regulations, 2014

The National Commission for Science, Technology and Innovation, hereafter referred to as the Commission, was established under the Science, Technology and Innovation Act 2013 (Revised 2014) herein after referred to as the Act. The objective of the Commission shall be to regulate and assure quality in the science, technology and innovation sector and advise the Government in matters related thereto.

CONDITIONS OF THE RESEARCH LICENSE

1. The License is granted subject to provisions of the Constitution of Kenya, the Science, Technology and Innovation Act, and other relevant laws, policies and regulations. Accordingly, the licensee shall adhere to such procedures, standards, code of ethics and guidelines as may be prescribed by regulations made under the Act, or prescribed by provisions of International treaties of which Kenya is a signatory to
2. The research and its related activities as well as outcomes shall be beneficial to the country and shall not in any way;
 - i. Endanger national security
 - ii. Adversely affect the lives of Kenyans
 - iii. Be in contravention of Kenya's international obligations including Biological Weapons Convention (BWC), Comprehensive Nuclear-Test-Ban Treaty Organization (CTBTO), Chemical, Biological, Radiological and Nuclear (CBRN).
 - iv. Result in exploitation of intellectual property rights of communities in Kenya
 - v. Adversely affect the environment
 - vi. Adversely affect the rights of communities
 - vii. Endanger public safety and national cohesion
 - viii. Plagiarize someone else's work
3. The License is valid for the proposed research, location and specified period.
4. The license any rights thereunder are non-transferable
5. The Commission reserves the right to cancel the research at any time during the research period if in the opinion of the Commission the research is not implemented in conformity with the provisions of the Act or any other written law.
6. The Licensee shall inform the relevant County Director of Education, County Commissioner and County Governor before commencement of the research.
7. Excavation, filming, movement, and collection of specimens are subject to further necessary clearance from relevant Government Agencies.
8. The License does not give authority to transfer research materials.
9. The Commission may monitor and evaluate the licensed research project for the purpose of assessing and evaluating compliance with the conditions of the License.
10. The Licensee shall submit one hard copy, and upload a soft copy of their final report (thesis) onto a platform designated by the Commission within one year of completion of the research.
11. The Commission reserves the right to modify the conditions of the License including cancellation without prior notice.
12. Research, findings and information regarding research systems shall be stored or disseminated, utilized or applied in such a manner as may be prescribed by the Commission from time to time.
13. The Licensee shall disclose to the Commission, the relevant Institutional Scientific and Ethical Review Committee, and the relevant national agencies any inventions and discoveries that are of National strategic importance.
14. The Commission shall have powers to acquire from any person the right in, or to, any scientific innovation, invention or patent of strategic importance to the country.
15. Relevant Institutional Scientific and Ethical Review Committee shall monitor and evaluate the research periodically, and make a report of its findings to the Commission for necessary action.

National Commission for Science, Technology and
Innovation(NACOSTI),
Off Waiyaki Way, Upper Kabete,
P. O. Box 30623 - 00100 Nairobi, KENYA
Telephone: 020 4007000, 0713788787, 0735404245
E-mail: dg@nacosti.go.ke
Website: www.nacosti.go.ke

Appendix V: Turnitin Report

AMINA ABIKAR

Document Details

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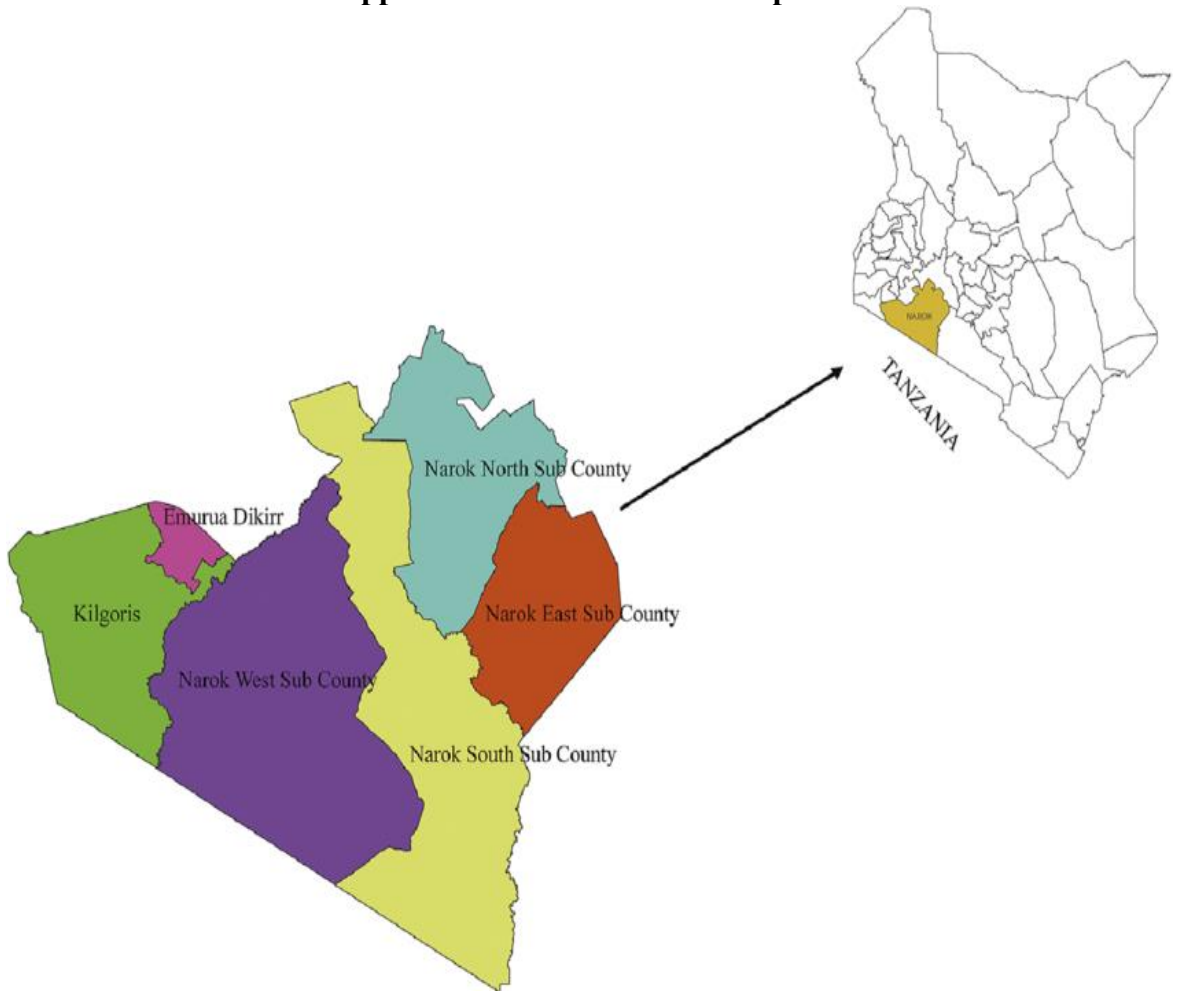
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Appendix VI: Research Site Map



Source: ResearchGate, 2024