

**CAUSES OF SLOW GROWTH OF VEGETABLE ENTERPRISES
OWNED BY WOMEN IN NAIROBI'S EASTLANDS AREA**

BY

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**A RESEARCH PROJECT SUBMITTED IN PARTIAL
FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF
THE DEGREE OF MASTER OF SCIENCE IN
ENTERPRENEURSHIP**

AD
14/15
156

**JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND
TECHNOLOGY**

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FEBRUARY 2002

ABSTRACT

The promotion of women participation in economic activities is perceived as a primary means of attaining economic growth and at the same time improve the standard of living of many Kenya's poorest, who are mainly women.

Studies on micro-enterprises suggest that only a small percentage is able to grow (Band and Bruijne, 1993). There are a number of factors that contribute to this slow growth. The suggested factors include lack of working capital, location of the enterprises, marketing, pricing, poor record keeping, lack of relevant training, multiple roles, socio-economic activities that women entrepreneurs engaged in, inadequate managerial experience and low levels of formal education.

The objective of this study, therefore was to investigate into the causes of slow growth of women-owned registered vegetable vendors in Nairobi's Eastlands Area. The study shall consider women vegetable vendors in this area.

A descriptive survey method was be used and also simple sampling techniques was applied. A simple random sampling method was applied. The sample was comprise 10% of women vegetable vendors in each market. These markets include Jericho, Uhuru, Mutindwa, Kariobangi, Umoja, Eastleigh and Kariobangi South and have a population of 513 registered women vegetable vendors. The sample size was 55 women vegetable vendors.

Data was collected using a semi -structured questionnaire which was administered by the researcher on a face-to-face interview. The data was analysed using cross tabulation and tables to show the percentages and frequencies of the findings.

The analysis of the study findings was based on the causes of slow growth on women vegetable vendors. The study revealed that capital, location, level of education, training and socio-economic activities contribute to the slow growth of the businesses in the study.

The study recommends that the government should come up with programmes on the micro-credit and training packages that favour SMEs. It also recommends that entrepreneurs should be encouraged to join informal associations through which they can be educated on networking in regard to their business growth.