

**EFFECTS OF FINANCIAL EMPOWERMENT ON WOMEN PERFORMANCE IN
ENTREPRENEURIAL VENTURES**

(A CASE OF WOMEN IN MACHAKOS COUNTY)

BY

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ABSTRACT

This particular research sought to determine the effects of empowering women financially and in correlation to their entrepreneurial performance. The study revolved around the methods of empowering women financially and the ways they utilize such empowerment in their business activities in Machakos County. The study analyzed the effects of these solutions, the challenges the women entrepreneurs face in regard to the financial aspect of growth. A survey that utilized convenient sampling and distribution of questionnaires to women entrepreneurs in Machakos County was done. In order to accomplish the research objectives, the research design was a descriptive survey research design. A population of 120 respondents was sampled using random stratified method from the target population. Data was collected using a structured questionnaire and analyzed using descriptive statistics comprising of mean scores, standard deviation and percentages.

The finding indicated that access to credit as a component of women empowerment influences women performance in Machakos County through low interest rates, reduction of processing costs and carrying out campaigns to encourage women take loans. However respondents stated that high interest rates charged by microfinance institutions discourage them from borrowing.

The findings also implied that financial training is linked to the overall financial performance of women however microfinance institutions in Machakos County have not been introducing programs where microcredit is linked to education. With regard to the favorability of the overall legal and regulatory environments on finance the mean score of 2.13 and standard deviation of 1.12 implied that even if there are government incentives, the overall legal and regulatory environments on women funding are not as such favorable. Respondents also stated that tax charged by county and national governments is neither justifiable nor reasonable. From the findings it is implied that microfinance enterprises in the county puts emphasis on the provision of Collateral security as a primary condition in lending. This negatively affects women financial empowerment in the county.