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Factors Affecting Performance of Small Business Enterprises Owned by Women in Ongata Rongai, Maasai Lodge Village, Kenya

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Abstract:

This study sought to find out the factors affecting performance of small business enterprises owned by women in Ongata Rongai, Maasai Lodge Village. It also sought to document the measures considered important in solving the factors which may be affecting these enterprises. To achieve the objective of the study, primary data was collected from 26 businesses in Ongata Rongai Maasai Lodge Village. The research adopted quantitative and qualitative research design and used descriptive survey method. Purposive sampling methods was used to select the samples from the target population. Questionnaires and personal interviews was used to collect primary data. The research findings revealed the problems experienced by small businesses enterprises in Ongata Rongai were of two categories. That is, internal problems that were considered as directly associated with the business persons themselves and within their control. This category includes problems like not giving the business adequate time, engaging in other activities e.g. being employed elsewhere and being members of community groups which were interfering with the successful running of the business and also lack of collateral for obtaining loans. The second category involved external problems that originate from the environment and as such the women entrepreneurs have no direct control over them. The conclusion made from the study is that women entrepreneurs need to be assisted by being empowered through training and having access to finance. Gender empowerment need to be carried out to educate the women that they are the same match with men and are therefore able to do equally good as men. Structures and systems need to be put in place to ensure that the business environment is favourable to entrepreneurs.

Keywords: *Women empowerment, women entrepreneurs, women and small business enterprises small business enterprises, Ongata Rongai,*

1. Background of the Study

Ongata Rongai is in Kajiado District in Rift Valley Province. It is situated about 16 kilometers from the Capital City of Kenya, Nairobi and it neighbours the Nairobi National Park. According to Population and Housing Census (2010) it has a population statistics of 33,151. After the tribal clashes in 2007 many people who were displaced from their businesses opted to settle in Ongata Rongai. There has been an influx of other people who are attracted to the location due to its proximity to Nairobi City. Rental houses in the area are cheaply available compared to surrounding areas like Karen, Langata and Nairobi Dam Estate.

Women have opened small scale businesses in Ongata Rongai, Maasai Lodge village and this influx of new businesses has been brought about by the fact that the majority of the women are not formally employed and they need to engage in income generating activities in order to fulfill their role in society of bringing about economic change in their households and communities. Most of the women provide for their families through subsistence farming and other agricultural activities supplemented by small micro enterprises. Agriculture, which is practiced mainly for home use, takes various forms such as, keeping chicken, growing vegetables, tending the family garden and small-scale horticulture for the market place, among others. A few women keep livestock as part of the family assets as well as to generate income. Majority of these women are engaged in these activities out of necessity given that they have limited choices outside their traditional roles and the need to ensure that they bring in more income in the home.

It is to be noted that the women entrepreneurs in Maasai Lodge village in Ongata Rongai face many challenges which impact on the performance and growth of their businesses and this study was to identify what could be the issues facing these women entrepreneurs in the Maasai lodge village.

2. Purpose of the Study

The purpose of the study was to determine the factors affecting performance of small business enterprises owned by women in Ongata Rongai, Maasai lodge village. The Specific objectives included:

- Establish if competition from male dominated enterprises in Maasai Lodge Area may be affecting of women owned enterprises in Ongata Rongai, Maasai Lodge Village
- Identify whether lack of accurate and adequate information on entrepreneurship may be causing slow growth of SME's owned by women in Ongata Rongai, Maasai Lodge Village.
- To identify and establish if domestic commitments and balancing the roles of entrepreneurial and home runner may be affecting the SMEs.
- Establish how the women owning the enterprises may be assisted to overcome the challenges if any.

3. Related studies

SMEs world over have been receiving attention from both the scholars and the government alike. Literature tells us that educated women have planning capabilities which leads to better performance of enterprises. Having the right people working in the enterprise enables it to grow and prosper to greater heights. Studies show that good customer care leads to customer satisfaction. Customers feel valued and will come back again and again. Organizational skills leads to increase in the customer base because customers' needs will be meet effectively and efficiently.

Female entrepreneurs are a growing force to be reckoned with. Each year, more and more women take the initiative and start their own business ventures. Women continue to reshape the business world with innovative models, both large and small. They thus ask the question that why is there insufficient clear-cut, expert advice aimed at this dynamic female audience? (Emira Mears and Lauren Bacon, (2008). According to (Jean Lea) (1996) businesses owned by women are usually small because of limited capital. Majority of women entrepreneurs are married and have many children and this makes them combine family responsibilities with business.

A study by (Soyeon Shim and Eastlick (1998) on Hispanic female business owners identified 10 business problem areas: sales and profit forecasting; obtaining lines of credit; capital management; working capital management, pricing strategies; customer database management; short-term business planning, labour cost analysis; managing debt; and gender problems. The study goes on to say that whilst many of these problems seem to be synonymous across the Asian and African countries in the study, there are some problems which are significantly prevalent only in certain countries.

The Sessional Paper (2005) acknowledges the following number of constraints that need to be addressed to foster the growth of women SMEs; deteriorating infrastructure, high cost of credit, burdensome and costly regulatory environment, unfavourable tax regime, inefficient legal and judicial system, limited access to reliable markets and limited opportunities, among others. According to (Bitange Ndemo, et. al. (2007), women are the backbone of economic development in many developing countries.

Male-dominated enterprises has a big effect on women run enterprises. This is because men are more independent and mobile and therefore source bargain goods from far and thus sell their goods at attractive prices. There are many challenges that women entrepreneurs face, one of them being competition from well established male-dominated enterprises. Literature says that men are often better in negotiation and management of debtors and also are free from most domestic matters and this enables them to concentrate in their businesses and thereby becoming a huge threat to women entrepreneurs.

A study by (Richardson, Howarth and Finnegan (2004) on women entrepreneurs in Africa reveals that many women entrepreneurs in Africa feel they lack abilities, skills and expertise in certain business matters. Many of the issues mentioned appear to relate to women's relative lack of exposure to the world of business. Women also have poorly developed business networks. This in turn impacts on a range of factors that adversely affect the women entrepreneurs at all levels. In Uganda (UNIDO, 2003), women entrepreneurs in rural areas suffer from insufficient training and advisory services that would allow them to upgrade their managerial and technical skills and solve immediate production problems, thus improving productivity and increasing profitability. There is significance growth of SMEs in Uganda. However, the growth and the competitiveness of this sector are hampered by a lack of managerial and technical skills. The report further says that women entrepreneurs in Morocco faced insufficient operational and managerial skills resulting in low productivity and competitiveness. There are also cultural constraints which are additional obstacles that inhibit the efficient conduct of business for women. Inefficient production mechanisms and a lack of managerial skills resulted in a loss of productivity and income for the women entrepreneurs.

Literature says that women entrepreneurs in Africa face constraints and barriers to obtaining money to start and grow their own business. Women's inexperience of negotiating with the banks and their lack of financial confidence to argue for what they are entitled to, are some of the problems they face in obtaining loans. Financial availability and accessibility is cited in many studies as being one of the major barriers and constraints to growth. In a study of NGOs and women small-scale entrepreneurs in the garment manufacturing sector of the textile industry in Nyeri and Nairobi by (Macharia and Wanjiru 1998), the factors that inhibit credit availability to women include: lack of start-up (seed) capital; lack of awareness of existing credit schemes; high interest rates; lengthy and vigorous procedures for loan applications; and, lack of collateral security for finance. These factors have become a major barrier to the growth potential of businesses owned by women. (Makokha (2006)

established in her study that women entrepreneurs have financial social demands that compete with business capital, leading to a diversion of capital away from business needs. Some of these factors she noted include housing space, health, old age and divorce. She concluded that there was need to develop long-term financial products such as micro-insurance to assist the entrepreneurs.

(Alila et al., 2002), says that loans approved for women applicants fail to materialize because their spouses refuse to pledge the family's land title deeds as collateral. Owning title deeds as collateral to finance expansion is still a hurdle for most women entrepreneurs, given that property is not usually registered in their names. Accessibility to initial capital, even when available, is also a major hurdle for women entrepreneurs. Micro-finance institutions (MFIs) and commercial banks choose where they locate, thus excluding entrepreneurs in remote regions, leading to regional disparities. Credit conditions when forming a group, paying membership fees, group registration fees and joining saving plans, result in delays in accessing initial capital, thereby worsening the women's household financial burden (Lois Stevenson and St-Onge, 2005). However, this is no longer the key barrier and constraint, but a lack of creativity, innovativeness and responsiveness (on the part of capital suppliers) that now hampers women's entrepreneurship in Kenya. Whereas many MFIs emerged to provide initial and working capital, relevance and cost-effectiveness is often inappropriate in satisfying the particular needs of potential and operating women entrepreneurs. Many women are forced by lack of collateral which leads to inability to access bank loans to organize themselves in group of 15 to 30 members, form a chama or group and contribute to a savings plan and undertake to guarantee each other's loans, before they are granted loans.

4. Research Methodology

The study was carried out in Ongata Rongai, Maasai Lodge village. The study adopted quantitative and qualitative research design while, survey method was used. The target population for this study were service providers businesses chosen purposely from a population of small-scale businesses owned by women operating in Ongata Rongai, Maasai Lodge village. Non-probability sampling method was used while purposive sampling was used to select samples from the target population. Out of the 100 total populations, the researcher was able to have a sample of 30 businesses. Primary data was collected through self-administered questionnaires and personal interviews. The questionnaire contained both closed and open ended questions. Interviews were necessary because majority of entrepreneurs were semi-literate. Data collected was both quantitative and qualitative. The raw data was systematically organized, coded, categorized and entered or keyed in manually in to computer Statistical Package for Social Sciences (SPSS). The questionnaires were analyzed through the use of descriptive statistics. The findings were written in a narrative interpretive form. The quantitative findings are presented in tables and graphs.

4.1. Research Findings and Discussion

This section presents and discusses the research findings.

4.1.1. Response Rate

From a sample of 30 respondents there were 26 returned valid questionnaires and thus study response rate was 86.67%.

4.1.2. Respondents Background Information

Majority of the respondents 14(56.8%) had secondary education, 8(29.5%) had primary level education, 3(10.5%) were graduates, while 1(3.2%) had postgraduate education. According to Burki and Terrell, (1998); they agree that levels of formal education spur small businesses growth by enhancing firm capabilities. For example, formal education may provide entrepreneurs with a greater capacity to learn about new production processes and product designs, offer specific technical knowledge conducive to firm expansion, and increase owners' flexibility. While most empirical evidence indeed suggests that firms with better-educated owners and managers are more efficient (e.g., greater complexity emerges when examining the relationship between education and small business growth in developing countries).

Majority of the respondents (49.5%) were aged between 21-30 years, (20%) were aged between 31-40 years. This could mean that the entrepreneurs do not have work experience, Bosma et al, (2009) findings support this, they agree that benefits of on-the-job experience are frequently mentioned, the importance of prior work experience may be even more helpful, especially if that experience came within the same sector or in small to medium-sized enterprises. Prior experience proves to be important in developed countries; for example, a panel survey of 1,000 entrepreneurs in the Netherlands found that entrepreneurs' prior experience, when in the same industry as their startups, improves firm growth, survival and profitability.

According to the study data (69.2%) were females while (30.8%) were males. Gender-based cultural barriers also impede women's access to training. Key informants reported that husbands often object to their wives or daughters participating in training delivered by male facilitators. Since majority of the people involved in micro and small enterprise development work are men, sometimes women consultants are not listened to or taken seriously and this is a major issue. Training is offered by some women-focused organizations, such as Muungano Women empowerment group, and efforts are made by other training agents to involve husbands in the training as well, but this issue remains a constraint for many women.

According to certain male key informants, “unless something can be done to address this, there really isn’t much else we can do”. Majority of the respondents (74.7%) were the sole proprietors in their businesses while (25.3) were in partnership.

4.1.3. Firm Characteristics

The respondents who participated in the study were spread as follows; (15.4%) operated cyber café, (23.1%) operated Mpesa shops, (19.2%) had photocopying shops, (7.7%) tailoring shops, (7.7%) Real Estate Agencies and (26.9%) were hairdressers.

4.2. Age of the Enterprise

The enterprises have been on operation, as follows 15(57.7%) have been operating for less than five years, 9(34.6%) have been operating between 6 to 15 years. A study by Parker, (1995) found that work experience may contribute to SME’s growth in at least two ways: directly, by expanding the capabilities of SME’s owners and employees through the acquisition of skills and knowledge; and indirectly, by expanding entrepreneurs’ social networks. Most of the entrepreneurs in Maasai Lodge still have little experience. Parker, (1995) findings argue that entrepreneurs with more years of work experience typically are in faster-growing small firms, the study found that entrepreneurs with at least seven years of work experience expanded their firms more rapidly than those without such experience.

4.2.1. Startup Capital

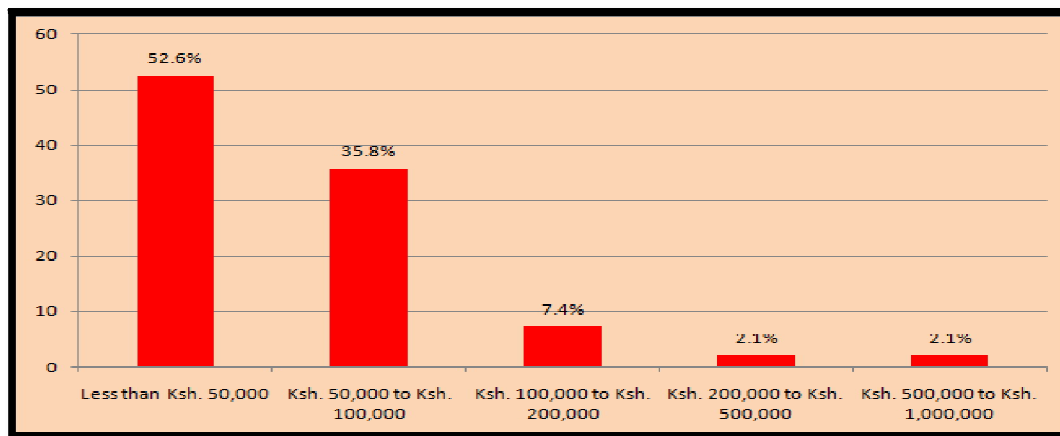


Figure 1: Amount of Start-Up Capital

From the study findings it was revealed that 52.6% of the respondents started their business with a capital of less that Ksh. 50,000 while 35.8% started their business with capital of Ksh. 50,000 to Ksh. 100,000. The above findings are in agreement with views of (Schiffer and Weder, 2001), who found that even after SME’s overcome the start-up hurdle, a lack of credit frequently hinders their growth during earlier years, because younger firms tend to find financing even more difficult than older firms. Over the life of the firm, growth also can be hindered by credit constraints that curb investments for maintaining or improving technology. In some contexts, evidence suggests that micro enterprises were funded through external sources.

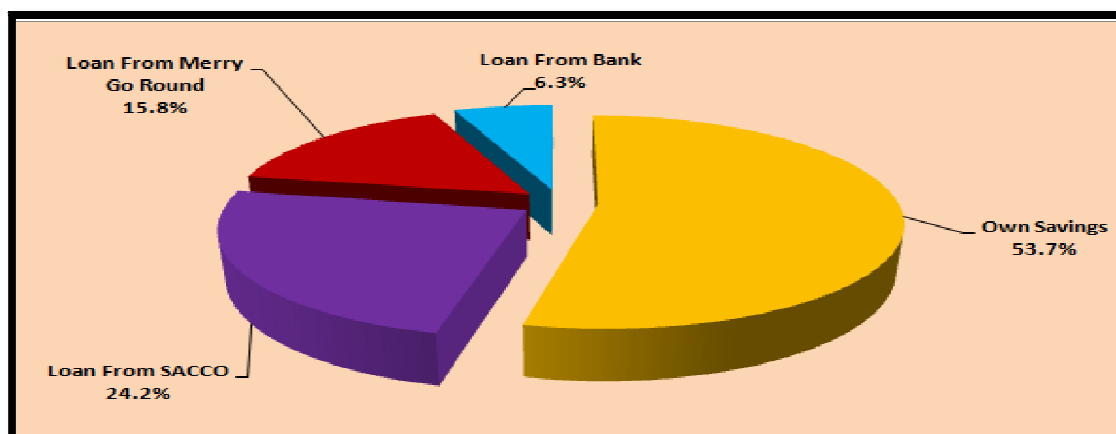


Figure 2: Source of the Startup Capital

The findings revealed that small business enterprises in Ongata Rongai got capital from the following sources; 51(53.7%) used own savings, 23(24.2%) got loan from Saccos, (15(15.8%) used money from rotary savings and loans while 6(6.3%) got loans from banks as shown in figure 2. This finding is supported by Hernandez-Trillo, et.al. (2005) who established that across the world, entrepreneurs typically start firms primarily through their own savings because of limited access to startup capital. A study of over 14,000 micro enterprises in Mexico found that owners mostly used their own resources and savings (61%) or those of their family and friends (14%) to launch their firms. However, Schiffer and Weder, (2001) study shows that various reasons ranging from a lack of collateral to bias against small firms is a challenge to SMEs and as such they tend to face greater financial constraints than do larger firms. In a study of 10,000 firms across 80 countries it was found that credit is mentioned more frequently by smaller firms as a constraint on growth, Bigsten et al, (2003). The study also shows that MSEs in developing countries apply for and receive formal bank loans relatively infrequently, and thus typically rely on other types of credit such as trade credit, overdrafts, and informal loans. This is true in the current study since most of the respondents did not favour commercial banks loans as shown in figure 2.

4.2.2. Business Ownership

It was revealed that most of the enterprises 67.4% are sole proprietorship while 30.5% are owned in partnership. Only 2.1% were privately owned. As above data confirms, McComick (2001) study also found that the larger the group of enterprises, the fewer women entrepreneurs one will find. Over 85 per cent of the enterprises owned by women did not have any employees except the owner. Of the 9,041 small enterprises (1999) with 11-50 employees, it is estimated that women owned fewer than 20% which amounts to less than 0.3% of all women-owned small business. In this study it was established that most entrepreneurs were the sole proprietors who support the above findings.

4.3. Source of Business Loans

| Enterprise Loans that can be accessed | Frequency | Percent |
|--|------------------|----------------|
| SACCO loans | 11 | 55.8 |
| Rotating savings and loan | 9 | 33.7 |
| Commercial Bank | 3 | 10.5 |
| Total | 26 | 100.0 |

Table 1: Enterprise Loans That Can Be Accessed

From the analyzed data 11(55.8%) of the enterprises can access SACCO loans, 9(33.7%) rotating savings and loans, 3(10.5%) commercial Bank loans as shown in table 2. Atieno and Rosemary (2009) findings supports that Micro and small-scale enterprises (MSEs) have become important players in the Kenyan economy, but at the same time they continue to face constraints that limit their development. Lack of access to financial services is one of the main constraints and in the current study, some respondents indicated that they are denied credit due to lack of collateral and also the high interest rates charged by financial institutions discourage even those with collateral. On the same breathe according to the financial Access Survey 2007 the banking sector serves only 19% of the Kenya’s bankable population with 8% being served by other financial service providers such as MFIs and SACCOs. 38% is totally excluded and 35% rely on the informal financial service providers such as rotating savings and credit associations (ROSCAs). The indication is that access to financial services is limited which is in line with the above findings.

4.3.1. Business Registration

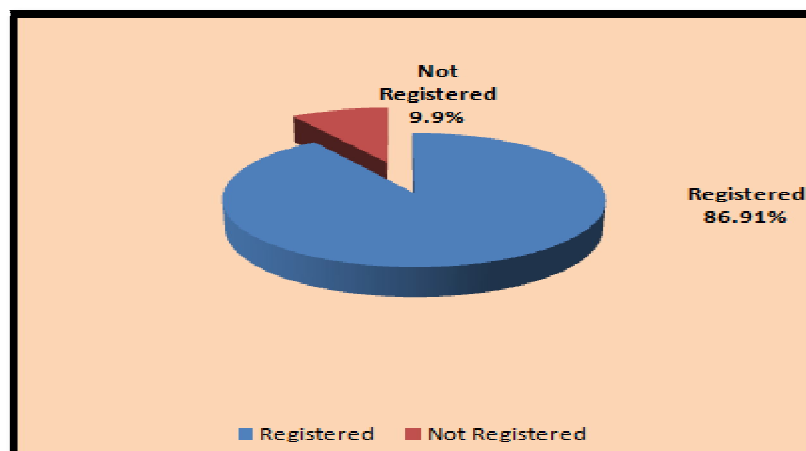


Figure 3: Business Registration

Most business can only access credit from financial institutions if registered. From the findings, 86.91% are registered with only 9.9% being not registered as shown in figure 3. This could mean that the enterprises can access formal loans. Past studies supports this for example, Winter, (1995) argues that, although small informal business may be able to circumvent government regulations and taxation, as they grow they risk becoming more visible, creating disincentives to expand beyond a certain size. Informal firms may therefore need to “keep their heads down,” ruling out large size and rapid growth, as well as close relations with formal firms. Contracts with international or government buyers, for example, may be off limits for many informal firms because they require legal documentation that these small businesses lack. And while many firms in developing countries have problems accessing financial and legal systems, informal enterprises face even greater difficulties in obtaining formal credit and assistance from law enforcement agencies and courts.

4.4. Competition by Male Dominated Enterprises

The findings of the study indicated that women entrepreneurs felt that their businesses were threatened by similar male run businesses in the neighbourhood as supported by a mean of 4.82 and a standard deviation of 1.061. Further findings indicated with a mean of 4.52 and a standard deviation of 0.063 that the women entrepreneurs were of the view that due to their minimal domestic obligations, men are able to benefit in workshops and empowerment programmes organized by the county representatives than women i.e. Kajiado entrepreneurial empowerment workshop, Ongata Rongai Community service educational programme among others. The other advantage as cited by women with a mean of 4.15 and a standard deviation of 0.336 is that men are able to socialize after work and therefore market their business which gives them an upper hand as compared to the women. However, with a fair playing ground, women were of the opinion that they are able to adequately compete with male entrepreneurs and they feel they are not a threat to their business enterprise with a mean 4.05 and standard deviation of 1.006. The other findings of the study are summarized in table 2.

| | Mean | Std Dev |
|--|------|---------|
| On the average, my business is threatened by similar male run businesses in the neighbourhood | 4.82 | 1.061 |
| Men are able to socialize after work and therefore market their business. | 4.15 | 0.336 |
| On average, I am not able to socialize after work. | 3.42 | 0.849 |
| Men spend more time in their business as compared to women | 3.65 | 1.009 |
| Due to their minimal domestic obligations, men are able to benefit in the following workshops and empowerment programmes organized by the country representatives than women. i) Kajiado entrepreneurial empowerment workshop ii) Ongata Rongai Community service educational programme. | 4.52 | 0.063 |
| I am able to adequately compete with male entrepreneurs and I feel they are not a threat to my business enterprise. | 4.05 | 1.006 |

Table 2: Competition by Male Dominated Enterprises

4.5. Scarcity of Accurate and Adequate Information and Training

One of the objectives of the study was to identify whether lack of accurate and adequate information on entrepreneurship may be causing slow growth of SME's owned by women in Ongata Rongai, Maasai Lodge village. With respect to support mechanisms available to support their enterprises in the community, the respondents unanimously disagreed of the availability of CDF supported courses on enterprise development, Training on women empowerment courses on funds or capital management with means of 2.77, 2.12, 2.62 respectively. This implies that the women lack adequate information on the existence of such courses or the courses might not be available at all.

On whether they are able to easily access the Marketing services information related to their business, which assists them in getting new markets for the business, the respondents cited existence of such programmes but accessibility remains a problem for example CDF marketing training programmes as indicated with a mean of 2.82 and standard deviation of 1.061 and Kajiado County women empowerment training programmes as supported with a mean of 3.15 and standard deviation of 0.336. Further findings indicated that information on latest market requirements and trends is easily accessible, and the entrepreneurs are able to adequately offer improved services based on the latest customer requirements as indicated with a mean of 2.95 and a standard deviation of 1.029. The study also indicated that majority of women were members of the following groups; Ngong Division Muungana Women Group, Kandithi Rongai Women Group and Maasai Lodge Road Women Group. It is also worth noting that the women if offered any training opportunity, the respondents indicated that they would be able to leave all other commitments and attend as indicated with mean of 4.32 and standard deviation of 1.001. The findings of the study are summarized in table 3

| | Mean | Std Dev |
|---|------|---------|
| The following support mechanisms existing to support your enterprise in the community | | |
| i. CDF supported courses on enterprise development | 2.77 | 1.142 |
| ii. Training on women empowerment | 2.12 | 1.054 |
| iii Courses on funds or capital management | 2.62 | 0.598 |
| You are able to easily access the following Marketing services information related to your business, which assists you in getting new markets for the business. | | |
| i. CDF marketing training programmes | 2.82 | 1.061 |
| ii. Kajiado County women empowerment training programmes | 3.15 | 0.336 |
| Information on latest market requirements and trends is easily accessible, and I am able to adequately offer improved services based on the latest customer requirements. | 2.95 | 1.029 |
| I am a member of the following women group(s) with the aim of lobbying for training support from the community development fund: | | |
| i. Ngong Division Muungana Women Group | 3.55 | 0.701 |
| ii. Kandithi Rongai Women Group | 3.21 | 1.773 |
| iii. Maasai Lodge Road Women Group | 4.87 | 1.377 |
| If offered any training opportunity, I will be able to leave all other commitments and attend. | 4.32 | 1.001 |

Table 3: Scarcity of Accurate and Adequate Information and Training

4.6. Commitment to the Enterprise

The study findings revealed that majority (65%) of the respondents spend 8 hours on average, on their business per day while 31% spend 10 hours. The study further shows that 4% of the respondents spend an average of 4 hours in their businesses. It is worth noting that the respondents indicated that the time they allocate for business is not adequate. The study further sought to find out whether the respondents had other commitments other than the business and family and here, the study findings revealed that majority of the respondents concentrated on their businesses while others had other engagements such as formal employment, members of lobby groups and managing other businesses.

The study further sought to find out whether other commitments impacted negatively or positively on their business. According to the analysis of the findings, majority (78%) of the respondents indicated that the side commitments had a negative impact on their businesses as it consumed a significant proportion of their time, while 22%, of the respondents indicated that the commitments had a positive impact on their businesses because the activities they engage in are related to the business and hence are geared towards improving the businesses. It was also revealed that the respondents were of the view that if they dedicated more time to the business, the business would have a positive impact through increased profits and proper management and supervision.

4.7. Growth and Success Variables

Growth and success variables include business tools that are used in order to gauge an enterprises performance, and in this study growth is an increase in capacity of an enterprise to produce services over a periodical analysis. Some of these tools include return on investment analysis (ROI) which is used to build a financial business case. Net profit is described as the money left over after paying all the expenses of an endeavor the Net asset value is used to describe the value of an entity's assets less the value of its liabilities. The sales turnover is described as the total amount sold within a specified time period, usually a year and it usually expressed in monetary terms. (Josiah Aduda, et al 2012)

| Total Annual Taxes and Licensing Fees | Frequency | Percentage |
|---------------------------------------|-----------|------------|
| Between Ksh 20,000 and Ksh 50,000 | 8 | 30.2 |
| Over Ksh 50,000 | 18 | 69.8 |
| Total | 26 | 100.0 |

Table 4: Total Annual Taxes and Licensing Fees

When asked their total annual taxes most of them 70.5% pay taxes of over Kshs 50,000 while 29.5% pay taxes of between Ksh 20,000 and Ksh 50,000 as shown in table 4.

| Value Of Monthly Sales/Turnover On Average | Frequency | Percentage |
|--|-----------|------------|
| Under Ksh 50,000 | 13 | 50 |
| Between Ksh 50,000 and 100,000 | 12 | 46.2 |
| Between Ksh 100,001 and Ksh 500,000 | 1 | 3.8 |
| Total | 26 | 100 |

Table 5: Value of Monthly Sales/Turnover on Average

According to (Josiah Aduda, et al 2012) the total amount sold within a specified time period, usually a year. Sales turnover is often expressed in monetary terms but can also be expressed in terms of the total amount of stock or products sold. The value of monthly sales turnover for 50% of the enterprises is under Kshs 20,000 while for 46.2% it was between Ksh 20,000 and 50,000 as shown in table 5. This shows that businesses are not performing well due to some factors such as capital and taxes.

| Monthly Average costs/Expenditure | Frequency | Percentage |
|-----------------------------------|-----------|------------|
| Under Ksh 20,000 | 18 | 69.2 |
| Between Ksh 20,000 and 50,000 | 8 | 30.8 |
| Total | 26 | 100.0 |

Table 6: Monthly Average Costs/Expenditure

Expenditure in business is like profit and capital and when asked their monthly expenditure 69.2% agreed that it is under Kshs 20,000 while 30.8% agreed that it is between Ksh 20,000 and 50,000.

| Monthly Gross profit | Frequency | Percentage |
|--------------------------------|-----------|------------|
| Under Ksh 50,000 | 15 | 58.9 |
| Between Ksh 50,000 and 100,000 | 11 | 41.1 |
| Total | 26 | 100.0 |

Table 7: Monthly Gross Profit

According to study data, 58.9% of the firms earn a gross profit of under Kshs 50,000 while 41.1% earn gross monthly profit of between Ksh 50,000 and 100,000 as shown in table 7.

5. Conclusion and recommendations

The size of capital and the type of business may contribute to the growth of small and micro enterprises. It was also revealed that access to financial sources and the type of capital source accessible influence small businesses growth in the Maasai lodge road village. Access to services like banking, lawyers and government support influences the performance of small businesses. It is also concluded that women owned businesses are threatened by similar male run businesses in the neighbourhood. Similarly, other commitments apart from business and family influences performance of women owned businesses. The main sources of inputs for enterprises is within Nairobi, the enterprises are buyer driven and to gain competitive advantage the enterprises are offering after sale services, offering efficient services, quality products and reducing cost of products.

From study findings the study recommends the establishment of an effective process to facilitate the processes such as company registration and a well-entrenched VAT system are institutionalized to assist existing and upcoming small businesses operate optimally.

Most of the respondents thought that provision of efficient infrastructure was the single most important policy support they required from the government; it is upon the government to follow this lead and continue improving and expanding the available infrastructure so as to fully satisfy the wishes of most small scale enterprises that do business in Ongata Rongai, Maasai Lodge Road Village and Nairobi at large.

Empowerment programmes organized by the county representatives that target women i.e. Kajiado entrepreneurial empowerment workshop, Ongata Rongai Community service educational programme among others should be established and mounted in a way that women would be able to attend and at the same time not neglect their other domestic obligations. Support mechanisms should be made available to support women enterprises in the community, these could be CDF supported courses on enterprise development, Training on women empowerment Courses on funds or capital management courses. Mechanisms to enable easy access to information and new markets to enable the women entrepreneurs gain more in terms of business growth.

It is also important for policy makers to recognize that women entrepreneurs need support in terms of their ability to secure finance without necessarily depending on their husbands

The study revealed that access to loans by small and medium size enterprises was still very limited and as such it is upon the government and its agencies to work on modalities that will ensure that even small businesses particularly those owned by

women have adequate access to credit instruments just like their bigger counterparts. There is therefore need for policy to strengthen the institutional networks among MSEs, to enable these access resources to overcome some of the constraints they face.

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