

Responses by micro finance institutions to the opportunities presented by the emerging women entrepreneurs in Kenya

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Abstract:

The main objective of this study is to investigate the response of micro financial institutions (MFIs) to opportunities presented by women entrepreneurs in Kenya. The basis of the problem regarding MFIs responses to women entrepreneurs in Kenya that the research study aimed to explore was based on two research objectives; to establish how MFIs are positioning to take advantage emerging of women entrepreneurs in Kenya and to establish factors influencing MFIs response to women entrepreneurship in Kenya. Data was collected using Questionnaires. The target population of the study consisted of the 30 MFI's registered under the AMFI in Nairobi region. Semi-structured questionnaires were used to collect data from the respondents. The data was analyzed using the SPSS. The study concludes that most MFIs were established between 10 and 15 years, and therefore had a few number of branches of less than five. On branch network distribution, majority of the MFIs were concentrated in the cities and the major urban areas. Opening new geographical branches nationally and opening new geographical branches regionally was extensively applicable as a market development growth strategy. Product development strategy such as; development of a new product targeted at existing women customers and differentiation of products features for different customers preferences that MFIs adopted were extensively applicable. Moreover, carrying out other business related to the current MFI business as a diversification strategy to position for the opportunities presented by women entrepreneurship was extensively applicable.