

Analysis of the problems faced by the jua kali Sector: case study: the maasai market at slip road Nairobi

Wahu, Jane Esther
Date: 2007

Abstract:

Maasai market is one of the Jua Kali enterprises that we have in the country. The study sought to establish the problems that may be hindering smooth expansion of the Maasai market sector which can in the future lead to the decline of this sector despite the fact that it has created employment for many people today in the Jua Kali sector. Out of the sample of 100 subjects 76 of them responded to the questionnaire. Systems approach theory was used during the study. Descriptive statistics, frequencies and percentages were used to analyse and interpret the data appropriately. The results of the analysis indicate that there are many problems that are facing the Maasai market entrepreneurs and the researcher felt that the government need to step up efforts to improve and encourage the traders as they pay taxes and have helped in the growth of the economy through the revenues that they give. It is recommended in this study that further research to be carried out so as to help in the growth and expansion of the market especially in the areas of research and marketing