

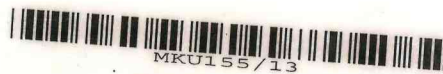
**AN EVALUATION OF THE FACTORS AFFECTING THE SUCCESS OF
SME'S IN NGONG TOWN –KAJIADO COUNTY**

MAURICE MWITA RANGE

MBA/111/02639



**A research project submitted in partial fulfillment of the requirements for the
award of the Degree of master in Business administration of
Mount Kenya University**



MKU155/13

HF4036 .R364 2013

November, 2013

ABSTRACT

This research paper examined the role entrepreneurs can play in Ngong town to move the town from its current status to a wealth entrepreneur's town in the future. We intend to bring out very clearly the factors affecting the success of SME's in Ngong town Kajiado County, benefits of identifying and prioritizing these factors causing the success level of SME's in Ngong town and taking any corrective actions so that the performance of SME's in Ngong town can improve and risks of failures brought to an acceptable low level so that full benefits of SME's can be realized. We used both primary and secondary data questionnaire was given to all the strata sampled and information on factors affecting the success of SME's in Ngong town were obtained which were evaluated using statistical package for social sciences (SPSS) version 19. We established that the following independent variable: Availability and access of credit and Education and training are the main drivers of business success in Ngong town. The study suggested further research on experience of the entrepreneur's and security level at Ngong town in order to determine the extent to which they can affect the success of SME's in Ngong town Kajiado County. The study has recommended establishment of enterprise colleges with the purpose of encouraging specific skills required for entrepreneurship in Ngong town to serve as skill acquisition Centre's for SME's.