

**EFFECTS OF RISK MANAGEMENT STRATEGIES ON THE
PERFORMANCE OF SMALL AND MEDIUM SIZED ENTERPRISES
IN KENYA**

(A CASE OF UNICOVER INSURANCE BROKERS)

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ABSTRACT

Risk Management is the application of a proactive strategy to plan, lead, organize, and control the wide variety of risks that are rushed into the fabric of an organization's daily and long-term functioning. Like it or not, risk has a say in the achievement of our goals and in the overall success of an organization. Small and medium sized enterprises are considered significantly important to the growth of any economy. These businesses are vulnerable to risks yet the scheme to prevent them are not systematically developed and implemented. This research makes an attempt to study the risks eminent in the financial services industry and the risk management processes adopted in small and medium sized companies in this industry. To achieve the objectives of the study, data was collected from primary and secondary sources to identify various risks faced in this industry, review and develop a process of risk management and analyze different risk management techniques. The research project will eventually identify the imperatives for implementation of comprehensive risk management solutions and will show that effective risk management can become a competitive advantage and improve an organizations performance.