MARKET FACILITATION AND PERFORMANCE OF WOMEN ENTERPRISE FUND VISION 2030 FLAGSHIP PROJECT IN EMBAKASI EAST CONSTITUENCY, KENYA

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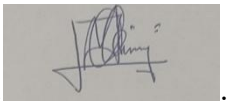
A RESEARCH PROJECT REPORT SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF THE MASTER OF ARTS DEGREE IN PROJECT PLANNING AND MANAGEMENT OF THE UNIVERSITY OF NAIROBI

2023

DECLARATION

This research project report is unique to me and has never been put forward for examination at the University of Nairobi or any other University.

Signature ……  …… Date……20/5/2023…….

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DEDICATION

I devoted this research work to my loving husband, Shimrone Munga and my children; Gayle and Philemon Munga for their perseverance and encouragement. To you all I say thank you.

ACKNOWLEDGEMENT

I humbly acknowledge the management of the University of Nairobi for according me the privilege to study and avail favorable learning environment and resources to facilitate my studies. I also register my heartfelt regards to Prof. Harriet Kidombo, my University research supervisor for the invaluable guidance, encouragement and contributions during the preparation of this project report. I also extend my acknowledgment to the University of Nairobi lecturers including Prof. Christopher Gakuu, Prof. Charles Rambo, Dr. John Mbugua, Dr. Angeline Mulwa and Dr. Lilian Otieno for their dedication in delivery of the course work which prepared me well towards the research work.

To my classmates who contributed, in different ways, to the development of this study, I cherish your moral support. I equally respect the value of my friends who continuously shared their experiences and whose knowledge have supported the writing of this proposal in different forms.

TABLE OF CONTENT

DECLARATION ..... **ii**
DEDICATION ..... **iii**
ACKNOWLEDGEMENT ..... **iv**
TABLE OF CONTENT ..... **v**
LIST OF TABLES ..... **viii**
LIST OF FIGURES ..... **ix**
LIST OF ABBREVIATIONS & ACRONYMS ..... **x**
ABSTRACT ..... **xi**
CHAPTER ONE: INTRODUCTION **1**
1.1 Background of the Study 1
1.1.1 Market Facilitation 2
1.1.2 Performance of WEF Vision 2030 Flagship Project 3
1.1.3 WEF Vision 2030 Flagship Project in Embakasi East Constituency, Kenya 4
1.2 Problem Statement 4
1.3 Objectives of the Study 6
1.4 Value of Study 7
CHAPTER TWO: LITERATURE REVIEW **8**
2.1 Introduction 8
2.2 Theory Review 8
2.2.1 Identity Empowerment Theory 8
2.2.2 Social Capital Theory 8
2.4 Review of Empirical Literature 9
2.4.1 Training and Performance of WEF 9
2.4.2 Promotion and Performance of WEF 11
2.4.3 Market Linkages and Performance of WEF 12
2.4.4 Provision of Market Information and Performance of WEF 14
2.5 Conceptual Framework 16
2.9 Summary of Knowledge Gaps 17
CHAPTER THREE: RESEARCH METHODOLOGY **20**
3.1 Introduction 20
3.2 Research Design 20
3.3 Target Population 20
3.4 Sampling Design 20
3.4.1 Sample Size 20

3.4.2 Sampling Procedure 20
3.5 Data Collection 21
3.7 Data Analysis 22
3.8 Operationalization of variables 23
CHAPTER FOUR: DATA ANALYSIS, RESULTS AND DISCUSSIONS 24
4.1 Introduction 24
4.2 Questionnaire Return Rate 24
4.3 Demographic Information 24
4.3.1 Age Bracket 24
4.3.2 Highest Level of Education 25
4.3.3 The Duration the Group has been in Existence 26
4.3.4 Range of the Group Membership 26
4.4 Descriptive Statistics on Performance of WEF 27
4.5 Descriptive Statistics of Marketing Facilitation and Performance of WEF 28
4.5.1 Descriptive analysis of Training and Performance of WEF 28
4.5.2 Descriptive Analysis of Promotion and Performance of WEF 29
4.5.3 Descriptive Analysis of Market Linkages and Performance of WEF 30
4.5.4 Descriptive Analysis of Market Information and Performance of WEF 31
4.6 Inferential Statistics on Market facilitation and Performance of WEF 32
4.6.1 Correlation Analysis of Market Facilitation and performance of WEF 32
4.6.2 Regression Analysis of Market Facilitation and Performance of WEF 34
4.7 Discussions of the Finding 36
CHAPTER FIVE: SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS 38
5.1 Introduction 38
5.2 Summary of Findings 38
5.2.1 Training and Performance of WEF 38
5.2.2 Promotion and Performance of WEF 38
5.2.3 Market Linkages and Performance of WEF 38
5.2.4 Market Information and Performance of WEF 39
5.3 Conclusions 39
5.4 Recommendations of the Study 40
5.5 Limitations of the study 40
5.6 Suggestions for Further Research 40
REFERENCES 42

APPENDIXES 48
Appendix I: Questionnaire of the Respondent 48
Appendix II: Key Informant Interview Guide 51
Appendix III: Krejcie and Morgan's Sample Size Determination Table 52
Appendix IV: List of Women Groups Beneficiaries of WEF in Embakasi East, Kenya 53
Appendix V: Research Permit 57

LIST OF TABLES

Table 2.1: Summary of Knowledge Gap 17
Table 3.1: Operationalization of Variable 23
Table 4.1: Questionnaire Return Rate 24
Table 4.2: Respondents Age Bracket 25
Table 4.3: Respondents Highest Level of Education 25
Table 4.4: The Duration of Group Existence 26
Table 4.5: Range of Group Membership 26
Table 4.6: Descriptive Analysis of Performance of WEF Project 27
Table 4.7: Descriptive Analysis of Training and Performance of WEF Project 28
Table 4.8: Descriptive Analysis of Promotion and Performance of WEF Project 29
Table 4.9: Descriptive Analysis of Market Linkages and Performance of WEF Project 30
Table 4.10: Descriptive Analysis of Market Information and Performance of WEF Project . 31
Table 4.11: Pearson Correlation Analysis 33
Table 4.12: Model Summary 34
Table 4.13: Analysis of Variance (ANOVA) 34
Table 4.14: Coefficients of Determination 35

LIST OF FIGURES

Figure 2.1: Conceptual Framework 16

LIST OF ABBREVIATIONS & ACRONYMS

CWES	**:**	Constituency Women Enterprises
EABL	**:**	East African Breweries Limited
FIP	**:**	Financial Intermediary Partners
FSD	**:**	Financial Sector Deepening
GOK	**:**	Government of Kenya
KEBS	**:**	Kenya Bureau of Standards
LPO	**:**	Local Purchase Order
MAP	**:**	Marketing Assistance Program
MDG	**:**	Millennium Development Goal
MSEs	**:**	Micro-Small Enterprises
MSMEs	**:**	Micro-Small and Medium Enterprises
NACOSTI	**:**	National Commission for Science, Technology and Innovation
OAG	**:**	Office of Auditor General
OECD	**:**	Organisation for Economic Co-operation and Development
SACCOS	**:**	Savings and Credit Cooperative Societies
SMEs	**:**	Small and Medium Enterprises
TQM	**:**	Total Quality Management
UK	**:**	United Kingdom
USAID	**:**	United States Agency for International Development
USDA	**:**	United States Department of Agriculture
WEF	**:**	Women Enterprise Fund

ABSTRACT

Women Enterprise Fund, a Vision 2030 flagship project, was established by the Government of Kenya to facilitate provision of reachable and cost effective loan to assist women initiate, and also improve businesses for income generation. The study investigated the market facilitation and performance of Women Enterprise Fund vision 2030 flagship project in Embakasi East Constituency and the study's objectives included; To assess how training influences performance of Women Enterprise Fund vision 2030 flagship project in Embakasi East Constituency, Kenya; to examine how promotion influences performance of Women Enterprise Fund vision 2030 flagship project in Embakasi East Constituency, Kenya; to establish how market linkages influences performance of Women Enterprise Fund vision 2030 flagship project in Embakasi East Constituency, Kenya; and to determine how market information influences performance of Women Enterprise Fund vision 2030 flagship project in Embakasi East Constituency, Kenya. Identity Empowerment Theory and Social Capital Theory was adopted in the research. The research work assumed descriptive survey research design, and questionnaires and interview schedules applied for data collection. The research target population was 346 women group beneficiaries and 1 Women Enterprise Fund field officer. Krejcie and Morgan sample size determination was applied to get the study's 186 as the sample size, purposively sampled the while 1 field officer. The structured questionnaire was self-administered by the researcher and interview guide to the field officer. Data obtained was analyzed descriptively and inferentially by assistance of Statistical Package for the Social Sciences software and the findings displayed via tables. The study found that promotion, market linkages and market information had a strong positive influence on performance of Women Enterprise Fund vision 2030 flagship project in Embakasi East Constituency, Kenya, and concluded that market facilitation impact on the performance of Women Enterprise Fund vision 2030 flagship project was found to be significant. The research recommends that Women Enterprise Fund management should actively promote market facilitation for enhanced performance, as well as the Government of Kenya need to formulate policies grounding the operations of Women Enterprise Fund. The study suggested further studies to be carried out on the same Women Enterprise Fund but in other constituencies for results comparison, as well as on the three other Women Enterprise Fund mandates.

CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

Market facilitation interventions are key in the development and overall achievement of women operated businesses. Many businesses with enormous capability have stalled as a result of in access to the applicable consumers for their commodities and services they offer (Women Enterprise Fund (WEF), 2022). Shanoyan, Ross, Gow and Peterson (2014) argues that third-party from outside the enterprise offering market facilitation would play a critical function in increasing performance of businesses. WEF's product marketing facilitation positively and significantly influenced performance of Women owned business initiatives (Mwaura, 2016). According to Maina and Gichira (2016), even though WEF has immensely contributed in enhancing business performance of women groups, they still need to work on access to markets facilities among other areas to further positive influence on performance of the groups' livelihood initiatives. Musee (2013) equally asserts that access to the market has a strong positive relationship with business performance. The study reveals that the greatest essential issues that positively impact growth of new business ventures are market matters and call for products.

Market facilitation and performance concept is anchored on Identity Empowerment Theory and Social Capital Theory. Identity Empowerment Theory propounded by Margaret Hall in 1990, postulates that intensifying an individual's knowledge of trends of association within their homestead, customs, stratum, cultural behavior and past being main communal procedure in defining themselves is an important starting point of their empowerment. Social Capital Theory first defined in 1985 by Bourdieu as a collection of real and possible assets connected to ownership of a lasting linkages to many or a few inter-institutional correlations of common associate or acceptance. The theories basic premise is that members in a network gains value through accessibility to the communal assets available in the chain.

Kenyan Government conceptualized WEF in 2006 and officially launched in 2007 as one of the Vision 2030 flagship project under the social pillar (WEF website, 2022). WEF was charged with five key mandates including issuance of subsidized loans to Kenyan women operating businesses for enterprise development; capacity building women in business and their business ventures; Market facilitation for women enterprises commodities in local markets and across borders; attracting and promoting investment in micro, small and medium enterprises (MSMEs) aligned arrangement; finally assisting women-owned MSMEs to create connection with well established businesses. Since its launching, women groups have made use of WEF with a considerable uptake of the fund's loans (Gathoni, 2015). Constituency Women

Enterprises (CWES) Fund and Financial Intermediary Partners (FIP) are the approaches available for the WEF provision.

1.1.1 Market Facilitation

Market facilitation has been defined differently by various scholars. According to United States Agency for International Development (USAID), 2011), market facilitation pertains an action or agent that inspire the market to develop and grow but does not become part of it. Financial Sector Deepening (FSD, 2017) report identifies market facilitation as a strategy to aid systemic transition, development stretching over and above specific actors, which is applicable to a broader environment, impacting on majority. Prosperous facilitation surrounds establishing the correct connections with market actors, being well enlightened with regard to details and the overall market situation, and understanding 'who' and 'what' in connection to actors in the market. Ledgerwood (2021) defines market facilitation as designing a base for long-lasting transition whereby the market system entailing furnishing both roles and actors to handle impending bottlenecks and further fulfil the dynamic requirements of the needy. The study will apply FSD, 2017 report definition of market facilitation.

Many enterprises with enormous prospects have failed as a result of not able to reach out to the appropriate consumers of their commodities and services. Increased effectiveness realized in some of the firms are linked to the market facilitation as carried out by the local governments (Cull, Xu, Yang, Zhou and Zhu, 2017). Marketing knowhow is listed as a major factor necessitating growth and survival of a firm. Shanoyan, Ross, Gow and Peterson (2014) shows that over the four (4) year term of the United States Department of Agriculture (USDA) Marketing Assistance Program (MAP) aid on dairy market, farmers connected with the organized marketing channel for milk have put their income in about two times as more assets specifically to generation of milk in comparison to farmers within the unorganized channel. According to Maulina, and Fordian (2018), there is need for City Government of Bandung to organize business convention meeting regularly and involving different players including large scale producers, consumers, shareholders and SMEs operators to establish business linkages and enhance business levels, as well as guide SMEs program activities, such as business assistance, entrepreneurial training, socializing, trade fair, and entrepreneurship mentoring.

Market facilitation has been operationalized differently from one study to the other. The FSD Zambia involvement measures has caused and still making, inclusive of aid for development of strategic approach, offering technical support, training, exchange of ideas, supporting awareness of consumers and cost sharing financially (FSD, 2017). Market information, linkages or nurturing knowhow reasons are achievable through organizing conferences or

exhibitions, normally to supplement other activity. Debelo, Teshome, and Minalu (2015) identified lack of experience, promotion, networking, and access to capital; infrastructures; knowledge; professional assistance; and lack of market linkage as roadblocks for the initiation of MSEs. MSEs are curbed by monetary and non-monetary issues including inadequate training, lack of technical knowhow, markets in access, uninformed and unreliable infrastructure (Scheers, 2011). This study will adopt promotion, market linkages, training and market information metrics of market facilitation.

1.1.2 Performance of WEF Vision 2030 Flagship Project

Definitions of performance has been expressed differently depending on the intention. However, no matter the criteria applied, performance refers to the ventures' output. Uwamahoro (2019) performance refers to a procedure of fulfilling the pre-defined objectives through improving effectiveness, standard, getting innovative, expenses, being productive, and yield more profit from the consumer end, as well as the organizational aspect. Agburu, Anza and Iyortsuun (2017) concludes that, performance of a firm can be summarized as the action through which the preset goals of the organization are realized through improving efficiency, standards, productivity, and profit level from the customer perspective as well as from the firm. Blackburn, Hart, and Wainwright (2013) definition of performance a venture encompass turnaround in livelihood, cash flow and payback.

Small and Medium Enterprises (SMEs) performance has been the focus and subject by various researchers extensively and enhancing empirical examination in the business venture literature (Neneh, 2017; Hansen, Ishengoma and Upadhyaya, 2018; Gathoni, 2015; Tekele, 2019). WEF could impact women-owned business performance by mounting increased frequent training and supporting the female entrepreneurs accessing markets and knowledge of business connection (Maina and Gichira, 2016; Mwaura, 2016). SMEs performance is reported to be largely determined by access to market (Giday 2017), and thus government, business dwellers and other relevant stakeholders need to establish a facilitation on creating a lasting market linkage and accessible market both locally and regionally to enhance SMEs' competitiveness with regard to pricing, standards, and supply to realize SMEs performance. Matheka (2015) revealed that there was no WEF training, unstable markets as well as narrow linkages within groups of women in business and this impacted negatively on the performance of their ventures.

Literature reveals various metrics used by scholars in operationalization of performance enterprises. A study by Kamunge, Njeru and Tirimba (2014) identified access to business information, infrastructure availability, and the policies and regulations by the Government to have a positive impact on businesses. According to Austin-Egole & Iheriohanma (2020),

performance is the means of realizing the business's preset goals through improving efficiency, standards, lucrativeness, and prosperity. Whereas Neneh (2017) reveals sales increase, meeting customer needs, growing share of the market, take home income and rate of return were applied measure the performance businesses operated by women. Mwaura, Gathenya, & Kihoro (2015) focused on business sales levels, profitability as the key aspects of women owned SMEs performance. Terefe (2020) on the other hand, identified level of educational, past experience in business, accessibility to entrepreneurship capacity building, financial access, information access, accessibility to government interventions, among others were important variables. In this study, measurements for performance of WEF programme will be sales growth, customer satisfaction, profitability and growth in market share.

1.1.3 WEF Vision 2030 Flagship Project in Embakasi East Constituency, Kenya

WEF provides reachable and cheap loan to assist women initiate and grow enterprise for income generation. Additionally, WEF offer support services including training, market facilitation, linkages formation and infrastructure to women owned ventures. WEF is among the GoK flagship projects established under Vision 2030 social pillar, thus an indication of the Government's allegiance to the achievement of the Millennium Development Goal (MDG) on the third MDG.

WEF has performed well for the years it has been in operation and is believed to play a critical role in helping Kenya achieve the Vision 2030 goals. As of June 30, 2021 WEF recorded a loan repayment rate of 95%, 120,624 Self Help Groups and 1,883,252 individuals, and disbursed Kshs. 21.56 Billion (Office of Auditor General, (OAG) 2021). Different counties benefit at a different rate depending on the population density and knowledge of its existence. As of July 31st, 2020, the biggest beneficiaries were Kiambu and Nyeri counties, with 1,179,100,000 and 1 240,700,000, respectively, while the lowest beneficiaries include Mandera and Marsabit, receiving 53,400,000 and 60,738, 000 respectively (OAG, 2021).

The lending channels include CWES/Group Lending, Financial Intermediaries (FIs), Local Purchase Order (LPO) financing, and Savings and Credit Cooperative Societies (SACCOS) Funding. WEF has partnered with different organizations and disbursed 13.75M to marginalized women countrywide (OAG, 2021), as well as access markets. There are 346 women groups who have benefited from WEF in Embakasi East Constituency, Nairobi County (WEF, 2020).

1.2 Problem Statement

Empirical literature presents mixed evidence on the correlation between the degree marketing facilitation and enterprise performance. A section of researchers revealed that marketing

facilitation has a positive relationship with SMEs performance (Scheers 2011; Gathoni, 2016; Mburu and Njoroge, 2018; Usman, Maupa, Idrus, Haerani, and Nurjanna, 2020; Hutahayan, 2021). In the contrary, other research work reported no significant impact on performance of women entrepreneurs' caused by marketing facilitation. (Terefe, 2020) finding showed market facilitation insignificantly determines performance of women entrepreneurs', on the same note, Demirbag, Koh, Tatoglu, and Zaim, (2006) reported no significant effect between amarket facilitation and SMEs performance, unless it's implemented through Total Quality Management (TQM) as an intermediary variable.

Studies reveals that even though women owned businesses are experiencing increased growth rate as compared to those owned by men, a higher rate of failures are equally reported (Ngoima and Osieko, 2022). WEF (2016) surveys show that approximately 50% of businesses run by women in Kenya experience low working capital and low start-up, hence are more likely to collapse due to unsuitable business strategies. Similarly, Ngoima and Osieko (2022) noted that majority of enterprises owned by women group are small-scale, profitless and commences with small to without capital spending and most frequently fail by virtue that they never take off or did not grow to maturity. The Organisation for Economic Co-operation and Development (OECD), (2015) survey outlines the turn-over rate of women start-up into business and exiting remains at 32% annualy. Women Owned SMEs are facing more and more competition from both their peers as well as from large scale firms engaging in niche markets previously earmarked as a preservation for SMEs (Ntakobajira, 2013). Bouazza, Ardjouman, and Abada (2015) posits major internal elements such as business features, less managerial capabilities, lack of marketing skills, and low technological abilities are accountable for the shaky and little SMEs expansion in Algeria. Additionally, WEF funded women enterprises were further closed down as a result of Covid-19 pandemic, or operate with no profits due to unsupportive business environment.

Various research looking at women owned enterprises funded WEF programme have been undertaken. Bandara, Perera, and Madushika, (2020) study revealed a notable correlation between National Policy Framework and performance of women-run SME's in Sri Lanka. Islam and Muktadir-Al-Mukit (2016) looked at factors adjudicating the performance of SMEs in Bangladesh, and found that SMEs achievement is controlled by the operator's command on entrepreneurship and the marketing approaches adopted, access to the market and the linkages among others. A study by Abdul (2018) on business skills and performance of SMEs established that business knowhow possess a considerable impact on the growth of SMEs in United Kingdom (UK) and Nigeria. Giday (2017) studied determinants of MSEs performance

in Ethiopia, and established that business operators age, enterprise duration, credit accessibility, value of the capital, market competitions level, policies and regulation by the government, training access, operator's gender, implementation of improved technology, and access to factors of the market significantly influences SMEs performance.

A study, Kamaku (2015) on factors affecting durability of SMEs livelihoods funded by WEF in Mombasa County, Kenya. Gathoni (2015) examined the effect of WEF's mandate towards the performance of female livelihood initiatives in Kikuyu Sub-County, Kenya and reported that independent variables positively correlate with the dependent variable, indicating that the provision of loans, capacity building, facilitating market and promotion of business networks influences the females' empowerment initiatives performance. A study by Hassan and Mugambi (2013) looked at factors determining performance of MSEs run by women in Garissa, Kenya**.** Their research work revealed that government and non-state interested parties supports groups of women financially and training, while individual business women tussle on their own.

The studies reviewed presents contextual, methodological, conceptual and knowledge gaps. Kamaku (2015) looked at the concept of sustainability of WEF funded business initiatives in Mombasa County, Kenya. Mwaura (2016) investigated effects of WEF on women owned businesses performance in Makadara Sub-county, Nairobi County, Kenya and applied census method to involve all the 307 WEF women beneficiaries in this study. A study Waiswa et al. (2016) employed a cross sectional design in bid to establish impact on strategies of marketing on market success of M-Sente. These contexts were understandably different from the WEF, Embakasi East Constituency, performance of WEF vision 2030 flagship project, as well as design and sampling technique adopted. This study hence seeks to provide an answer the research question; how does market facilitation influence the performance of WEF vision flagship 2030

roject, Kenya?

1.3 Objectives of the Study

The objectives which guided the research were:

i. To assess how training influences performance of Women Enterprise Fund vision 2030 flagship project in Embakasi East Constituency, Kenya
ii. To examine how promotion influences performance of Women Enterprise Fund vision 2030 flagship project in Embakasi East Constituency, Kenya
iii. To establish how market linkages influences performance of Women Enterprise Fund vision 2030 flagship project in Embakasi East Constituency, Kenya.

iv. To determine how market information influences performance of Women Enterprise Fund vision 2030 flagship project in Embakasi East Constituency, Kenya.

1.4 Value of Study

The findings of this research would be crucial in the women empowerment area, particularly economic empowerment for WEF women beneficiaries. It would add considerable input or data on internalizing the role of market facilitation.

The research outcome would equally be useful to policymakers because they would pinpoint applicable areas that may need formulation of policies for strengthening women empowerment economically by elaborating on the issues that trigger women economic empowerment in the society, such as a policy allowing women access markets with no significant bureaucracy could be formulated.

The study outcome would equally be important to scholars for the additional studies surrounding women economic empowerment. This study shall be referenced by students, academicians and other researchers as a key related literature to further the debate on market facilitation and performance. In future, researchers would find this study important in advancing the knowledge gap and reference materials.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

The chapter two reviewed theories, empirical studies, as well as the conceptual framework and the summary of reviewed literature and knowledge gaps.

2.2 Theory Review

Theories provide a theoretical framework for comprehending, examining, and planning approaches to investigate the correlation in a social system. A theoretical framework showed a comprehension of theories and concepts applicable to the study being carried out and that connect with the larger knowledge sections under consideration.

2.2.1 Identity Empowerment Theory

The Theory of Identity Empowerment as propounded by Hall in 1992 is a clinical sociological theory developed on documentation of patterns and certainty in the behavior of personal, family as well as group. This theory is applied as a unified frame of referencing issues pertaining women and their enabling. The Identity Empowerment Theory is pegged on the supposition that women who are empowered make sound devotion and partakes worthwhile, ambitious self-chosen initiatives, are able to comprehend the abilities and flaws of individual and concerted history and current, and able to cope with their relationship disagreements. The theory's suggestion that women's comprehending their personal and communal abilities and inabilities for both past and current will enhance their purposefulness and path for future growth. Women are abler to clearly draw long term goals for their own benefits via their values examinations.

Theory of Identity Empowerment is appropriate to this study as women in business get to understand their day to day challenges they encounter in their businesses and in addressing these problems, they dedicate themselves to partaking programmes aiming at earning revenue. The women opt to change in their way of living to be able to achieve drastic life changes in their lives.

2.2.2 Social Capital Theory

A major proponent of this theory is James S. Coleman (1926-1995) who held that social capital is the benevolence exposed by the form of social connections and that can be pulled together to expedite an activity (Coleman, 1988). The theory is equally the anticipated common or monetary benefits drawn from the preferred intervention and collaboration involving a single entity and group of entities due to connections socially having value hence can increase productivity. Social Capital is an asset formed on confidence and commonly shared virtues and

derived from the people weaving in a common place in societies. In application of social capital theory to this study, women draw together and establish groups which apply for the women enterprise fund loans. Women group members secure WEF credit on the basis of being a member of a specific organized group of women and pen an understanding on payment mode and on the initiatives they intend to spend the loan. These women groups make sure that members effectively apply the loan in starting income generating projects that contributes to increased income. The group ensures that at the individual level, every member plays her part in the projects while at the group level, WEF receives repayment for the loan. The result was profitable projects, increased income and improved of living standards.

2.4 Review of Empirical Literature

This section reviewed various studies which were previously undertaken on determinants of women owned enterprises. Their findings, conclusions and recommendations would help to come up with research gaps.

2.4.1 Training and Performance of WEF

Entrepreneurship training and education aid enterprise undertakings, majorly by energizing both business undertaking and performance. According to (Bouazza, Ardjouman and Abada, 2015), training those who own and operate SMEs enables development of important knowhow within them and thus oversee their enterprises' viability and success. The growth of an enterprise hinges on the acquisition of necessary capabilities for executing effortless day-to-day running of the ventures activities (Abdul, 2018). Similarly, Giday (2017) asserts that in order to make MSEs more competitive and profitable, a constant capacity building is critical in increasing the capability of owner's skills and competitiveness to improve MSEs performance.

In India, Prathiba and Shanmugasundaram (2021) looked at effects of business knowhow and microfinancing on the social and economic status of women in business. The design employed was descriptive and self-design questionnaire used for primary data collection. The research analysis unearthed that both business skills and microfinance influences status of women entrepreneurs socially and economically. In conclusion, microfinance bodies need to train women in business on business skills including, management skills, entrepreneurship skills, and discussion skills. Similarly, a study on entrepreneurial knowhow and SMEs growth reported a significant effect that entrepreneurial knowhow had on SMEs growth in the UK (Abdul, 2018). Abdul applied exploratory design and a survey issued online to 38 operators of SME, as the study sample size.

Regionally, various studies touching on business training were equally reviewed. A study Scheers (2011) on marketing knowhow and issues of businesses in South Africa stresses that marketing related issues facing SMEs are likely to be reduced by training SME operators on marketing knowhow, as well as help them apply the marketing idea in a better way. The study Sample Size was 1,000 business owners and questionnaires were filled through interview on face to face. Tambwe (2019) looked at how of training on entrepreneurship impacts on performance of MSEs in Tanzania. Tambwe employed both exploratory and causal design in his study, sampled 60 foodstuff vendor and study respondents were arrived at by use of purposively. Both qualitative and quantitative data were collected by use of interviews, reviewing of documents, questionnaires, and observation. the study results revealed that well done training on entrepreneurship results to thriving SMEs performance. Marketing skills were among the key skills noted to be the very significance by MSEs. In Ethiopia, Terefe (2020) examined factors influencing accomplishment of females operating MSEs. Explanatory research design and a cross-sectional survey questionnaire were adopted in the study. A sample of 180 women operating SME were sampled by use of random sampling technique. The research reported that women in business excel in their enterprises when trained on developing the necessary business skills and understanding required to enhance performance of their business.

Kenya Economic Survey (2017) noted that most of MSEs operators sponsor themselves to undertake training showing that these entrepreneurs are aware that they lack required business skills' thus resort to seeking training to enhance their competencies in entrepreneurship. Mburu and Njoroge (2018) examined business capacity building contribution to achievement of Women-owned SMEs in Kenya. In their study, cross-sectional descriptive study design was employed, sample size derived by use of simple random sampling technique and a questionnaire applied in collection of primary data. The research reported that performance of women operated enterprises in Langata Central Business Center were positively impacted by Entrepreneurial Education and Training. Further, the research recommended that women operating SMEs should be inspired to further acquire entrepreneurship training and education which should facilitate effective way of executing their businesses and lead business growth and perform optimally. Another study Opil (2019) on WEF impact on women social and economic empowerment in Nakuru County, Kenya found that trainings mounted empowered women both social and economic wise. Through the trainings, women had opportunities to exchange information. The methodology applied in that research was descriptive study design,

data collected via discussions within focused group with women groups, randomly selected and interviewing WEF officials.

2.4.2 Promotion and Performance of WEF

A number of global, regional and local related research work have been reviewed to explain the impact promotion has on performance of women owned enterprises under WEF.

Korean Government collaborated with other interested organizations to market and promote edible insects through launching a chain of edible insect tasting events with the aim of enhancing consumer knowledge and make them familiar (Jung, 2016). Additionally, Jung revealed that the Korean Government established various exhibitions including The Yecheon World Insect Expo. targeting families and children. Phonthanukitithaworn, Sae-eaw, Tang, Chatsakulpanya, Wang, and Ketkaew (2021) study on approaches of marketing and welcoming eatable insects by youth consumers within Thai and Chinese found that marketing strategies such as promotion, advertising and access to channels of distribution to be key arbiter impacting on consumption of insect for an individual. The study used a sample size of 616 youths. In Indonesia, approaches of Madrasah promotion in the work market globally was researched by Sukarman and Raharjo, (2020). The research designed applied was case study and interviewed, observed, and reviewed documentation to collect the necessary data. The study found that promotional methods applied were both indirect and direct, while the media used for the promotion were online/digital and conventional.

Regionally, various studies were reviewed as well. De Bruijn (2011) studied marketing habits for Alcohol in Africa, where findings were obtained from four different countries. In Senegambia, Zambia a place with several restaurants, most alcohol advertisement is undertaken via billboards and posters at the hotels and bars, and items such as alcohol branded table covers and umbrellas used for promotions. The monitoring assignment revealed that advertisement of alcohol was most common in Ghana, and that marketing of alcohol could frequently be witnessed in mass media including radio, television screen, print outs along the road (De Bruijn, 2011). Waiswa, et al. (2016) investigated influence of marketing strategies on performance of market of M-Sente, a product of Mobile Money of Uganda Telecommunication Limited. Study design adopted was cross-sectional research design, a 120 selected as sample size selected, as well as data collection undertaken by use of both interviews and questionnaires. Waiswa et al noted that Uganda Telecommunication Limited had employed sales, advertising and digital promotional strategies, with intension to create awareness, convince and influence customers upon deciding to purchase. The study outcome revealed a

positive and notable correlation, implying that promotion impacts M-sente performance in the market.

Locally, various empirical studies surrounding marketing strategies have been reviewed. Cheserem (2016) examined how marketing mix strategies influences loyalty of customers within restaurants dealing fast food in Nairobi, Kenya. The design applied was descriptive survey, population of the study was 690, out of which, a sample size of 69 was obtained by use both stratified random sampling technique, as well as simple random sampling, and data collected using a questionnaire. The study reported that fast food hotels conveyed dependence on advertising as their strategy for marketing, as well as utilization of personal selling in promoting their commodities. A study Obat (2015) to find out the function of marketing segmentation approaches for competitiveness in East African Breweries Limited (EABL). Obat applied case study design and interview guide among eight respondents. The research work found out that EABL market segmentation depends on promotion and advertisement to notify the market segment the presence of services and products manufactured for them and customized towards fulfilling their desires with accuracy.

Gathoni (2015) looked at influence of WEFs roles and the performance women livelihood initiatives in kikuyu constituency, Kenya. She applied descriptive survey study design, the study population was 150 groups of women, a sample of 50 women group, and structured questionnaire used in data gathering. Gathoni recommended mounting of periodic exhibitions and trade fairs at both the constituency and county levels providing platform for women groups to display their products. Similarly, different forums and seminars need to be planned where group members have the opportunity to share their views and interact with each other.

2.4.3 Market Linkages and Performance of WEF

Business enterprises can create forward linkages with their clients or fellow resellers, as well as backward connection with the suppliers of raw material to obtain the required raw materials for production of commodities (Debelo, Teshome, and Minalu, 2015). Giday (2017) observes that SMEs operators, government body's, and other stakeholders concerned need to enable establishment of lasting and reliable market linkages and accessibility to both regional and local market in order to make MSEs' more competitive with regard to supply, quality and price to realize MSEs performance.

Globally, Maulina and Fordian (2018) study on analysis of restricting determinants of SMEs in Bandung, Indonesia reported that Government of Bandung City should establish business conventions meeting regularly involving different stakeholders comprising large scale

manufacturers, customers, investors and SMEs operators to create business connections and enhance the capacity of ventures, as well as coordinating program of SMES activities. The study applied quantitative descriptive design and convenience sampling technique. Another study, Banihani (2020) looked at women empowerment via entrepreneurial in Jordan. The research was qualitative in nature and semi-structured interviews employed to gather information among 15 women. Baniani found that a number of women entrepreneurs had difficulties to establish linkages with their fellow entrepreneurs who could help their initiatives. In addition, excluding women from unplanned communication networks results to men obtaining additional knowhow on work, and thus assist them in their enterprises. In Armenia, Shanoyan, Ross, Gow and Peterson (2014) researched on investment feedbacks from facilitating market to third-party. The study was based on case study, and 745 farmers of dairy surveyed for data collection. The research findings indicated that due to USDA MAP aid on the dairy markets in Armenia, farmers connected with the organized marketing avenue for milk in a period of time since 1999 through to 2003 did invest nearly twice more assets in particular to milk generation vis-a-vie to farms in the unplanned avenues.

Hansen (2014) study on from colony to economies linkage, reviewing literature related to linkages of extractive multinational corporations and local industry in Africa. Hansen reported that native African enterprises are willing to, and highly able to, connect to the investors from foreign land to increase their business activities and obtain technology, knowhow and access to the market. That through both vertical and horizontal linkages, extractive FDI could grow local firms upward and downward in the extractive value chain, and could help in building champions in nationwide. In Tunisia, Baranik, Gorman and Wales (2018) looked at what makes Muslim business women successful, undertaking a field study assessing their religion norms and social capital in the country. The study sample size was 84 women entrepreneurs involved in business training activities across Tunisia. The research noted networking and connecting with other entrepreneurs as forms of social capital, were to a great extent dependable element in anticipating the prosperity of women in business.

Meressa (2020) studied Micro-Small and Medium Enterprises (MSMEs) growth and its driving components, with factual evidence drawn from business women in surging areas of Ethiopia. Research design was explanatory, primary data gathered using cross-sectional survey questionnaire, with a sample of 220 enterprises arrived at by use of Yamane's formula and picked using proportional stratified random sampling technique. The findings revealed that businesses are able to create upward connection with clients or other retailers and downstream relation with the suppliers of primary matter to obtain the required raw materials to manufacture

the required commodities. Further, Meressa established that most of the responders showed presence of weak linkage between them and their clients and also forward and backward linkage.

Locally, a study Ngoima and Osieko (2022) examining how the strategy of enterprise linkages influences the development of businesses run by group of females in Kiambu County, Kenya. Explanatory survey design adopted in the study, a study population of 350; and 186 sample size were arrived at using stratified random sampling technique. Subsequently, data collection achieved by use of structured questionnaire. In conclusion, enterprises owned by women group engaging in business networking strategies including access to market connections, knowledge sharing networking, and value chain connection setup can considerably enhance growth of their enterprises. Ngoima and Osieko recommending members of women group businesses need to involve in workable business connection approaches in order to widen the scope of the market for their commodities. Also, Mwaura (2016) investigated impact of WEF on alleviation of poverty in Makadara Sub-County, Kenya. Mwaura employed descriptive survey design, and applied Census method to sample all 307 women owned enterprises. The study's conclusion was that businesses linkages encouraged connection activities, improvement in women operated businesses linkage size and divergence, buildup of network and enhancement in linkage resources and increase in performance of women operated businesses.

Similarly, Hassan and Mugambi (2013) studied factors determining growth of women owned micro businesses in Garissa, Kenya. In their study, a conclusion arrived at was that financial assets, business skills and linkages are critical components in development and expansion of micro enterprises owned by women. This finding is mirrored by Gathoni (2015) who reported that the encouragement of entrepreneurial linkages as a role of WEF has slightly helped the women groups, hence saw the relevance to concentrate more on promotion of enterprise linkages within groups of women. That constructive linkages help in the technological transfer, acquire skills and establish opportunities for the growth of market.

2.4.4 Provision of Market Information and Performance of WEF

Market erudition and sight as far as information, guidance, knowhow and contacts is concerned is a key role that facilitators of market present to entrepreneurs' deliberations and to prospective partners (FSD, 2017). Most MSMEs lack necessary knowledge on opportunities in the market restraining them to smaller markets locally, and thus majority of them produces goods and services with no consideration on the market and needs of the customers, as a result they are not penetrating the desired market (Government of Kenya (GOK), 2005).

In China, a study by Cull et al. (2017) on facilitating market by local government and firms' effectiveness found that privately owned businesses with low access to and knowledge of product markets among other benefits from the government intervention in providing information around market, commodities, and technology. Garri and Konstantopoulos (2013) looked at the acquisition of market information in Greek and found that two thirds of business ventures are actively involved in acquiring information on the market, also reported that majority of the businesses tend to acquire information around competitive commodities of the market, nevertheless its trend on acquisition of information on the market. A research work on status and market correlations supporting growth of SMEs in Vietnam revealed that lack of dependable information, about enterprises chances for collaboration, bad resource internally, and social prejudice in opposition to SMEs may as well block the SMEs from sourcing for strategic partnership and business collaborations with potential partners with better performances in the market (Nguyen, Alam, and Prajogo, 2008).

Regionally, various studies carried out including Garandi and Hassan (2020) who looked at SMEs involvement in Cooperative Society and its programmes of membership in Mubi Metropolis, Adamawa State, Nigeria. Data was collected from 376 randomly selected SMEs and the finding revealed that SMEs owners in Mubi metropolis were less impactful in the access of market information for enterprise positioning to make standard local SMEs, that SMEs owners need to attain more accessibility to credit, equipment as well as accessing information about the market. While in Ethiopia, Tekele (2019) researched on motivations of SMEs performance, and research design employed was both quantitative and qualitative, data collected through interview, by use of questionnaire, and observation instruments. Tekele argues that access to enterprise information is important for SMEs for precise decision making. The study found that provision of information about the business was confined for SMEs owners, and thus recommended for the government to intervene in order to enhance SMEs access to business information. Mtega, Ngoepe and Dube (2016) examined factors determining accessibility to agricultural knowhow within small scale farmers growing rice in the Kilombero district, Tanzania. Semi-structured questionnaires were issued on a face-to-face to 120 respondents purposive sampled. The study's main finding showed that farmers had access to and applied agricultural knowhow in executing agricultural programmes. The study noted that farmers required agricultural information on preparation of the land, selection of the seeds, and rice planting, while few obtained information on markets of agricultural markets.

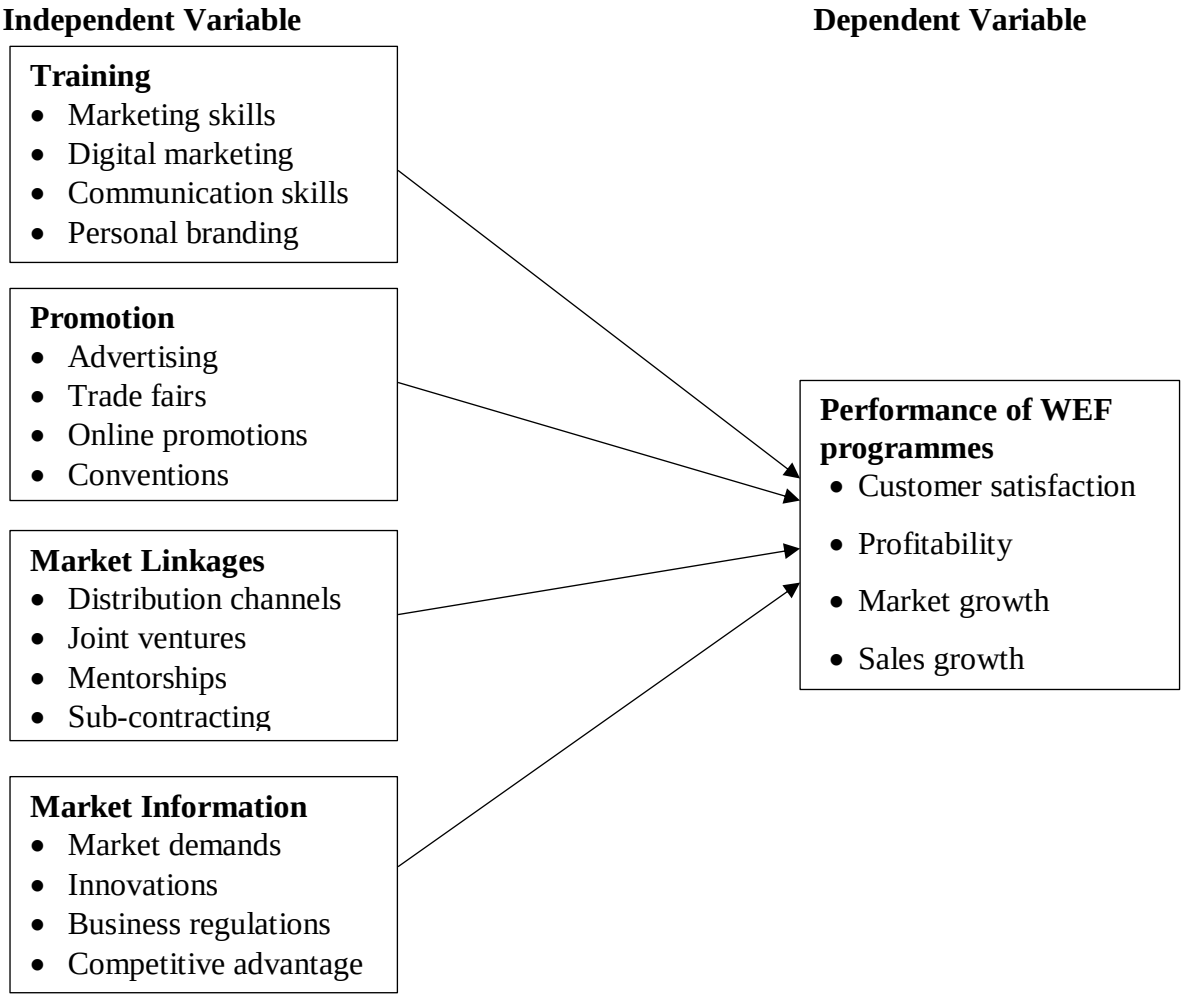
In Kenyan context, Ndolo, Mukulu and Mungai (2018) studied market knowledge accessibility as a determining factor of growth of SMEs in Kenya, employed a survey research design and

picked randomly 177 SMEs sample. They concluded that accessibility to information of the market impacts on the SMEs growth in Kenya. The study noted that market information is so linked to the enterprise growth such that businesses need to establish a linkage to market information sources to be able determine availability of commodities' market opportunities. Kamunge, Njeru and Tirimba (2014) examined factors influencing SMEs performance in Limuru Town Market. They used a descriptive research design in their study, collected the primary data using a questionnaire from a sample size of 274 SMEs. Enterprise information accessibility is among the critical elements reported to positively impact on business ventures in market of Limuru Town. Similarly, Halkano (2018) looked at factors affecting marketing of the livestock in Marsabit Region, and design employed was descriptive. Study population of 512, and a sample of 219 derived by use of Kathuri and Pals (1993) formula, and collected primary data using a questionnaire. Halkano found out that accessing market information highly affect marketing of livestock in Merille Livestock market.

2.5 Conceptual Framework

Conceptual framework of the study in figure 2.1 portray the variables used in this research.

Figure 2.1: Conceptual Framework



2.9 Summary of Knowledge Gaps

Table 2.1: Summary of Knowledge Gap

Variable	Author, Year	Study Title	Finding	Knowledge Gap
Training	Prathiba and Shanmugasundaram (2021)	Effects of business skills and microfinancing on status of social and economic of Women in business	Study revealed business knowhow and microfinancing influences status of women business both socially and economically	The study looked at training on business skills including skills on management of finance, general management, negotiation, and overall knowledge in business, while the study will be looking at training on marketing skills
	Scheers (2011)	SMEs marketing knowhow deficiencies in South Africa	Absence of marketing knowhow of SMEs results to increasing rate of business collapse in South Africa	Both primary and secondary data applied to collect information on SMEs owners' management skills. This study will collect primary data only
	Mburu and Njoroge (2018)	Beneficence of business capacity building on SMEs performance as operated by Women in Kenya	Positive correlation between business learning and training and performance of women operated SMEs	The study adopted descriptive research design, and sample sized arrived at by use of Yamane (1967) formula while this study will apply both survey research design and Krejcie and Morgan's Table
Promotion	Sukarman and Raharjo, (2020)	Madrasah promotion	Promotion methods applied	Data was collected through Interviewing,

		approaches in the market globally	were direct and indirect while media used were conventional and digital	observation, and documentation were in collecting data. In this study, primary data gathering will be by means of self-administration of structured questionnaire
	Waiswa, et al. (2016)	Approaches of Marketing and performance of the of M-Sente, UTL's Mobile Money Product	Market strategies positively correlate with M-Sente market performance	This study examined performance of a specific product in the market, the subject will looked at performance of various business ventures run by women
Market Linkages	Banihani (2020)	Women empowerment via entrepreneurial in Jordan	Women in business are facing many bottleneck relating to family duties, connections and physical movement	The study variables were narrowed down to mobility, networking and family conflict, whereas this study will look at training, promotion, linkages and business information
	Ngoima and Osieko (2022)	Impact of business linkages approaches on development of Women Group entrepreneurship in Kiambu Sub County, Kenya	Women group business involved in enterprise linkages strategies like access to market linkages, knowledge sharing connections, and	Explanatory survey design was employed and Yamane's formula applied in obtaining 186 sample who were then chosen by use of stratified random sampling technique. This study will adopt

			value chain network configurations can considerably enhance their businesses growth.	descriptive survey design, Krejcie and Morgan's Table and simple random sampling technique
Market Information	Tekele (2019)	Determinants of MSEs performance Wolita Sodo Town	Financial, political-legal, access to enterprise information, technology and infrastructure are the main elements affecting MSEs performance in Wolita Sodo Town	Study independent variables were: Financial, political-legal, enterprise information access, technology and infrastructure. This varies with the studies independent variables
	Kamunge, Njeru and Tirimba (2014)	Factors influencing performance of SMEs in Limuru Town Market	The main social and economic elements influencing businesses performance are financial access and presence of management experience	Factors including access to finance, enterprise information, infrastructure, presence of managerial past encounter, and policy and regulations established by the Government were investigated. Training, promotion and business linkages were not looked at.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

Chapter three gave the methodology applied in completing the research. It specifically looked at the research design to be employed, population, sampling design, data collection as well as the analysis.

3.2 Research Design

Research design is the plan for the production of affirmation selected to give feedback of the research questions (Bryman, 2016). This study's research design was descriptive survey research design. Cresswell (2014) suggests that the study need to select a design that befitting the requirement and aim of the study so as to realize study results that presents true practice value in the world. Cooper and Schindler (2014) reveals that a study is descriptive if it's concerned with establishing the extent the study phenomena is at a specific period of time. It was used to investigate the existing link between market facilitation and performance of WEF vision 2030 flagship project. One of the key advantages of using the selected design is that it allows generalization of study results to a larger group of people.

3.3 Target Population

Population of the study is an accumulation of elements out of which, the study sample is drawn (Babbie, 2010). For the purpose of this research, the study population included women groups who have benefited from WEF vision 2030 flagship project in Embakasi East, Kenya. There are 346 women groups who have benefited from WEF vision 2030 flagship project in Embakasi East Constituency, Kenya (WEF, 2020) (list of women groups beneficiaries provided in appendix iv).

3.4 Sampling Design

This subsection presents the sample size and sampling procedure applied in this study.

3.4.1 Sample Size

Sample size is the quantity of elements to be picked from the accumulation of items to comprise a sample of the study (Kothari and Garg, 2019). This study had a sample size of 186 respondents drawn from a target population of 346 by use of Krejcie and Morgan's sample size determination table (Krejcie and Morgan, 1970), and the only existing 1 WEF field staff based in Embakasy East Constituency.

3.4.2 Sampling Procedure

Sampling refers to a process where all elements in the target population possess similar and absolute opportunity of selection in the study sample (Babbie, 2010). Simple random sampling

procedure was employed to identify the 186 sampled women groups who had benefited from WEF project in Embakasi East Constituency. This technique was applicable since study population was relatively small, clearly defined. The researcher obtained a list of all registered women groups in the study area, assigned a single number to each element in the list, a random numbers table was then used to select elements for the sample. The chairpersons of the individual women groups were purposively sampled to fill in the research tool since they have deeper understanding of their respective groups operations, thus stands a better chance to provide accurate information. Similarly, the existing 1 WEF field officer was purposively sampled as the key informant due to constant engagement with the women group beneficiaries thus possess better understanding of the group operations.

3.5 Data Collection

Structured questionnaire was applied to gather quantitative primary data. Structured questionnaires are easier administered and considerably cheap to analyze (Kothari and Garg, 2019). A five (5) point Likert scale was applied in data gathering with responses spanning from one (1) to five (5), whereby one (1) represent strongly disagree while five (5) represent strongly agree. It aim is to measure intesity feelings about the area in question (Bryman, 2016). Using the likert, the respondent indicated the level of agreement or disagreement with each statement.

This research instrument was aportioned into three parts; whereby part one gathered information on the groups demographics, part two presenting market facilitation, while part three captured performance of WEF vision 2030 flagship project. Structured questionnaires was administered by the researcher herself using a drop and pick approach. The respondents were chairpersons of the groups as they were in a better situation to answer the research questions given their full involvement and in-depth knowledge of group affairs.

The researcher presented an introductory letter - acquired from the University of Nairobi, Department of Management Science and Project Planning - to the National Commission for Science, Technology and Innovation (NACOSTI) though an online system and a permit was obtained. On acquisition of the permit, the researcher proceeded to the management of WEF to present research permit in order to obtain authorization to carry out the study. Copies of the self-administered data collection instruments were handed over to the respondents with letters to acquire informed consent and assure them of their confidentiality. This was followed by self administration of the research tool to the study responders by the researcher.

Study piloting was carried out by self-administering the tool to 19 respondents purposefully selected in Embakasi West who are found to possess similar characteristics with the population

under main study. Pilot testing was undertaken to point out defects in development and to give surrogate data for choosing of a sample probability (Cooper and Schindler, 2011). The study questionnaire was self-administered. According to Mugenda and Mugenda (2003), a pre-test sample size of 10 per cent out of the selected study sample size was applicable for a pilot testing. Validity of the research tool was determined via expert judgement of the research supervisor and staff of WEF, whereas the reliability was tried by subduing the tool through a pilot study via test-retest approach. Validity refers to the extent at which the instrument evaluates what it is supposed to evauate (Kothari and Garg, 2019), while reliability is the accuracy and precision of a measurement procedure (Schindler, 2019). In the study, the reliability was tested by subjecting the instruments through the test-retest technique

3.7 Data Analysis

Data analysis was carried out using both descriptive and inferential statistics. Descriptive statistics with regard to frequency distribution, measures of central tendency and dispersion. To test the hypotheses, inferential statistics in terms of pearson correlation and regression analysis was be applied. Pearson's correlation coefficient (r) was applied to find out the relationship existing between two variables to determine the magnitude and direction (Cooper & Schindler, 2014). When the coefficient approaches -1 or +1, the stronger is the correlation. To test the type and magnitude of the correlation of the study variables, linear regression analysis was be applied. The coefficient of determination (R^2) was be the main output of the regression analysis as it explained the volume of variance in the performance of WEF explaained by the combination of predictor variable (Cooper & Schindler 2014). Linear regression was performed at 95% confidence level. The regression equation was expressed as:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta 3 X_3 + \beta_4 X_4 + \varepsilon$$

Where: Y = Performance of WEF project

B_0 = Constant

$\beta_1, \beta_2, \beta_3$ & β_4 = The regression coefficients

X_1 = Training

X_2 – Promotion

X_3 – Market Linkages

X_4 – Market Information

ε - Error term

3.8 Operationalization of variables

Table 3.1: Operationalization of Variable

Variable	Type of Variable	Indicators	Scale of Measurement	Data collection methods	Method of Analysis
Performance WEF vision 2030 flagship project	Dependent Variable	- Customer satisfaction - Profitability - Market growth - Sales growth	Interval	Questionnaires	Descriptive statistics: Mean and Standard Deviation Inferential Statistics: Correlation and regression analysis
Training	Independent variable	- Marketing skills - Digital marketing - Communication skills - Personal branding	Interval	Questionnaire	Descriptive statistics: Mean and Standard Deviation Inferential Statistics: Correlation and regression analysis
Promotion	Independent variable	- Advertising - Trade fairs - Online promotions - Conventions	Interval	Questionnaire	Descriptive statistics: Mean and Standard Deviation Inferential Statistics: Correlation and regression analysis
Business Linkages	Independent variable	- Distribution channels - Joint ventures - Mentorships - Sub-contracting	Interval	Questionnaire	Descriptive statistics: Mean and Standard Deviation Inferential Statistics: Correlation and regression analysis
Market Information	Independent Variable	- Market demands - Innovations - Business regulations - Competitive advantage	Interval	Questionnaire	Descriptive statistics: Mean and Standard Deviation Inferential Statistics: Correlation and regression analysis

CHAPTER FOUR: DATA ANALYSIS, RESULTS AND DISCUSSIONS

4.1 Introduction

Chapter four presents its contents chronologically starting with the response rate, descriptive analysis demographic information and study constructs, inferential statistics, as well as the discussion of the findings.

4.2 Questionnaire Return Rate

Research instruments was issued to all the 186 women group chair persons earmarked as the respondents and only 131 were returned fully filled giving a response rate 70.4%. A return rate of 60% and over is suitable for data analysis (Fincham, 2010), thus a return rate of 70.4% was deemed applicable for the study. The researcher continuously engaged with the responders through physical meetings that led to the realization of this high response rate. Analysis of the level of the instruments returned was presented via table 4.1.

Table 4.1: Questionnaire Return Rate

Questionnaire issued	Questionnaire returned	Incomplete Questionnaires	Complete Questionnaires	Response rate
186	157	26	131	70.4%

Source: Researcher (2022)

4.3 Demographic Information

This section was organized into subsections presenting analysis of on the respondents age bracket, the highest level of education, the duration that the group has been in existence and the range of the group membership as they were regarded important variables which presents basic insights on the study responders.

4.3.1 Age Bracket

Responders were labored to provide their age bracket and the analysis report with the frequencies and percentages provided in table 4.2.

Table 4.2: Respondents Age Bracket

Age Bracket	Frequency	Valid Percent
21 - 30 Years	21	16.0
31 - 40 Years	21	16.0
41 - 50 Years	79	60.3
Over 50 Years	10	7.6
Total	**131**	**100.0**

Source; Researcher (2022)

Analysis results in table 4.2 indicate that both age bracket 21 – 30 years and 31 – 40 years had 21(16.0%) of the members each, while 79 (60.3%) of the respondents fell in the age range of 41 – 50 years, and lastly, 10(7.6%) of the study responders were over 50 years old. The results show that the majority of the responders 79(60.3%) aged between 41 – 50 yeas, implying that the middle age women were engaged more in women group business ventures.

4.3.2 Highest Level of Education

Respondents extent of education achieved were captured, analyzed and the analysis outcome revealed in table 4.3.

Table 4.3: Respondents Highest Level of Education

Level	Frequency	Percentage
Primary	29	22.1
Secondary	51	38.9
Tertiary	30	22.9
University	21	16.0
Total	**131**	**100.0**

Source; Researcher (2022)

From table 4.3 display, respondents 29(22.1%) had obtained primary level of education, 51(38.9%) of the responders had achieved education of upto secondary level, whereas 30(22.9%) had attained upto tertiary level of education, and lastly, 21(16.0%) possessed university level education. The results reveals that a higher percentage had obtained secondary level and higher, implying that these women in business were literate.

4.3.3 The Duration the Group has been in Existence

The research work attempted to capture the period the group has been in existence. Table 4.4 communicates the out-turn obtained.

Table 4.4: The Duration of Group Existence

Duration	Frequency	Percentage
Below 2 years	5	3.8
2 - 5 years	24	18.3
6 - 10 years	61	46.6
Over 10 years	41	31.3
Total	**131**	**100.0**

Source; Researcher (2022)

Table 4.4 communicates that 5(3.8%) women groups had existed for less than 2 years, while 61(46.6%) had been in operation between 2 – 5 years, and 24(18.3%) groups had an operation range period between 6 – 10 years. Lastly, 41(31.3%) had operated their groups for over 10 years. This reveals that majority had existed for over 5 years, implying that many groups in Embakasi East Constituency had benefited from WEF vision 2030 flagship project for a reasonable period.

4.3.4 Range of the Group Membership

The researcher intended to find out the range of the group membership and the outcome shown vide table 4.5.

Table 4.5: Range of Group Membership

Membership	Frequency	Percentage
10 - 15	10	7.6
15 - 20	56	42.7
20 - 25	37	28.2
Over 25	28	21.4
Total	**131**	**100.0**

Source; Researcher (2022)

Table 4.5 display showed that 10(7.6%) groups had between 10 – 15 members, and membership for 56 (42.7%) of the groups were ranging between 15 – 20, while 35(28.2) groups had registered

members falling between 20 – 25, whereas 28(21.4%) groups membership was over and above 25. This indicates that the majority of the groups had members falling in the range of 15 – 20 followed by 20 – 25 who had 56(42.7%) and 37(28.2%) members respectively, implying that the groups conformed with the groups registration requirement and could well be managed by the WEF officials.

4.4 Descriptive Statistics on Performance of WEF

The research sought information on the responders' views on the performance of WEF vision 2030 flagship project in Embakasi East Constituency, Kenya. To measure performance of WEF, six declarations were derived from the indicators identified for the study. Descriptive statistics, which entails mean and standard deviation, was applied in analyzing the data and the analysis outcome communicated through table 4.6.

Table 4.6: Descriptive Analysis of Performance of WEF

Statement	Mean	Std. Deviation
Increased profit levels	4.15	.985
Increase competition in the market	4.09	.881
Established new market both locally and internationally	4.07	.986
New income generations activities launched	4.26	.899
Increase in sales levels	4.05	.976
Increase partnership and collaborations with large firms	4.05	1.055
Composite	**4.11**	**.964**

From table 4.6 finding display respondents strongly concurred with the expressions with a composite mean of 4.11 and a standard deviation of .964. On individual accounts, increased profit levels had a mean=4.15 with and .985 standard deviations, increase competition in the market scored 4.09 and .881 for mean and standard deviation respectively, established new market both locally and internationally scored a mean of 4.07 with a standard deviation of .986, new income generations activities launched garnered mean of 4.26 and .899 for standard deviation, while increase in sales levels earned a mean=4.05 and standard deviation = .976 and increase partnership and collaborations with large firms had a mean 4.05 with a standard deviation of 1.055

4.5 Descriptive Statistics of Marketing Facilitation and Performance of WEF

The research work tried to establish how market facilitation impact on performance of WEF Vision 2030 flagship project in Embakasi East Constituency, Kenya. In order to realize this, the responders were tasked to attempt variety of affirmations on the specific objectives on training, promotion, market linkages and market information.

4.5.1 Descriptive analysis of Training and Performance of WEF

The work delved to find out the judgement and perception of the responders based on their level of unison or dispute using six expressions covering indicators; marketing skills, digital marketing, communication skills and personal branding. Analysis of the captured respondents' feedback was carried out and results table 4.7 presents.

Table 4.7: Descriptive Analysis of Training and Performance of WEF

Statement	Mean	Std. Deviation
Marketing skills acquired through WEF training are useful in SME operations	3.45	.905
WEF training covered online marketing skills	3.46	.879
Communication skills well covered in the WEF training program	3.47	.939
Members are capacity built on creating an identity for their business	3.51	.987
Training sessions are held frequently	3.67	1.019
Trainings facilitators are marketing experts	3.59	1.022
Composite	**3.53**	**.959**

Source; Researcher (2022)

In table 4.7 display, study responders moderately accepted the affirmations with a composite mean (3.53) and standard deviation (.959). On specific pronouncements, marketing skills acquired through WEF training are useful in SME operations had a mean=3.45 and standard deviation .905, WEF training covered online marketing skills had mean of 3.46 and standard deviation of .879, communication skills well covered in the WEF training program garnered 3.47 and .939 for mean and standard deviation respectively, members were capacity built on creating an identity for their business scored a mean=3.51 and .987 on standard deviation, training sessions are held frequently

had a mean (3.67) and standard deviation was (1.019), on whether trainings facilitators are marketing experts, the mean score of 3.59 and standard deviation of 1.022.

Key informant was tasked to indicate how training holds up the performance of WEF vision 2030 flagship project in Embakasi East Constituency, Kenya. From the findings, the officer indicated that WEF had made a considerable move in delivering training.

> *I mount regular training sessions covering marketing aspects alongside other business aspect ranging from conceptualization of business of business idea.*

4.5.2 Descriptive Analysis of Promotion and Performance of WEF

The research attempted to detect responders' perspectives on their degree of concurrence or dissension with the six accounts on advertising, trade fairs, online promotions, and conventions indicators. The reactions were analyzed descriptively using mean and standard deviation and the results displayed in Table 4.8.

Table 4.8: Descriptive Analysis of Promotion and Performance of WEF

Statement	Mean	Std. Deviation
WEF supported women groups in advertising their products	4.03	1.007
WEF organize periodic exhibitions and trade fairs for women groups	4.04	.889
WEF promotes women groups SMEs products in various online platforms	4.18	.959
WEF mount conventions for women group SMEs for competitions	3.97	.976
Women groups SMEs sales more through WEF promotional activities	4.04	.964
Women groups acquire more skills through promotions	4.24	1.014
Composite	**4.08**	**.968**

Table 4.8 analysis display reveals a composite mean of 4.08 and standard deviation = .968 implying responders agreed with the expressions to a great extent. On whether WEF supported women groups in advertising their products; the mean was 4.03 with standard deviation of 1.007, WEF organize periodic exhibitions and trade fairs for women groups, a mean of 4.04 and standard deviation of .889 was awarded. Similarly, WEF promotes women groups SMEs products in various online platforms, a mean of 4.18 with standard deviation of .959 was garnered, and WEF

mount conventions for women group SMEs for competitions earned 3.97 and .976 in mean and standard deviation respectively. As regards women groups SMEs sales more through WEF promotional activities, a mean of 4.04 alongside a standard deviation of .964 was scored, as well as women groups acquire more skills through promotions had a mean of 4.24 and standard deviation of 1.014.

On the influence of promotion on the performance of WEF vision 2030 flagship project in Embakasi East Constituency, Kenya, key informant reported that:

> *Management of WEF have been able to facilitate various promotional activities such as trade fairs exhibitions where WEF women group beneficiaries are sponsored to participate*.

4.5.3 Descriptive Analysis of Market Linkages and Performance of WEF

The research attempted to investigate the respondents' degree of assent or dissent with the declarations entailing market linkages indicators such as distribution channels, joint ventures, mentorships and sub-contracting. The respondents' feedback captured, analyzed and outcome displayed through Table 4.9.

Table 4.9: Descriptive Analysis of Market Linkages and Performance of WEF

Statement	Mean	Std. Deviation
SMEs run by Women groups have established new distribution channels for their products	4.14	1.013
WEF facilitated formation of business partnerships with other large organizations	4.11	.825
Women group SMEs engaged in mentored through WEF market linkages programme	4.26	.729
Women group SMEs sub-contracted for service delivery	4.02	1.011
WEF networking programmes are beneficial to women group SMEs	3.89	.939
Women groups SMEs have realized business expansion from market linkages	3.61	1.167
Composite	**4.01**	**.947**

Table 4.9 revelation, a composite mean score of 4.01 and standard deviation of 0.947 exhibits the responders' concurrence to the expressions to a great extent. As to whether SMEs run by Women

groups have established new distribution channels for their products, the mean was 4.14 and standard deviation was 1.013; and WEF facilitated formation of business partnerships with other large organizations, respondents agreed to a great extent with 4.11 and .825 for mean and standard deviation respectively. On whether Women group SMEs engaged in mentored through WEF market linkages programme, responders score was a mean of 4.26 and standard deviation of .729; while on Women group SMEs sub-contracted for service delivery, their score was 4.02 and 1.011 for mean and standard deviation respectively. Further, WEF networking programmes are beneficial to women group SMEs garnered a mean of 3.89 and standard deviation of .939; as statement Women groups SMEs have realized business expansion from marketing linkages awarded a mean of 3.61 and standards deviation of 1.167.

4.5.4 Descriptive Analysis of Market Information and Performance of WEF

The study attempted to establish responders' extent of harmony or dispute with the affirmations pertaining market information on performance of WEF vision 2030 flagship project including market demands, innovations, business regulations and competitive advantage. The respondents' feedback was captured and the analysis out-turn shown vide table 4.10.

Table 4.10: Descriptive Analysis of Market Information and Performance of WEF

Statement	Mean	Std. Deviation
WEF enables women groups SMEs access information on market demands	4.10	.849
WEF furnishes women group SMEs with latest innovation for productions	4.09	.980
Women group SMEs accesses established business regulations for compliance	4.14	1.036
Women group SMEs trade on competitive products	3.88	1.030
Access to market information help Women group SMEs make precise decisions.	4.08	1.103
Women group SMEs have identified business partners through market information provided	4.02	.877
Composite	**4.05**	**.979**

Table 4.10 conveys that to a great extent, the responders agreed to the pronouncement presented by composite mean of 4.05 and standard deviation of .979. On individual statements, WEF enables women groups SMEs access information on market demands had a mean of 4.10 and standard deviation of .849, while WEF furnishes women group SMEs with latest innovation for productions had a mean of 4.09 and standard deviation of .980. On whether Women group SMEs accesses established business regulations for compliance, a mean 4.14 and standard deviation of 1.036 were awarded, as women group SMEs trade on competitive products expression garnered 3.88 and 1.030 as mean and standard deviation respectively. Similarly, access to market information help Women group SMEs make precise decisions earned 4.08 and 1.103 for mean and standard deviation respectively, while Women group SMEs have identified business partners through market information provided had a mean of 4.02 and a standard deviation of .877.

4.6 Inferential Statistics on Market facilitation and Performance of WEF

Inferential statistics of the market facilitation and performance of WEF was conducted in terms of Pearson correlation and linear regression analysis and the results communicated in tabular form.

4.6.1 Correlation Analysis of Market Facilitation and performance of WEF

A Pearson correlation analysis was undertaken to establish the association linking market facilitation and the performance of WEF vision 2030 flagship project in Embakasi East Constituency, Kenya and the analysis results were as displayed in table 4.11.

Table 4.11: Pearson Correlation Analysis

		Training	Promotion	Market Linkages	Market Information	Performance of WEF
Training	Pearson Correlation	1	.928**	.938**	.929**	.924**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	131	131	131	131	131
Promotion	Pearson Correlation	.928**	1	.988**	.992**	.992**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	131	131	131	131	131
Market Linkages	Pearson Correlation	.938**	.988**	1	.986**	.986**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	131	131	131	131	131
Market Information	Pearson Correlation	.929**	.992**	.986**	1	.993**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	131	131	131	131	131
Performance of WEF	Pearson Correlation	.924**	.992**	.986**	.993**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	131	131	131	131	131

**. Correlation is significant at the 0.01 level (2-tailed).

From the correlation analysis disclosure in table 4.11, the training and performance of WEF expressed a strong positive Pearson correlation of 0.924 with p value of 0.000 which was found less than the p-value 0.05, implying an existing statistically significant relation connecting training as a variable and performance of WEF. For promotion of products and services, the correlation of .992 and p-value of 0.000 was observed. This shows a positive statistically significant relationship existing between promotion and performance of WEF. Additionally, market linkages garnered .986 with 0.000 for Pearson correlation and p-value respectively. This hints an existing positive statistically significant connection between market linkages and performance of WEF. Finally, the Pearson correlation for market information was .993 with p value of 0.000 showing presence of positive statistically significant interrelation between market information and performance of WEF. This finding is in disagreement with Terefe (2020) finding who found that facilitation for market access to be insignificant in establishing performance of women entrepreneurs. It equally dissents with Demirbag, Koh, Tatoglu, and Zaim, (2006) findings reporting no significant effect

between market facilitation and SMEs performance, unless it's implemented through Total Quality Management (TQM) as an intermediary variable.

4.6.2 Regression Analysis of Market Facilitation and Performance of WEF

The research undertook a linear regression analysis to find out the interrelation linking market facilitation and performance of WEF vision 2030 flagship project in Embakasi East Constituency, Kenya. The analysis results obtained were as displayed in Table 4.12.

Table 4.12: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.995[a]	.989	.989	.591

a. Predictors: (Constant), Market Information, Training, Market Linkages, Promotion

From the table 4.12 display, R square was 0.989 revealing that 98.9% of the performance of WEF vision 2030 flagship project (dependent variable) was explained by the training, promotion, market linkages and market information (independent variables), whereas only 1.1% of the variations were as a result of other aspects not included this study.

The Analysis of Variance (**ANOVA)**, reporting how well the regression equation predicts the dependent variable and table 4.13 displays the results.

Table 4.13: Analysis of Variance (ANOVA)

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4101.178	4	1025.294	2933.177	.000[b]
	Residual	44.043	126	.350		
	Total	4145.221	130			

a. Dependent Variable: Performance of WEF

b. Predictors: (Constant), Market Information, Training, Market Linkages, Promotion

From the findings display in table 4.13, the significance value was 0.000 found smaller than 0.05 revealing that the model was statistically significant in foretelling the association between market facilitation and performance of WEF vision 2030 flagship project. The F-calculated value of 2933.177 was larger than F-critical value of 2.46 at 5% significance level, thus further proving the significance of the overall model.

The coefficients of determination analysis presenting the needful information in predicting performance of WEF vision 2030 flagship project from market facilitation approaches, and also establishing whether market facilitation activities contributes statistically significantly to the model. The analysis results communicated via table 4.14.

Table 4.14: Coefficients of Determination

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.311	.243		1.281	.203
	Training	-.034	.027	-.034	-1.270	.206
	Promotion	.397	.082	.397	4.838	.000
	Market Linkages	.154	.070	.149	2.212	.029
	Market Information	.479	.076	.483	6.321	.000

a. Dependent Variable: Performance of WEF

From the table 4.14 results, the regression equation formed becomes;

$Y = 0.311 - 0.034X_1 + 0.397X_2 + 0.154X_3 + 0.479X_4 + 1.35469$

Where:

Y= Performance of WEF projects,

X_1 = Training,

X_2 = Promotion,

X_3 = Market Linkages,

X_4 = Market Information

ε = Error Term.

From the regression analysis findings, if all elements (training, promotion, market linkages, market information were kept constant, performance of WEF vision 2030 flagship project would remain at 0.311. The results of the analysis convey that training have no significant influence on performance of WEF vision 2030 flagship project as manifest a B = -0.034, thus increasing training by a unit would result to a unit decrease in performance by 0.0.034. Additionally, the p-value of 0.206 which was greater than 0.05 significance level shows non-significant relationship between training and performance of WEF vision 2030 flagship projects. Further, analysis establishes a significant influence by promotion on performance of WEF as expressed by a coefficient of 0.397

and a p value of 0.000. The analysis outcome also exposes that market linkages influence on performance of WEF vision 2030 flagship project was significant as revealed by a B coefficient (0.154) and a p-value (0.029). Similarly, results convey a significant influence that market information had on performance of WEF vision 2030 flagship project as evidenced by a positive B coefficient (0.479) and p-value (0.000). A unit increase in accessibility would lead to a unit decrease in organization performance by 0.178.

4.7 Discussions of the Finding

The consequence of the research analysis exhibits a return rate of 70.4% and that the majority of the respondents falling between 41 and 50 years' age bracket, while regarding highest level of education of the respondents, a higher percentage had obtained secondary evaluation and above. Additionally, about a third of the group had been existence for over five (5) years, as well as showing that majority of the groups had membership of 15 to 20 followed by 20-25.

The regression analysis conclusion flashes that training component is reported to cause a negative and non-significant relationship on the performance of WEF vision 2030 flagship project in Embakasi East Constituency, Kenya, this exposes that training aspect negatives impacts on the performance of WEF vision 2030 flagship project. This finding contradicts reviewed studies (Terefe, 2020; Tambwe, 2019; Kithinji, Gichunge and Kirimi, 2017) who reported a statistical positive and significant influence training possess to performance of women businesses as funded by WEF. The result equally disagrees with Maina and Gichira (2016) establishment that the purpose of training to business operators is to impart information in order to improve the performance.

Promotion of products and services on the other hand was distinguished to be statistically significant and positive interrelated with performance of WEF vision 2030 flagship project. This revealed that WEF vision 2030 flagship project perform well in their respective businesses whey they have access to promotional services including advertising, trade fairs, online promotions and conventions. In this regards, the current study is in agreement with the study findings of Waiswa et. al (2016) argument that promotion brought about a positive significant association with performance of the market

This study analysis on market linkages as offered by WEF vision 2030 flagship project expressed a positive and statistically significant influence between market linkages and performance of WEF

vision 2030 flagship project with a beta value = .154 and p value = 0.029, meaning that marketing linkages initiatives offered enhances performance of women run ventures as funded by WEF vision 2030 flagship project within Embakasi East Constituency, Kenya. This study outcome accords with Ngoima and Osieko (2022) and Mwaura (2016) who showed an existing positive and significant correlation between enterprises linkages and women owned enterprises performance.

Findings on the provision of market information exhibited a statistically positive and significantly influence on performance of WEF vision 2030 flagship project with a regression coefficient beta value of .479 with p=0.000>0.05 significance level, implying that those business ventures as funded by WEF that are accessible to market information perform better than their counterparts for they are preview to the market demand, prevailing marketing innovations, imposed business regulations and become more competitive in the market. This finding is in consistent with the reviewed studies (Terefe, 2020; Tekele, 2019; Ndolo, Mukulu and Mungai, 2018; Mandawa 2016) who equally found accessibility of market information possess a positive and statistically significant influence on the performance of women in entrepreneurship.

CHAPTER FIVE: SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

Chapter five communicates research findings outline, the conclusions drawn from the research findings, the research recommendations, study limitation, alongside suggestions for later studies.

5.2 Summary of Findings

This section expresses the summary of the study's main findings as per every study objective.

5.2.1 Training and Performance of WEF

The study's first objective was investigating how training impacts on performance of WEF vision 2030 flagship project in Embakasi East Constituency, Kenya. Construct applied in relation to training were; marketing skills, digital marketing, communication skills and personal branding. Analysis of the descriptive statistics shows that respondents strongly assented with the pronouncement on training with a composite mean of 3.53 and standard deviation of .959. Pearson Correlation analysis (.924 and 0.000) presents a strong and positive interrelation between training and performance of WEF. The coefficient of determination analysis results revealed a negative and no significant interrelation in training and performance of WEF vision 2030 flagship Project in Embakasi East Constituency, Kenya.

5.2.2 Promotion and Performance of WEF

The second object of the research entailed influence of promotion on performance of WEF vision 2030 flagship project in Embakasi East Constituency, Kenya. The descriptive statistics analysis recorded a composite mean of 4.08 and standard deviation of .968 revealing a strong accord with the expressions from the respondents. Pearson correlation analysis revealed an existing strong positive relationship linking promotion and performance of WEF Projects. The coefficients of determination analysis elaborate a positive and statistically significant correlation in promotion and performance of WEF vision 2030 flagship project.

5.2.3 Market Linkages and Performance of WEF

Researcher attempted to find out how market linkages influences performance of WEF vision 2030 flagship project in Embakasi-East Constituency, Kenya. The descriptive statistics out-turn conveyed that market linkages had a variation with a high composite mean score of 4.01 and standard deviation of .947. Presence of an existing strong and positive correlation linking market

linkages and performance of WEF was identified through the Pearson correlation analysis. Additionally, a positive and statistically significant interrelation was observed connecting the study variables, implying that market linkages influences the performance of WEF vision 2030 flagship project in Embakasi East Constituency, Kenya.

5.2.4 Market Information and Performance of WEF

For the fourth research object, which attempted to determine the influence of market information on performance of WEF vision 2030 flagship project in Embakasi-East Constituency, Kenya. Respondents were in strong agreement with the declarations presented with a composite mean of 4.05 and standard deviation of .979. A strong and positive association between market information and performance of WEF vision 2030 flagship project in Embakasi-East Constituency was revealed through Pearson correlation analysis. Moreover, a statistically significant and positive relationship was noticed between market information and performance of WEF vision 2030 flagship project in Embakasi East Constituency, Kenya.

5.3 Conclusions

The researcher finalized the work by drawing a number of conclusions from the main study findings per objective. Market facilitation interventions were important in the performance of WEF vision 2030 flagship project in Embakasi East Constituency, Kenya, and thus necessity for vigorous facilitation to women entrepreneurs as funded by WEF in accessibility to the market for their products and Services.

The study established that training negatively and had no significant influence on performance of WEF vision 2030 flagship project in Embakasi East Constituency. It was concluded that there was need to repackage the training component to cover more practical market facilitation aspects.

The research came to an end that market linkages enhanced performance of WEF through connection with distribution channels for women products, establishment of joint ventures, attachment with well-grounded enterprises for mentorships and engagement as sub-contractors both locally with the Government and internationally. Thus, there is a requirement to pay more attention on promoting market linkages within the established women groupings, for effective market linkages will enable market growth as well as sales growth.

Provision of market information has capacitated women entrepreneurs to have a prior knowledge of the demands of their consumers, identify latest innovation, imposed business regulations, as

well as gain competitive advantage in the market thus important elements in the realization of customer satisfaction and profitability.

5.4 Recommendations of the Study

The research came up with the following recommendations based on its findings

i. To ensure training positively and significantly impact on performance of WEF, women groups enterprises need to be trained on elements that bring about increment in their market performance such as marketing, was to access market information and connection to be able to obtain skills, knowledge and attitudes

ii. Promotion of product and services is reported to be influential in the performance of WEF. WEF management need to establish effective framework on promotion of products and services for enhanced implementations.

iii. The management of WEF in Kenya need to formulate market linkages forums so enable women group businesses involve in sensible market linkages in order to broaden their market coverage for their commodities.

iv. Access to market information is key for women owned MSEs as funded by WEF in making formed decision. Thus, the researcher recommending that the WEF management to enhance accessibility to market information for women group beneficiaries.

5.5 Limitations of the study

This research work centered on establishing the influence of market facilitation on performance of WEFs vision 2030 flagship project in Embakasi East Constituency, Kenya. It narrowed down on how constructs: training, promotion of products and services, market linkages and market information influences performance of WEF. Moreover, the study was limited to Embakasi East, Kenya as the context in which all the 186 women groups were studied. This was a narrower context, and the result might vary if the context changes to a broader coverage such as County.

5.6 Suggestions for Further Research

Research work looked at market facilitation and performance of WEF vision 2030 flagship project in Embakasi East Constituency, Kenya and narrowed to training, promotion of products and services, market linkages and market information only. WEF vision 2030 flagship project is charged with five different mandates, the researcher makes a suggestion for further studies to establish performance of the other four mandates of WEF vision 2030 flagship project including capacity building, loaning, business linkages and business infrastructure

The study was narrowed down to Embakasi-East Constituency, Kenya. This research puts forward that other researches need to be undertaken on other constituencies within the country on market facilitation and performance to establish whether there are significant variations.

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APPENDIXES

Appendix I: Questionnaire of the Respondent

The purpose of this questionnaire is to collect data for purely academic purposes. The study seeks to investigate the "*Market Facilitation and Performance of WEF Vision 2030 Flagship Project in Embakasi East Constituency, Kenya*". The information you will give shall remain confidential and used strictly for academic purposely.

Instructions:

This questionnaire designed in three parts. You are required to give your feedback to all the questions in all the parts by simply ticking inside the box [√] against your most applicable feedback. You don't need to write your name

Part I: Demographic Information of the Respondents

1. What is your age bracket?

   21 – 30 Years ( ) 31 – 40 Years ( )

   41 - 50 Years ( ) Over 50 Years ( )

2. What is your highest level of education?

   Primary ( ) Secondary ( )

   Tertiary ( ) University ( )

3. How long has your group been in existence?

   Below 2 years ( ) 2 - 5 years ( )

   6 – 10 years ( ) Over 10 years ( )

4. What is the range of your group membership?

   10 - 15 ( ) 15 - 20 ( )

   20 – 25 ( ) Over 25 ( )

Part II: Market Facilitation

5. What is your level of agreement with the following statement related to Market Facilitation and Performance of vision 2030 flagship project in Embakasi East Constituency, Kenya? Where; **Strongly Agree – 5, Agree – 4, Neutral – 3, Disagree – 2, Strongly Disagree – 1**

	Statement	5	4	3	2	1
A. Training						
1.	Marketing skills acquired through WEF training are useful in SME operations					
2.	WEF training covered online marketing skills					
3.	Communication skills well covered in the WEF training program					
4.	Members are capacity built on creating an identity for their business					
5.	Training sessions are held frequently					
6.	Trainings facilitators are marketing experts					
B. Promotion						
1.	WEF supported women groups in advertising their products					
2.	WEF organize periodic exhibitions and trade fairs for women groups					
3.	WEF promotes women groups SMEs products in various online platforms					
4.	WEF mount conventions for women group SMEs for competitions					
5.	Women groups SMEs sales more through WEF promotional activities					
6.	Women groups acquire more skills through promotions					
C. Market Linkages						
1.	SMEs run by Women groups have established new distribution channels for their products					
2.	WEF facilitated formation of business partnerships with other large organizations					
3.	Women group SMEs engaged in mentored through WEF market linkages programme					

4.	Women group SMEs sub-contracted for service delivery					
5.	WEF networking programmes are beneficial to women group SMEs					
6.	Women groups SMEs have realized business expansion from marketing linkages					
D. Market Information						
1.	WEF enables women groups SMEs access information on market demands					
2.	WEF furnishes women group SMEs with latest innovation for productions					
3.	Women group SMEs accesses established business regulations for compliance					
4.	Women group SMEs trade on competitive products					
5.	Access to market information help Women group SMEs make precise decisions.					
6.	Women group SMEs have identified business partners through market information provided					

Part II: Performance of Women Enterprise Fund Programme

6. What is your level of agreement with the following statements related to sustainability of women livelihood projects? Where; **Strongly Agree – 5, Agree – 4, Neutral – 3, Disagree – 2, Strongly Disagree – 1** **(**Please tick appropriately)

Statement		**5**	**4**	**3**	**2**	**1**
1.	Increased profit levels					
2.	Increase competition in the market					
3.	Established new market both locally and internationally					
4.	New income generations activities launched					
5.	Increase in sales levels					
6.	Increase partnership and collaborations with large firms					

Thank you for participating

Appendix II: Key Informant Interview Guide

1. How have market facilitation approaches affected performance of WEF vision 2030 flagship project in Embakasi East Constituency, Kenya?

   ……

   ……

   …….

2. How does facilitating the marketing through training impacted on the performance of WEF vision 2030 flagship project in Embakasi East Constituency, Kenya?

   ……

   ……

   …….

3. How does promotion of products and services as offered by WEF impacted on the performance of the WEF vision 2030 flagship project in Embakasi East Constituency, Kenya?

   ……

   ……

   ……

4. How does market linkages as a component of WEF vision 2030 flagship project influences the performance in Embakasi East Constituency, Kenya?

   ……

   ……

   ……

5. How does provision of market information influences performance of WEF vision 2030 flagship project in Embakasi East Constituency, Kenya?

   ……

   ……

   ……

Appendix III: Krejcie and Morgan's Sample Size Determination Table

N	*S*	*N*	*S*	*N*	*S*
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	**360**	**186**	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

Note.—*N* is population size,

S is sample size

Appendix IV: List of Women Groups Beneficiaries of WEF in Embakasi East, Kenya

1. Washindi W/G
2. Utawala Gentle
3. Mihango Local Women Welfare
4. Ufanisi Soweto Sisters
5. Strands Three SHG
6. Lusanyu W/G 2013
7. Manna Court SHG
8. Three Strands SHG
9. Embakasi Precious Mothers W/G
10. Navach W/G
11. Holy Women SHG
12. Netim W/G
13. Rumajae W/G
14. Sisters Fourteen of Wisdom
15. Wanjiguthia Women SHG
16. Osa Itambya ya Mbee Group
17. Fourteen Sisters of Wisdom
18. Penda Kazi Yako SHG
19. Parents for Deaf Support Group
20. Chosen Women SHG
21. Soweto Tusaidiane Vision W/G
22. Wabarikiwa SHG
23. Upendo W/G
24. Mwanya W/G
25. Makinika SHG
26. Utawala Rabbit Growers SHG
27. Mwanyagetinge-Utawala Self Help W/G
28. Soweto Idps SHG
29. Rabbit Growers SHG
30. Grace Women Group
31. Embakasi Village Empowerment Forum
32. Utawala Growers SHG
33. By Grace W/G
34. Luminar Junior Community Cente
35. Emeswe SHG
36. Mihango Grace W/G
37. Savana Friends SHG
38. Utawala Mary SHG
39. Soweto SHG
40. Jivunie Progressive SHG
41. St. Mary Utawala
42. Eagle Soweto SHG
43. Fadhili SHG
44. Superstar SHG
45. Alico Women Shg
46. Revival Fellowship Social and Development Group
47. Utawala Superstar SHG
48. Macmak SHG
49. Wise Mothers SHG
50. Live Patanisho SHG
51. Netim Macmak SHG
52. Innercore Blessing W/G
53. Patanisho Live SHG
54. Pamoja Tuinuke SHG
55. Matendo SHG
56. Mradi Widows SHG
57. Inuka Dada Mihang'o SHG
58. Trinity Sisters SHG
59. Tausi Njema W/G
60. Strong Women SHG
61. Egesa SHG
62. Jikaze Women Association Group
63. Manna Court SHG
64. Embakasi Golden Stars W/G
65. Bridge W/G
66. Trinity Sisters SHG
67. Rusalep SHG
68. Bridge Utawala W/G
69. Mihango Visioners SHG
70. Nine Sisters SHG
71. Utawala Bridge W/G
72. ByPass Utawala SHG
73. Wokovu SHG
74. Rimaso SHG
75. Utawala By-Pass W/G
76. Chanukeni SHG
77. Mihang'o Strength W/G
78. Shalom Women Welfare Association
79. Mercy Heart Orphans and Destitute Support Centre
80. Rimaso SHG
81. Ise Up Arise SHG
82. Upendo Na Amani SHG
83. Wodows Mradi W/G
84. Visioners Fadhili SHG
85. Badilisha Maisha SHG
86. Hope Shg Karagita
87. Fadhili SHG
88. Maishabora Women SHG
89. Karagita Oasis of Hope SHG
90. Ahadi Women SHG Mihango
91. Buruburu Farm Couples Welfare
92. Oasis of Hope SHG Karagita
93. Donholm Step One SHG
94. Soweto Hekima SHG
95. Irathimo Unity W/G
96. Mushrooms SHG
97. Mwihoko SHG
98. Unity W/G
99. Mushrooms Baeutiful SHG
100. Precious Women Group
101. Unity Irathimio W/G

102. Beatiful Mushrooms SHG
103. Exodus Ladies SHG
104. Irathimo Unity W/G
105. Savaso Women SHG
106. Mihango Local Women Welfare
107. Ladies Women SHG
108. Jazz Soko SHG
109. Ehoti SHG
110. Libwob SHG
111. Soko Jazz SHG
112. Kaa Na Watu W/G
113. Libwob Ladies SHG
114. Embakasi Ukombozi Chapter
115. Mawiko SHG
116. Saluma Women SHG
117. Chapter Ukombozi Embakasi
118. Upendo Sisters SHG
119. Luma SHG
120. Ukombozi Embakasi Chapter
121. Springs of Life Women SHG
122. Taluma Women SHG
123. Utawala St Mary SHG
124. Goodcare Learning Centre
125. Egesa SHG
126. St. Mary Utawala
127. Mihango Local Women Welfare
128. Tensys Outside Caterers
129. Nyabomo SHG
130. Embakasi Precious Mothers W/G
131. Goodcare Learning Center
132. 2015 Nyombo SHG
133. Solo Netim W/G
134. Bakipa W/G
135. Nyabomo 2015 SHG
136. Netim Women Group
137. Byzoe SHG
138. Navach W/G
139. Barikiwa SHG
140. 125. Eden Sisters Investment Group
141. Village Market Traders SHG
142. Wabarikiwa SHG
143. Wokovu SHG
144. Embakasi Market Traders SHG
145. Utawala Sisiters W/G
146. Streght Mihango W/G
147. Emba Village SHG
148. Destiny SHG
149. Mihang'o Strength W/G
150. Embakasi Village Shg
151. By Grace Women Group-Mihango
152. Ladies Pearl Group
153. Development Programmes Group Utawala
154. Soweto Eagle SHG
155. Pearl Ladies Group
156. Community Devpt Programmes Group
157. Eagle Soweto SHG
158. Green Light Enterprise SHG
159. Sunshine Community SHG
160. Macmak SHG
161. Pearl Ladies Group
162. Tausi Njema W/G
163. Tuinuke Pamoja SHG
164. Josana Sisters SHG
165. Irathimo Unity W/G
166. Pamoja Tuinuke SHG
167. Mawiko SHG
168. Tusaidiane Vision W/G
169. Utawala Omorombe Welfare
170. Mawiko SHG
171. Soweto Vision SHG
172. Omorembe Utawala Welfare
173. Upendo Sisters SHG
174. Soweto Tusaidiane Vision W/G
175. Manna Court SHG
176. Cajadafa SHG
177. Ebenezer B SHG
178. Utah Women Group
179. Cadadafa SHG
180. Eagles - Tai W/G
181. Mradi Windows SHG
182. Spring Vuyanzi Spring W/G
183. Ufanisi Soweto Sisters
184. Exodus Soweto SHG
185. Vuyanzi Spring Spring W/G
186. Viewpoint SHG
187. Njata Women SHG
188. Yonah SHG
189. Ameda SHG
190. Sisters Favor SHG
191. Judah SHG
192. Osiepe Ameda SHG
193. Favoured Sisters W/G
194. Sisters of Wisdom
195. Blessed W/G
196. Rise Up Arise SHG
197. Fourteen Sisters of Wisdom
198. Eaglerise C. SHG
199. Superstar SHG
200. Sisters Upendo SHG
201. Pendo La Wamama Wa Donholm
202. Utawala Superstar SHG
203. Upendo Sisters SHG
204. Muiganania SHG
205. Mihango Visioners SHG
206. Jacada SHG
207. Star Faith SHG

208. Mothers of Faith SHG
209. Savannah Mwihoko SHG
210. Wome Donholm Development Group
211. Hope Oasis SHG Karagita
212. Pamoja Twaweza Endelea Savannah Women Group
213. Donholm Women Development Group
214. Oasis of Hope SHG Karagita
215. River-Bank Migingo SHG
216. Embakasi Women of Integrity
217. Faith Mothers SHG
218. Femosas SHG
219. Nyagetinge -Utawala SHG
220. Mothers of Faith SHG
221. Wanjiguthia Women SHG
222. Mwanyagetinge - Utawala SHG
223. Utawala Golden Eaglets W/G
224. Jikaze SHG 2019
225. Precious W/G
226. Ahadi Women SHG Mihang'o
227. One Together W/G
228. Dignified W/G
229. Step Donholm One SHG
230. Together as One W/G
231. G3 Women SHG
232. Donholm Step One SHG
233. Dablews Five SHG
234. Dada Inuka Mihango SHG
235. Osa Itambya ya Mbee Group
236. Five Dablews
237. Inuka Dada SHG
238. Bridge Utawala W/G
239. Soweto Hekima SHG
240. Mothers Joy SHG
241. Utawala Bridge W/G
242. Wanjiguthia Women SHG
243. Joy Mothers SHG
244. Utawala Vuyyanzi Women
245. Kazi Yako Penda SHG
246. Smart Rela Women SHG
247. Vuyanzi Utawala Women
248. Penda Kazi Yako SHG
249. Rela Smart Women SHG
250. Tim Women Group
251. Eagles Harvets SHG
252. Washindi W/G
253. Aluma Women SHG
254. Harvest Eagles SHG
255. Kayole Bakipa W/G
256. Southtaluma Women SHG
257. Kesee SHG
258. Embakasi Bakipa W/G
259. Taluma Women SHG
260. Egesa SHG
261. Nyabomo 2015 SHG
262. Women Stars SHG
263. Wokovu SHG
264. Nyalbewa SHG
265. Stars Namuhinda Stars W/G
266. Women Lipuma SHG
267. Babukusu Bhengo-Utawala SHG
268. Uhinda W/G
269. Lipuma Women SHG
270. Wendani SHG Kayole (Soweto)
271. Shinda W/G
272. Glorious Utawala Youth Group
273. Blessed W/G
274. Zoe SHG
275. Elite Women Group
276. Slums Tassia SHG
277. Villeyzoe SHG
278. Sisters Shalom SHG
279. Tassia Slums SHG
280. Emmanzin W/G
281. Shalom Sisters SHG
282. Samawaki W/G
283. Emmanuel W/G
284. Libwob Ladies SHG
285. Samawaki W/G
286. Judah SHG
287. Libwob W/G
288. Osiepe Ameda SHG
289. Dablews SHG
290. Ladies Pearl Group
291. Utawala Netball SHG
292. Five Dablews
293. Pearl Ladies Group
294. Ufanisi Soweto Sisters
295. Dignified Women Group
296. Jazz Soko SHG
297. Butterfly W/G
298. Karagita Mihang'o SHG
299. Soko Jazz SHG
300. Stulips SHG
301. Promise W/G
302. Precious W/G
303. Tulips W/G
304. Gentle Utawala W/G
305. Mawiko SHG
306. Muiganania SHG
307. Nyuma W/G
308. Precious W/G
309. Tassia Kikame SHG

310. Tusirudi Nyuma W/G
311. Women Elite Group
312. Kikame Self Help W/G Tassia
313. G3 Women SHG
314. Elite W/G
315. Cajadafa SHG
316. Soweto Ushindi SHG
317. Josana Sisters SHG
318. Spring Field W/G
319. Ushindi Soweto SHG
320. Stars Namuhinda W/G
321. Vuyanzi Spring Field W/G
322. Promise Women Group
323. Vision Tassia 2030 Group
324. Friendly Women SHG
325. Jirani W/G Kibiku
326. Namuhinda Stars Women
327. Emmanuel W/G
328. Vision Tassia 2030 Group
329. Chokcity SHG
330. Emmanuel W/G
331. Tassia Vision 2030 Group
332. Utawala Omorombe Welfare
333. Judah SHG
334. Zion Women SHG
335. Omorembe Utawala Welfare
336. Dablews SHG
337. Savasowe SHG
338. Zion Junior Women SHG
339. Five Dablews
340. Support Kerith Group
341. Southwest Friendly Women SHG
342. Dignified Women Group
343. Kerithi Support Group
344. Utah Women Group
345. Karagita Mihang'o SHG
346. Leavened W/G

Appendix V: Research Permit

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Date of Issue: **06/December/2022**

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