

**CONTRIBUTING FACTORS TO SUCCESS OF WOMEN ENTERPRENEURS IN  
RURAL AREAS: CASE STUDY OF GARISSA COUNTY**

**By:  
ISSACK MOHAMED HASSAN  
BCRM/09/113/1128**

**A Research Project Submitted in Partial Fulfillment of the Requirements for the Award of  
Bachelors of criminology and security management**

**Mount Kenya University**

**January 2015**

## ABSTRACT

The women informal sector's contribution to the growth of the national economy continues to increase tremendously. The sector plays a significant role in job creation, formation of an industrial base, poverty reduction and mobilization of savings. Despite the important roles of the sector and the solution sought over the years, women entrepreneurs are still hampered by the challenges inhibiting the realization of their full potential. In-depth interviews and questionnaire methods were mainly used to collect data from 100 small enterprises owned by women. The study sought to investigate contributing factors to success of women entrepreneurs. The survey revealed that economic factors, which include start up factors, posed a greater threat than political and Technological factors which are encountered once the business has been established. As such, women entrepreneurs who successfully negotiate the initial startup economic hurdle factors have greater chance of future success in their businesses. Majority of the women MSESs are in the services or trade oriented as opposed to manufacturing. This is so mainly because the setup requirements i.e. Capital and skill are more easily attainable. The scenarios however give rise to a large number of same types of businesses those results in fierce competition. Empowerment for the women small-scale entrepreneurs in whichever form had apposite impact on the performance of their MSESs. Entrepreneurs exposed to business training encompassing general administration and financial management displayed improved performance, as were those that had access to credit facilities. The women greatest desire was to have the market for their products and services expanded.