

EFFECTS OF FINANCING ON THE GROWTH AND
DEVELOPMENT OF
ENTREPRENEURSHIP IN KENYA ECONOMY
(A CASE OF MOBILE CASH BANKING)

BY

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REG NO: BBM/2013/48263

A RESEARCH PROJECT SUBMITTED IN A PARTIAL
FULFILLMENT
FOR THE AWARD OF THE DEGREE IN BUSINESS
MANAGEMENT OF MOUNT KENYA UNIVERSITY

NOVEMBER 2015

ABSTRACT

This project work entitled “The effects of financing on the Growth and Development of entrepreneurship in Kenya”. The project dwells on how financing greatly affects the growth and development of entrepreneurship in Kenyan economy featuring mobile banking services as a case study.

The purpose of this study, therefore, specifically sought to establish how financing could greatly affect the establishment of entrepreneurial undertakings so as to support the growth and development of the economy.

Being a business management issue, the study seeks to magnify on how effective financing could greatly propel and spur the entrepreneurship spirit and which eventually will contribute towards the growth of the economy.

The study featured on how mobile cash banking could revolutionize entrepreneurship as opposed to conventional methods. With the introduction mobile phone services a lot has changed in the world of technology and of particular interest mobile cash services. If proper structures and mechanisms are put in place, mobile cash banking would see the growth of business in leaps and bounds. The research projects seeks to demystify how mobile cash banking would contribute towards the establishment of small businesses supported by mobile cash banking commonly known as Mpesa and this includes remote places where conventional mainstream banking is unavailable for small peasant farmers and other small business owners. The study recommends that there is need for the government of the day to intervene by way of instituting laws that protect and regulate microfinance to ensure security and safety of money flows from one entity to another without the fear of loss and fraudulent processes.

If proper structures are put in place the study revealed, there is going to be vibrant growth and development of entrepreneurship in Kenyan economy.