

**FACTORS AFFECTING THE GROWTH OF SMES IN KENYA:  
(A CASE OF NAIROBI COUNTY)**

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**A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILLMENT  
OF THE REQUIREMENT FOR THE AWARD OF A DEGREE COURSE  
IN BACHELOR OF COMMERCE  
(ACCOUNTING OPTION)**

**MOUNT KENYA UNIVERSITY**

**2015**



## ABSTRACT

The study is aimed to determine the factors affecting the growth of SMEs in Kenya with reference to Nairobi County. The study seeks to access how the availability of starting capital and business networking affect growth of SMEs. The study also seeks to determine how availability of finance, business management, level of marketing and character of the entrepreneur affect the growth of SMEs in Nairobi County.

The researcher adapted a descriptive design as there are variables that cannot be quantified. Through random stratified sampling method. Data was collect through the administering of questionnaire to the respondents. Quantitative and qualitative techniques of data analysis methods was used to analyze the collected data and the findings presented through charts, tables and graphs for simple understanding of the findings.

The finding of the study shows that 53% of the respondents felt that management and financing affect the growth of SMEs in Nairobi County to a large extent. The finings of the study also shows that 49% of the respondents felt that marketing affects the growth of SMEs in Nairobi County to a large extent ad that 56% of the respondents felt that government policy affect the growth of SMEs in Nairobi County to a large extent. The study shows that 55% of the respondents felt that characteristics of the entrepreneur affect the growth of SMEs in Nairobi County to a large extent. The study recommended that there is need for the business owner to train in good business management in order to ensure that they have the right skills that can help SMEs to be managed properly and ensure that they attain high levels of growth in terms of customer base and profitability and that the government through various bodies need to help the SMEs in accessing new markets for their goods and services and ensure that the businesses expand both their customer base and increase their profitability and that there is also need for the SMEs encourage their owners in developing themselves and that they are able to acquire the right qualities that are able to help them operate their business well.