

**INFLUENCE OF WOMEN ENTERPRISE FUND PROGRAM ON GROWTH OF
SMALL AND MEDIUM ENTERPRISES IN NAIVASHA SUB COUNTY, KENYA**

BY

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DECLARATION

This research project report is my original work and has not been presented for any award of a degree in any university.

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DEDICATION

This research project is dedicated to my parents Samson Miluga Gogi and the late Mama Mary Miluga and to my wife Monica, children; Paul, Jacquelyn and Maureen who gave me full support during my studies and report writing.

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ABBREVIATIONS AND ACRONYMS

CWES:	Constituency Women Enterprise Scheme
CWES:	Constituency Women Enterprise Schemes
DWEFC:	District Women Enterprise Fund Committee
GDP :	Gross Domestic Product
GEM :	Global Entrepreneurship Monitor
GOK:	Government of Kenya
ILO :	International Labour Organization
MDGs:	Millennium Development Goals
MFI :	Micro Finance Institutions
MGCSD :	Ministry Of Gender, Children, Sports Department
SACCOS:	Savings and Credit Corporative Society
SME :	Small and Medium Enterprises
SPSS :	Statistical Package for Social Sciences
UN :	United Nations
WEF :	Women Enterprise Fund

ABSTRACT

Women owned SMEs are important to the development process and would be beneficial for African countries to promote these SMEs by mainstreaming their needs into countries development programs for further growth. Special programs like WEF program can be initiated to further develop these women owned SMEs. This study investigated the influence of Women Enterprise Fund (WEF) Program on the growth of Small and Medium Enterprises (SMEs) operated by women entrepreneurs in Naivasha sub county and guided by the following objectives: To establish how savings as a component of Women Enterprise Fund program influences growth of Small and Medium Enterprises in Naivasha Sub County; To determine how capacity building as a component of Women Enterprise Fund program influences growth of Small and Medium Enterprises in Naivasha Sub County; To examine how innovation support as a component of Women Enterprise Fund program influences growth of Small and Medium Enterprises in Naivasha Sub County and to examine how sourcing for market by Women Enterprise Fund influences growth of small and medium enterprises in Naivasha Sub County, Kenya. The study used a descriptive survey design. The study targeted the women entrepreneurs registered with WEF within Naivasha Sub County who were about 1160 and 10 key informants working at Naivasha WEF sub county office. A total of 348 Small and Medium Enterprises owners and 3 key informants working at WEF Naivasha sub county office were sampled through simple random sampling method. Data was collected using questionnaires and Interview schedules. Data collected was coded and analyzed using SPSS tool. Findings of the study were presented using descriptive and inferential statistics which involved use of frequency tables and figures. Each table followed by brief explanations, inferences and interpretations of the findings from the earlier related reviewed literature with the aim of bridging the research gaps through seeking for the solutions of the study problem. The study found out that mode of saving affected growth of SMEs to a great extent as indicated by a mean of 4.43 and standard deviation of 0.16. WEF program on innovation support had increased their knowledge of new business product identification and led to growth of their businesses as shown by a mean of 3.84 and standard deviation of 0.74. The study concluded that mode of saving, strategies of saving and stock levels affected growth of SMEs to a great extent. WEF program on capacity building had increased their knowledge of good financial management and this had led to growth of their businesses. Marketing opportunities offered by Women Enterprise Fund diversified the market for the product. The study found out that WEF program objectives had higher influence on growth of SMEs. The study therefore recommends that WEF programme should be used to encourage women to save their earnings and to plough them back to their businesses. The WEF program should be improved so that it can benefit more women in starting or enhancing small scale businesses to provide self-employment.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Women business enterprise assumes a vital part in the monetary advancement of a Country. Ochola and Okelo (2013) found that women business people improve income inside the family and prompts riches creation at the national level. Women's involvement in entrepreneurship is applauded as a necessary precursor to economic growth of nations (Richardson, Howarth and Finnegan, 2004). However, women-owned businesses account for only 25 to 33 per cent of all global businesses (Kiraka, Kobia and Katwalo, 2013). Small and medium enterprises (SMEs) are viewed as the driving force for economic and social development in many countries. SMEs represents a large number of businesses in many countries the world over, generating much wealth and employment and are also hailed for their significant part in advancing grassroots' monetary development and impartial practical improvement (Pelham, 2000).

Women businesses are basic for any nation's development. As of late, the general thoughtfulness regarding women and business enterprise in creating nations has expanded, all things considered, and the attention on this 'undiscovered source' of development is by all accounts imperative for development experts and strategy developers (Minniti et al, 2010).

Numerous women business visionaries are working in troublesome conditions. The constraints that impede all entrepreneurs such as political instability, poor infrastructure, high production costs and non-conducive business environment tend to impact more on business women than businessmen (Ochola and Okelo, 2013). In addition, women's entrepreneurial development is impeded by specific constraints such as limited access to key resources (including land and credit), the legal and regulatory framework and the social-cultural environment. Further, the combined impact of globalization, changing patterns of trade and evolving technologies calls for skills that most women entrepreneurs in many regions do not have, as a larger number of ladies than men do not have the

essential level of instruction and preparing, including business and specialized abilities and enterprise preparations (Stevenson et al., 2005b).

On the same, Kantor (2001), noticed that numerous business visionaries, especially women are situated in low esteem markets where there are couple of boundaries, thus this prompts congested markets and no place for development. He additionally watched that, without advancement through new items improvement and access to higher esteem advertises, the potential for progress for SMEs is moderately low (Kantor, 2001).

Over the globe, women owned business organizations represent 25 to 33 percent of all business organizations. This rate is higher in Africa in the vicinity of 40 and 50 percent and in Kenya up to 60 percent (Marcucci, 2001). African women business people are assuming an expanding part in differentiating creation and administrations in African economies. Cultivating women's business enterprise advancement is urgent for the accomplishment of Africa's more extensive improvement targets, including monetary improvement and development (Stevenson et al., 2005b). Business opens up doors for authority, self-advancement and strengthening that women do not discover in extensive endeavors (Day-Hookoomsing and Essoo, 2003). In many parts of the world-for instance, sub-Saharan Africa and South Asia, 75% of rural population are women. Women additionally assume dynamic parts as agents, processors and business people in spite of confronting numerous problems when contrasted with their male partners (World Bank, 2008). The World Bank report (2001) archived that overlooking gender disparities comes at an extraordinary cost to individuals' prosperity and nations capacities to develop economically and along these lines diminish poverty.

The development of the number of women business visionaries in creating nations has drawn the consideration of both the scholastic and the development field. Benefactors, universal establishments, national and regional governments, NGOs, privately owned businesses, philanthropies, information foundations and business affiliations have started projects or approaches to advance and build up women enterprise. Through started programs for enhancing working of entrepreneurial aptitudes, reinforcing women business systems, networking and training, or outline strategies that empower increasingly and more grounded new companies and business development (Ochola and

Okelo, 2013). Notwithstanding, in spite of this developing number of activities and assets made accessible to advance and build up women enterprise in developing nations, women still win less cash in their organizations that have a moderate development, will probably fizzle and have a tendency to be necessity entrepreneurs (World Bank, 2008). An investigation by Lois (2004) takes note of that the Indian and Bangladesh governments have built up a framework where women are permitted to get cash and return it with little interest at their homes. This works for needy individuals, dominant part of who are women. In Bangladesh, the administration made a national pinnacle fund foundation that gives affordable capital as a measure to combat the challenges faced by women as they try to establish themselves in SMEs (Lois, 2004).

Similar efforts have been made in Ethiopia, according to Stevenson et al (2005), the government introduced microfinance regulation focused on reduction of poverty and promotion of service delivery to the poor, particularly the countryside underprivileged women. Even though such efforts have been established in many developing countries, Kenya included, less impact has been achieved in establishing women as potential entrepreneurs (Ochola and Okelo, 2013).

In Kenya the small business sector has both potential and historic task of bringing millions of people including informal economy to the mainstream economy. The Kenyan Government through Kenya Vision 2030 envisages future industries by refining SMEs efficiency and modernization {Ministry of Planning and National Development, Vision 2030 (MPNDV2030)}. In Kenya, womenfolk institute 51% of the total populace and they have a vital role in economic development as small scale entrepreneurs, but face some key challenges like limited access to finance, inadequate entrepreneurial skills, lack of reliable networks and market for their SMEs (Wanjohi and Mugure, 2008). To address these challenges the Government of Kenya (GOK) established a special program by name Women Enterprise Fund to empower women in their efforts to become viable small scale entrepreneurs.

An important element in the growth of any SME is access to funding (Carpenter, 2001). Unfortunately, most SMEs especially women owned are faced with many challenges in

accessing funding. In Kenya, most SMEs rate access to funding as a major constraint in their business start up and growth (Wanjohi and Mugure, 2008). Study results indicated that the business visionaries who need to shield their funds from utilization responsibilities of other family unit individuals may profit most from the presentation of formal saving instruments in low pay nations and later on utilize it for business development. Along these lines, from an improvement strategy point of view, focusing on business people who have low choice power in the family unit and encouraging their entrance to formal saving instruments can be thought as a need (Ongiri, 2011). Savings generally may be used to expand the business and also start up new business like introducing new products in the enterprise. It is in this context that women groups have started table banking and many have joined SACCOs as a means of saving and a source of seed capital for business start-ups.

In many countries world over, legal requirements, lack of collaterals and retrogressive cultures are some of the challenges and hurdles that constrain access to external finance from financial institutions for small and medium enterprises owned by women, leaving their earnings and retention(savings) as a key wellspring of assets for their business start-up and development. Our discoveries are reliable with and reciprocal to other late confirmation that entrance to formal reserve funds administrations can be basic for big business venture and execution. A current test consider by Dupas and Robinson (2013) in neighboring Ethiopia demonstrates that savers in formal financial balances spare and put more in their organizations than business visionaries who don't spare in formal banks. Brune, Giné, Goldberg and Yang (2013) assess the impact of a dedication investment account on a few results for Malawian money edit ranchers. Past research has connected cooperation in casual investment funds administrations, for example, table managing an account, to intra-family unit dealing issues. Inside family unit, savers may be less inclined to reinvest in light of the fact that they experience the ill effects of the redistributive weight coming about because of the spared reserves being held inside the family and used on other financial commitments and not ploughed back into the business (Dupas & Robinson, 2013).

Business visionaries who need to shield their reserve funds from utilization responsibilities of other family unit individuals may profit most from the presentation of formal sparing instruments in low pay nations and later on utilize it for business extension. Accordingly, from an improvement approach point of view, focusing on business visionaries who have low choice power in the family unit and encouraging their entrance to formal sparing instruments can be thought as a need (Ongiri, 2011). Savings generally may be used to expand the business and also start up new business like introducing new products in the enterprise. It is in this context that women groups have started table banking and many have joined SACCOs as a means of saving and a source of seed capital for business start-ups.

Capacity building refers to investment in people, institutions and practices that will together enable countries in the region to achieve their development objectives (World Bank 2002). Openings are made by the institutional or outer condition for those business visionaries who could recognize them to begin or enhance their organizations and thusly, their welfare (Bonaglia et al., 2007). Business people's capacity to recognize and tap such open doors contrasts between business people. It likewise relies upon their capacity to get to data and ability to follow up on the data as far as hazard; that is their state of mind (Shane, 2005). Advancement of ladies strengthening through limit building has been seen by numerous scientists as a vital component to fighting destitution, hunger, malady, emergency and empowering manageable improvement and rousing ladies for contribution in financial aspects advancement (Floro, 2001).

Advancement of ladies strengthening through limit building has been seen by numerous scientists as a vital component to battling destitution, hunger, infection, emergency and empowering manageable improvement and spurring ladies for contribution in financial aspects improvement (Floro, 2001). Advancement of human capital among ladies is essential. Ladies have possibilities to contribute innovatively their abilities and capacities. Ladies aptitudes and administrative styles frequently change the flow of their undertaking. In any case, this must be conceivable when sufficient time is given to guarantee that ladies are all around engaged through preparing, improvement, arrangement of assets and limit building (Iheduru, 2002).

There is general understanding that an entrepreneurial profession can be created through entrepreneurial preparing. Themba et al (1999) place that an entrepreneurial culture can be made through, in addition to other things, reasonable arranged business courses and needs-particular preparing. They contend that instruction and preparing can "fortify the requirement for accomplishment, lighten dread of disappointment and upgrade fearlessness". Olomi (1999) attests that coveted entrepreneurial achievement elements can be learned through appropriately outlined business enterprise advancement programs. He additionally calls attention to that there is a general understanding that having business enterprise training is decidedly connected with getting to be noticeably independently employed. In such manner, O'Riordan et al (1997) push the significance of formal training and business instruction for smaller scale and little endeavor administrators. In a similar vein, instruction and preparing as key empowering assets for the supportability of miniaturized scale and little endeavors (Kristiansen, 1999).

Advancement forms are essential for seeing firm improvement, in spite of the fact that the interrelationship is not in the least a straight one, numerous different components, as repeating impacts and economic situations assume a vital part. In addition, the association of development and development emphatically relies upon the marker utilized (Freel, 2000). Development assumes a critical part for huge firms, as well as for SMEs (Anderson, 2009). Sandvik (2003) contends that advancement is a standout amongst the most imperative aggressive weapons and for the most part observed as a company's center esteem capacity. Development is likewise considered as a successful approach to enhance association's efficiency because of the asset limitation issue confronting a firm (Lumpkin and Dess, 1996).

The importance of innovation is a means leading to a competitive advantage and growth. Innovation and SME growth have a positive relationship (Roberts and Amit, 2003). Innovation would appear in product, process, market, factor and organization (Otero-Neira et al., 2009). The main impetus for focused fight in the present confused condition is development. Presenting new items and administrations are at the core of financial development and advancement. SMEs outfit a solid increment to business and financial development particularly because of their imaginative exercises which turns into a

primary power of clarifying upper hand and firm execution. In like manner, the qualities formed by developments demonstrates potential conditions that revealed better approaches for getting things done or new items and procedures that add advantages to financial fortunes (Keizer, Dijkstra and Halman, 2002). Experience demonstrates that imaginativeness has little to do with the innovation utilized. Being inventive is a perspective, a specific path in which a business sees itself and its environment. A solid concentrate on advances may even impact creativity, the way cell phones have assumed control over our brains. Regardless of how remarkable and astute another innovation is, at last it is the market which decides the achievement or disappointment of an advancement (Hallberg, 1999). If you are entering a line of business that is as of now overwhelmed then what extra esteem would you say you are giving buyers? on the off chance that you are putting forth a similar item a similar path at a similar value, why might customers buy your item, tragically numerous entrepreneurs go to business without having this at the top of the priority list and subsequently come up short. Numerous impediments to advancement in SMEs are additionally worried in the bounteous development writing composed on the issue of SMEs. The absence of money related assets, deficiency of administration and showcasing aptitudes, absence of talented laborers, shortcoming in outer data and linkages, and trouble in adapting to government controls, among others, are on the whole factors that farthest point their aggressiveness and development. SMEs might be not able adventure new items due to the constrained hierarchical research and advertising abilities.

Previous researches conducted have conceptually and empirically supported the notion that market access has positive correlations with the performance of enterprise (Kara et al., 2005). Research has also shown that most SMEs face a lot of challenges in accessing market for their product. Limited market access constraint in Kenyan SMEs is indicated by narrow product range, limited participation by the sector in the international markets, dwindling income, limited linkages with other enterprises, restricted market penetration, lack of physical market spaces to sell their goods and limited access to market information (GOK, 2005).

Research has also shown that most SMEs face a lot of challenges in accessing market for their product. Restricted market get to imperative in Kenyan SMEs is demonstrated by limit item go, constrained support by the area in the global markets, lessening salary, restricted linkages with different endeavors, confined market entrance, absence of physical market spaces to pitch their merchandise and constrained access to showcase data (GOK, 2005).

Research has likewise demonstrated that most SMEs confront a great deal of difficulties in getting to showcase for their item. Constrained market get to limitation in Kenyan SMEs is demonstrated by limit item extend, restricted support by the segment in the global markets, decreasing wage, constrained linkages with different undertakings, confined market infiltration, absence of physical market spaces to pitch their merchandise and restricted access to advertise data. This has confined the SMEs to nearby markets that are packed. Globalization has opened up business sectors and evacuated exchange boundaries opening them up to rivalry from vast endeavors, multinational organizations (KIPPRA, 2010). A few variables are recognized as constraining business sector access to SMEs in Kenya and incorporate; absence of market data, poor access to physical markets, showcase premises and spaces, poor linkages with send out business sectors, frail publicizing and special limits, low quality items and administrations that confine passage in a few markets, restricted statistical surveying and investigation, limit item decent variety, feeble limit with regards to internet business and flawed markets. Solid rivalry because of globalization, high exchange costs because of wastefulness, separation to business sectors, poor frameworks and centralization of exercises in a couple of parts making them helpless against dangers and rivalry (GOK, 2005).

Naivasha Sub-County within Nakuru County is an area with low and unreliable rainfall. Most women turn to small and medium enterprise (SMEs) to support their families. Like all other entrepreneurs, women entrepreneurs face a lot of challenges which forces their businesses to stagnate or fail altogether due to inefficient savings, capacity building and innovation support to the women entrepreneurs. Studies show that most women in the country have benefitted from Women Enterprise Fund although there are disparities from region to region. It is against this background that this study sought to investigate the

influence of Women Enterprise Fund program on the growth of Small and Medium Enterprises in Naivasha Sub County, Kenya.

1.1.1 Women Enterprise Fund and Growth of SMEs

In developed countries, for example Germany, the economy is characterized as having strong SMEs and about two-thirds of the workers are employed by these enterprises majority of which are owned by women entrepreneurs and more are being absorbed into the SMEs as they expand and grow into large enterprises. The newly industrialized Asian countries, SMEs account for 99% of all enterprises employing about 88% of the workforce in South Korea (Otero and Rhyne 1994).

Numerous women business people are working under troublesome conditions. The limitations that block all business people, for example, political shakiness, poor framework, high generation costs and non-favorable business condition tend to influence specialists more (Stevenson et al., 2005b). Also, ladies' entrepreneurial advancement is influenced more by some sexual orientation particular requirements, for example, flexibility to choose divisions inside which to work, availability to credit and other beneficial assets, less time and chance to get instruction and preparing important to business enterprise (Kantor 2001; Stevenson et al. 2005). Before ladies can accomplish their potential inside SMEs, area, strategies and projects must be set up to address the different requirements acting against their capacity to succeed. Insights from different African nations demonstrates that offer of ladies in SMEs is moderately high at 65% in Ethiopia, 48% in Kenya, 43% in Tanzania and 67% in Zimbabwe. Most ladies claimed undertakings start up at miniaturized scale level and don't develop past five workers that is whether they ever develop by any means (Marcucci 2001; Stevenson et al., 2005).

Women owned SMEs are important to the development process and would be beneficial for African countries to promote these SMEs by mainstreaming their needs into countries development programs for further growth (Beck, Demirgüç-Kunt and Levine, 2005). Special programs like WEF program can be initiated to further develop these women owned SMEs.

As indicated by the World Economic Forum Gender Gap report (2014), the U.S. has encountered 11 percent development in the course of the most recent 40 years as an immediate aftereffect of the expanded interest of ladies, which has converted into \$3.5 trillion. The report additionally suggests that if the hindrances to female work drive interest were diminished, the Gross Domestic Product (GDP) of a nation like Japan would develop by 16 percent. Putting resources into ladies as saw by world financial discussion, advances monetary and social improvement as ladies reinvest in their groups and homes. In both created and developing economies, funds rise and spending shifts toward nourishment, wellbeing, and training as ladies pick up control over family unit pay (World Economic Forum, 2014).

In South Africa, which is the most economically developed country in Africa, SMEs generates more than 55% of all jobs and 22% of the country's Gross Domestic Product (GDP) (Thorsten, 2014). Unlike South Africa and Mauritius which are the power economies in Africa and which are the two most notable examples of countries with vibrant SMEs, most countries have relied on oil, agriculture or other natural resources for their economic development (Beck, Demirgüç-Kunt and Levine, 2005). Additionally, in some countries such as the Democratic Republic of the Congo, most local SMEs went down due to political instability and long-lasting civil wars which have undermined the foundations for many SMEs (Thorsten, 2014).

In Kenya, Small and Medium sized enterprises are considered the engines of growth thus the WEF program to finance women owned businesses. Women business owners are most likely to hire and train women employees. Women business become the training grounds for female employees to leave and launch their businesses which therefore creates an ever widening circle of women hiring women to solve problems affecting women like unemployment (Silver, 1994). Many entrepreneurs in Kenya, particularly women are located in low value markets where there are few barriers to entry into business markets, consequently this leads to markets where demand is less than supply thus little room for growth. Without innovation through new products development and access of higher value markets and linkages, the potential for success for women owned SMEs is relatively low (Kantor, 2001). It is this gap that WEF program tries to bridge by

bringing on board many women from both urban and rural areas by providing them with funds to startup businesses and training them in both business management, savings and financial skills and also empower them with enough information that can make them have linkages and be more innovative in their businesses.

1.2 Statement of the Problem

In Kenya, the SME division is considered as one of the real supporters of the economy by giving salary and work to a huge extent of the populace. In 2012 the SME portion contributed more than 80% of the nation's work with dominant part of new employments being made in that segment (430,000 out of 503,000 new occupations made in 2011) and contributes around 70% to the nation's GDP (GoK, 2012). Women owned businesses are affected most and are well acknowledged for their small start up and employed capital. Under normal circumstances they have low growth rate and limited potential due to the type of business activities they undertake. In Kenya, the SME division is considered as one of the real supporters of the economy by giving salary and work to a huge extent of the populace. In 2012 the SME portion contributed more than 80% of the nation's work with dominant part of new employments being made in that segment (430,000 out of 503,000 new occupations made in 2011) and contributes around 70% to the nation's GDP and enhance women entrepreneurship.

The government of Kenya responded to this by introducing Women Enterprise Fund program to enable ladies so they can draw in additional in self-improvement, upgrade the nation's financial advancement, appropriate riches crosswise over different social gatherings and enable them to get cash to take part in organizations and different exercises at sensible loan fees without the confinements like pledges and underwriters. This the administration imagined would add to the development of women owned SMEs and more would come up (WEF, 2009).

A long time after the official dispatch of the Fund, it is not surely knew in the matter of what degree the arrangement of the Fund is adding to the development of women possessed SMEs and similarly enhancing the work of ladies in Kenya and their contribution to the economy. A study on factors affecting access of women enterprise

funds by women groups in Nakuru County, Kenya, established that the respondents agreed that availability of information on women enterprise fund enables the group to access the fund. On the other hand, they agreed that the low cost of the women enterprise funds have encouraged the group to apply for the funds and that the women enterprise fund is easily accessible since there is no inhibiting requirements (Mbai, 2016). Another study was on the determinants of Growth for Women Owned and Operated Micro Enterprises in Garissa County, Kenya. The study concluded that financial resources, entrepreneurial skills and networking are important ingredients in growth and expansion of women micro enterprises (Hassan, 2013). These studies point out some key challenges that need to be addressed if the fund is to achieve its stated purpose of empowering economically-challenged women in the country. None of the studies focused on savings, capacity building, innovation support and the way they influence Small and Medium Enterprises in Naivasha Sub County, Kenya. Therefore this study was assessing the influence of Women Enterprise Fund program on the growth of women owned SMEs in Naivasha Sub-County, Nakuru County, Kenya.

1.3 Purpose of the Study

The purpose of this study was to determine the influence of Women Enterprise Fund program on the growth of Small and Medium Enterprises in Naivasha Sub County, Kenya.

1.4 Objectives of the Study

The study was guided by the following objectives:

- i. To establish how savings as a component of Women Enterprise Fund program influences growth of small and medium enterprises in Naivasha Sub County, Kenya.
- ii. To determine how capacity building as a component of Women Enterprise Fund program influences growth of small and medium enterprises in Naivasha Sub County, Kenya.

- iii. To determine how innovation support as a component of Women Enterprise Fund program influences growth of small and medium enterprises in Naivasha Sub County, Kenya.
- iv. To examine how sourcing for market by Women Enterprise Fund influences growth of small and medium enterprises in Naivasha Sub County, Kenya.

1.5 Research Questions

The sought to answer the following research questions:

- i. How does savings as a component of Women Enterprise Fund program influence growth of small and medium enterprises in Naivasha Sub County, Kenya?
- ii. How does capacity building as a component of Women Enterprise Fund program influence growth of small and medium enterprises in Naivasha Sub County, Kenya?
- iii. How does innovation support as a component of Women Enterprise Fund program influence growth of small and medium enterprises in Naivasha Sub County, Kenya?
- iv. How does sourcing for market by Women Enterprise Fund influence growth of small and medium enterprises in Naivasha Sub County, Kenya?

1.6 Significance of the Study

The result of this study will yield information that will bring a deeper understanding on how the WEF program has influenced growth of small and medium enterprises owned by women in Naivasha Sub County. It is hoped that the stakeholders (Kenyan government and proprietors in the SMEs) may use the findings of this research and recommendations as a learnt lesson to improve on the implementation of WEF program and hence improvement on growth of Small and Medium enterprises owned by women in Naivasha sub county and in other areas in Kenya as a whole. Ministry of Youth and Gender also may use the findings of this research to improve on the services and even increase more money to this program so that the women seeking loans can be loaned more money to allow them venture into bigger and more challenging businesses like their male counterparts hence growth of their enterprises. It is hoped that this study would yield vital

information that may act as literature review for the future researchers who may use it in their research to write academic papers and even books on WEF program implementation. This study findings may also contribute to the knowledge level on WEF program implementation and this may be used by the general public to understand the influence of WEF program on small and medium enterprises especially those owned by women.

1.7 Basic Assumptions of the Study

This study assumed that WEF program loan is available to all women who apply for it in Naivasha Sub County. In addition, it assumed that all the funds disbursed to these women are utilized for the intended purpose that is on the Small and Medium enterprises that they run. The study also assumed that all the external forces that may influence the disbursement of the WEF loan to women applicants have been mitigated against. Lastly, it is assumed that the respondents answered all questions correctly and also the owners of the enterprises and WEF officials cooperated and were supportive.

1.8 Limitation of the Study

The limitation of this study was that the respondents were apprehensive about answering the questions correctly and truthfully for fear that the information given might be used by a third party or for a different purpose other than for research purpose. This was overcome by the researcher assuring the respondents that the study was purely for academic purposes and all the information given here would not be divulged to any other third party and all the concern of ethical issues were observed. Another limitation was the language barrier as most of the business women only understood Kiswahili language and the questionnaires were in English language. The researcher had to engage an interpreter to translate the questions to Kiswahili language. Other limitation that the researcher encountered was the distances to travel to reach the SMEs owners since the area was so large. This, the researcher overcame by engaging research assistant and also hired some motorbikes for transport to reach all the SMEs owners targeted.

1.9 Delimitation of the Study

This study was delimited to cover only the influence of WEF program on Small and Medium enterprises owned by women entrepreneurs who have benefitted from the WEF program loans in Naivasha Sub County. It was also delimited to the aspects of savings, capacity building, innovation support and sourcing for market as derived from the objectives. Most of these businesses had recorded little growth and many of them were stagnating or being faced out altogether due to lack of managerial skills, growth capital, and innovation support among others. This was due to the inadequate financial facilities available for the research.

1.10 Definitions of Significant terms used in the study

Women Enterprise Fund program: An agency fund program that was created by the Government of Kenya under the Ministry of Gender and Youth as implementing agency to provide women entrepreneurs with loans as cheap credit that will enable them to start up new businesses and to expand the existing ones.

Growth of SMEs: The way SMEs increase their stock, sales, expand to other areas and towns by opening other branches and increase in the number of employees by these SMEs. Growth here also includes increase in assets owned by the entrepreneur both personal and the ones used by the enterprise like vehicles, furniture, buildings among others.

Innovation Support: Providing SMEs with the knowledge and information on access to finance, skilled work force, opportunities for demonstrations and testing, and the market conditions that system innovators face including the state of competition and intellectual property rights. Another important factor is linkages, which may be mediated by networks and clusters, both local and international.

Small and Medium Enterprises: These are full time enterprises with employees ranging between 1 to 50 and are registered and licensed to carry out business.

Capacity building: Involves much more than training and includes the following: Human resource development, the process of equipping individuals with the understanding, skills and access to information, knowledge and training that enables them to perform effectively.

Savings: The portion of disposable income not spent on consumption of consumer goods but accumulated or invested directly in capital equipment, ploughed back into the enterprise in order to expand it or in paying off a home mortgage or indirectly through purchase of securities.

Sourcing for market: Sourcing for market for the goods and services produced by women entrepreneurs so that these entrepreneurs are not conned by middle men into selling their goods, services and patents at throw away price but gain from their hard work and innovation

1.11 Organization of the Study

This research project is organized into five chapters. Chapter one covers the introductory part of the study, background of the study, statement of the problem, introduction of the variables in the global, regional, and national perspective as in the research topic, purpose of the study, objectives of the study, the research questions, significance of the study, the study limitations, delimitations, and the assumptions of the study.

Chapter Two covers literature review on the study and its objectives. The review analyses growth of SMEs, savings, capacity building, innovation support and sourcing for market. The chapter also comprises of the theoretical and conceptual framework and summary of literature review.

Chapter Three outlines the methodology and tools that are used in the study. It points out the research designs, target population, sample of the population, mode of sampling, procedures of sampling, data collection and analysis, validity and reliability of data collection, operationalization of the variables and data analysis.

Chapter Four covers research findings and discussions as per the objectives of the study. Under each objective, data was presented as follows: introduction, presentation of the results, highlights of the results and the interpretation of the discussed results.

Chapter Five focused on the summary of the findings and practical implications of the results. The chapter is the final chapter of the project research and also provides the conclusion and recommendations.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter covers several sections that examine the concept of WEF program, growth of SMEs, savings, capacity building, innovation support, source of market, theoretical literature on concepts, theories and empirical studies hitherto conducted in respect of Women Enterprise Fund Program and Growth of Small and Medium Enterprises. The chapter further outlines the theoretical and conceptual framework.

2.2 Concept of growth of SMEs

Growth of enterprises is inherently risky and if not well managed with proper programs, it can eventually bring the enterprise down (Simons, 1999). Even when supported by operational policies like WEF program, growth of enterprises exerts pressure on a enterprises infrastructure and employees, which increases the risk of mistakes by acts of either omission or commission. Research by Simons (1999) has also shown that advertising expenditure is justified going by the positive effects such expenditure has on a company's performance, profits and attracts experienced employees.

Previous research reveals that firms's growth is a multidimensional phenomenon, as there is substantial heterogeneity in a number of factors associated with firm growth like capacity building,proper growth fundings,innovation support which forms some of the WEF program initiatives and related research (Delmar *et al.*,2003).

Business growth like SMEs is typically defined and measured using absolute or relative changes in sales, assets, employment, productivity, profits and profit margins. SMEs owners often treat sales as key motivator and indicator of performance rather than, for example, job creation since this may be an indication of higher revenue (Koech, 2011).

The growth of SMEs in Algeria is hampered by several interrelated factors, which include business environmental factors that are beyond the SMEs' control and internal factors of the SMEs (Bouazza, 2015). The external factors include the legal and

regulatory framework, access to external financing, and human resources capacities. The internal factors comprise entrepreneurial characteristics, management capacities, marketing skills, and technological capacities of which WEF in Kenya is focussing on. The investigation examined the variables affecting the development rate of little and medium-sized undertakings (SMEs) in Algeria, investigated the degree to which their prosperity or disappointment depends which is on the more extensive business atmosphere (Bouazza, 2015). This examination likewise inspects distinctive inner components that might be in charge of the shaky and restricted development of SMEs particularly those claimed by ladies in Naivasha sub county.

Muteru (2013) did an examination on the impact of microfinance foundations on development of ladies claimed undertakings. In spite of the fact that, the reliant variable was the development of ladies claimed undertakings, the examination was focusing on all microfinance institutions. However, microfinance institutions operate differently from WEF. In addition, the study only focused on Kikuyu township and hence its findings cannot be generalized to Naivasha Sub-County. This is because the two areas have different economic and demographic characteristics.

An examination by Odhiambo et al. (2013) looked to decide the impact of the YEDF on youth endeavors. The investigation inferred that YEDF had not significantly affected youth endeavors and prescribed an expansion in the quantity of monetary delegates (FIs) in organization with the store and a dynamic contribution of the considerable number of partners in assembly of the young on gather development and YEDF exercises. The factors utilized were Number of Successful Applicants against add up to number of candidates for YEDF credits in normal, measure of advance dispensed in every Constituency and spun reimbursement.

The investigation in the bigger Naivasha District, and the chi-square test demonstrated that there was a noteworthy increment in the quantity of youth utilized in youth ventures because of YEDF financing. It likewise demonstrated that gathering possessed undertakings had utilized more youth contrasted with the exclusively claimed endeavors.

To build the work open doors for the young hence, it prescribed that so as to enhance the execution of the YEDF SMEs, YEDF should dispatch a crusade to teach Kenyan youth about the store, heighten youth inclusion, prepare youth on the most proficient method to begin and oversee business including money related education (Gachugia et al, 2014).

Chijoriga, (2000) evaluated the performance and financial sustainability of MFI in Tanzania. He randomly selected 28 MFI and 194 SMEs, which resulted to findings that the overall performance of MFI in Tanzania is so poor and only few have clear objectives. Further observation was that most MFI lack participatory ownership and are donor driven. The operational performance shows low loan repayment rates. In conclusion, it was pointed out by the author to be due to poor infrastructure and low income as constraints to MFI.

2.3 Savings and Growth of SMEs

Both formal and casual monetary help are gotten by the SMEs administrators (MSE, 1999). However the review noticed that the main part of the SMEs credit (69.1%) originated from casual funds and acknowledge affiliations, also called Rotating Savings and Credit Associations (ROSCAS) (MSE, 1999). This was in accordance with the discoveries that lone 4% of got to credit got is from formal budgetary channels, for example, NGOs, miniaturized scale Finance plans, business banks and SACCOS. In the meantime there were 150 associations with credit programs for SMEs in Kenya of which 130 are NGOs. The way that there are numerous formal associations giving credit and just 4% of SMEs credit is from them suggests a hole exists in their viability. This calls for additionally research to build up why. Ladies business visionaries frequently experience issues in accessing credits (World Bank, 2004). Sometimes this is because of order of littler credits that are not beneficial for formal money related establishments to offer. Despite the fact that gathering based conveyance of investment funds and credit lessens the budgetary organizations cost of administration conveyance, loan fees are high in many plans joined by various obliging conditions from the loaning establishments (African Development Bank, 2003). It is in acknowledgment of such issues that the administration imagined the Women Enterprise Fund (WEF) in 2007 out of a push to intercede.

Ladies business people need satisfactory physical capital, for example, credit and reserve funds for business which drive them into journey for money related help (Kuzilwa, 2005). Macharia and Wanjiru (1998), in an investigation of NGOs and Women little scale business people in the piece of clothing fabricating division in Nyeri and Nairobi discovered that, factors that hinder credit to ladies include: absence of start-up capital; absence of consciousness of existing credit plans; high financing costs; long and vivacious strategies for advance applications; and absence of insurance security for back. Sessional paper No. 2 of 2005 likewise refers to absence of access to credit as a noteworthy limitation repressing development of SMEs division and all the more so for ladies business people. It additionally bunches issues restricting SMEs obtaining of monetary administrations as: absence of unmistakable security combined with a wrong legitimate and administrative structure that does not perceive creative routes for loaning to SMEs and the constrained access to formal fund because of poor and lacking ability to convey money related administrations to SMEs. Confirmations from writing demonstrate that sufficient credit helps business execution (Peter, 2001 Kuzilwa, 2005; Cater and Shaw, 2006). The aftereffects of such credit help to business people particularly ladies is frequently observed in enhanced wage, yield, work and welfare of business visionaries (Kuzilwa, 2005). The significance of credit get to particularly to ladies in Kenya has prompted the foundation of Women Enterprise Fund to address the credit hole and bolster business advancement for ladies (KIPPRA, 2010).

An examination on whether ladies' entrance to credit has any effect on their lives, independent of who had the administrative control (Hashemi et.al., 1996). Their outcomes propose that ladies' entrance to credit contributes fundamentally to the extent of the financial commitments from ladies, to the probability of an expansion in resource property in their own names, to an increment in their activity of obtaining power, and in their political and lawful mindfulness and additionally in composite strengthening record. Absence of access to accounts is the principle bottleneck confronting SMEs' execution (Mambula, 2004).

In an examination to build up the impact of Women Enterprises Fund on financial advancement of ladies business people in Bonchari Constituency, Kisii County (Matonda, 2011). It was discovered that entrance to budgetary administrations, preparing administrations and dispensing criteria received by WEF positively affected financial advancement of ladies business visionaries in Bonchari Constituency. As per Amyx (2005), a standout amongst the most huge difficulties is the powerlessness to reimburse the credits and negative discernment towards microfinance establishments with regards to advance recuperation prompting a high default rate. Enhancing budgetary help for ladies would expand the quantity of new organizations, which thus, would support monetary action, empower the extension of old organizations, prompting expanded profitability and development (Mensah, 2009).

Women who had access to micro credit experienced income rise and were able to save more money as compared to their counterparts who had no access. The study also revealed that there was an increase in the women's ownership of productive assets (cattle, goat, poultry, etc.) and nonproductive assets like jewelry, TV/radio, private vehicles and other households goods as a result of accessibility to credits because they could afford such assets through profits generated from their SMEs operation (Sultana and Hassan, 2010). A business with adequate finances which are properly allocated to various activities and well monitored is likely to do well (Samihia, 2007).

The examination on access to back by ladies business visionaries found that obstructions to fund existed for these business visionaries, but at various levels, with the most influenced being the individuals who work miniaturized scale endeavors (Stevenson and St-Onge, 2005b) . An investigation on ladies undertakings in Kenya, found that one of the significant boundaries confronting them was absence of adequate capital for extension (influencing 55 for every penny of organizations) as well as money for the business (influencing 30 for every penny of the organizations) (ILO, 2008).

2.4 Capacity Building and Growth of SMEs

Entrepreneurial training helps the entrepreneur to acquire business knowledge such that an entrepreneur has careful comprehension of the general business capacities and the

particular zones under investigation (Martin, 2007). 40% of ladies business visionaries in a Canadian report revealed they had not been prepared on administration of undertakings and neither did they have encounters in wander administration. This absence of administrative abilities/learning and involvement in big business administration related with fundamentally low benefits (Belcourt, 2011). Numerous ladies need post-start-up help that is open in the wake of experimenting with the abilities learned in before preparing (Kock, 2008).

East African Community Conference on the Role of Women in Socio-Economic Development held in 2011 noticed that ladies were not effectively taking an interest in the development arranged regions of assembling and mechanical advancement. They in this manner prescribed that accomplice states, local associations and the private segment ought to prepare assets for preparing and furthermore put resources into programs concentrated on improving the part of ladies in these zones. Ladies possessed undertakings will develop, on the off chance that they wind up plainly inventive and take an interest in high esteem ventures, (EAC, 2011). Langowitz and Minniti (2007) found that ladies have a tendency to see themselves and the entrepreneurial condition in a less positive light than men. Projects meaning enhance view of yearning for ladies business visionaries may prompt higher rates of business start-up.

In an examination on the effect of the outer help on more than 5000 SMEs in the UK, the outcomes showed that, 19% of the SMEs had expanded the workforce (number of representatives gone up), 64% were utilizing a similar number, while 17% had diminished the workforce, yet at last there was a net worker increment over the review time frame from 2012 to 2013. Additionally 72% of the SMEs had an expansion in their yearly benefit over the period under audit. Out of the 532 SMEs reviewed, 45% had looked for outside business bolster (Business Intelligence Survey, 2013). This finding was in accordance with the prior investigation by Wren and Story (2002) where there was a positive connection between's the outer institutional help and SMEs development in the UK particularly those claimed by ladies business people. In deciding the effect of outer institutional help on the operations of SMEs in the region of access to outside back, development, basic leadership, administrative preparing and limit building. In all there

was a positive effect on the development and advancement of the SMEs. Also, look into by Shailer (1999) and Shanmugam (1998), demonstrates the essential pretended by outside bookkeepers in the SMEs segment, which affirms the method of reasoning for an expansion popular for preparing of bookkeepers for SMEs in the range of outer help and this constitutes limit working in business administration.

The examination on factors influencing development of little and medium endeavors found that absence of administration encounter is additionally a noteworthy reason for private company disappointment (Olawale and Garwe, 2007) . The investigation demonstrates that proprietors have a tendency to oversee organizations themselves as a method for diminishing operational expenses. As indicated by Gray (1997), SMEs utilize the customary methods for promoting and these never again offer ascend to large amounts of income and item acknowledgment. This factor has additionally been distinguished by Burns (1996) in his study in UK and Nigeria. The overview comes about demonstrated that 69% and 70% of the respondents in the UK and Nigeria separately concur that poor showcasing and deals endeavors impact SMEs disappointment. This infers the variable is altogether considered as a main consideration affecting business disappointments in the SMEs division. Dark (1997), additionally expresses that monetarily, it implies that in the event that one neglects to showcase or publicize items at that point, turn over and deals volume will be low and that poor promoting and deals endeavors are caused by wrong and less than ideal notices or none by any means. Absence of data and market identification are other conceivable causes too. (Consumes ,1996) additionally expresses that showcasing, which is a typical wellspring of economies of scale (EOS), spreading expense of publicizing over a more prominent scope of yield in media markets, is still low and this effect on their development of SMEs. Cambridge Small business Research Center (1992), likewise distinguished advertising abilities among different factors as influencing a firm" s development movement. Moreover, it creates the impression that when contrasted with different elements of their business, SMEs proprietors have an issue with advertising; they seem to give showcasing a low need, regularly viewing promoting as "something that exclusive bigger firms do" (Tybee 2003).

An examination by Kazooba (2006) uncovered that poor record keeping and an absence of fundamental business administration experience and abilities were real patrons. Research has additionally distinguished freshness in the field of business, especially an absence of specialized learning, in addition to insufficient administrative abilities, absence of arranging, and absence of statistical surveying (Kuvatko, 1998). These outcomes demonstrated that absence of financing, absence of administration experience, debasement and poor framework are contrarily corresponded to private venture performance. Uneducated ladies don't have the information of estimation and essential bookkeeping. Low-level hazard taking state of mind is another factor influencing ladies society choice to get into business (Bovee, Thill and Mescon, 2007).

2.5 Innovation Support and Growth of SMEs

In Netherlands, one of the European Union countries, the European, Executive Agency for Small and Medium Enterprises (EASME) can give loans of up to €2.5million to businesses to verify the viability of their innovations, as well as demo, test and develop their products, helping to bring them to market, through the Instrument scheme. In total the combined budget for 2014 and 2015 is approximately €500million, which was expected to support more than 1,300 opportunities. This enhances the ability of the SMEs to grow and be competitive even in the international arena (Europa, 2016).

A research was conducted on 1400 Spanish SMEs over a 10-year time frame, to explicitly survey whether advancement and sending out are corresponding for deals development (Golovko and Valentini, 2011). This examination found that complementarity does to be sure exist and just SMEs that both develop and fare create essentially more noteworthy deals development. Essentially doing either sending out or development is insufficient. Information from a similar Spanish examination reasoned that there is a solid positive relationship amongst sending out and profitability that is to a great extent directed through item development, as it were, once past advancement execution is took into consideration, the positive relationship amongst trading and efficiency is debilitated, however is as yet present (Cassiman et al., 2010). A comparative conclusion with respect to the complementarity of sending out and development emerges from an investigation of administration part firms in Northern Ireland (Love et al., 2010).

An exploration was completed in the Turkish car provider industry so as to research the impact of ingenuity upon the SMEs execution. 117 surveys were sent to directors of promoting division, Research and Development office and generation office. The reaction rate of this investigation was 78%. The investigation presumed that SMEs development had a 0.007 huge positive association with advancement bolster execution (Zerenler, 2008).

The determinants of advancement ability together with estimation moderaty affect firm execution. An investigation on the connection between development support and execution of SMEs in Malaysia was completed. The discoveries affirmed the theories that item development and process advancement impacted firm execution and development fundamentally as appeared by a P-estimation of 0.003 (Rosli, 2013). Another examination on the connection between development bolster and the level of private venture income in IBERO-America was done in America. The outcomes demonstrate that there is a solid connection between development bolster in the level of execution and development of Small and Medium-Size Enterprises (Rouse, 2013).

Another investigation uncovers that dispersion channels advancement is emphatically identified with general firm execution. In their investigations they observed entrepreneurial introductions by means of imaginativeness to be emphatically connected with SMEs execution (Kuswantoro, 2012). Reliably in Turkey, Context (2013) think about analyzed development support and firm execution in car industry and the outcomes exhibited that mechanical advancement (item and process advancement) has critical and positive effect on firm execution and development, however no proof was found for a noteworthy and positive connection between non innovative advancement (hierarchical and showcasing development) and firm execution and development (Atalay, 2013).

However in Tanzanian Context contemplate inspected the impact of attributes of Entrepreneur on the development of SMEs in Tanzania. She discovered positive connection between two factors with the end goal that psychological attributes of the Entrepreneur are emphatically identified with SMEs. This tries section of this

investigation why creative help exercises is not directed or extremely negligible and furthermore to look at the connection between the developments and SMEs development and execution (Isaga, 2012).

An examination completed at article of clothing endeavors in Jericho, Nairobi, Kenya found that development bolster impacts the development of SMEs. The examination additionally uncover that the propensity of proprietors to take part in new thoughts, oddity, experimentation and innovative procedures result in new items administrations or mechanical process which has incredible impact on the execution and development of SMEs. There is a solid connection between advancement support and SMEs operation manageability (Ngungi, 2013).

An examination by Ngugi, McOrege, and Muiro (2014) looked to build up the impact of creativity on the development of SMEs in Kenya. The investigation embraced elucidating review and exploratory plan. The investigation focused on 4560 SMEs in Nairobi County who are enrolled by Ministry of Industrialization and Ministry of Trade. The discoveries demonstrated that ingenuity impacts the development of SMEs in Kenya. The inclination of proprietor/director to participate in and bolster new thoughts like e-keeping money, online business, oddity, experimentation and innovative procedures brings about new items, administrations or mechanical procedures which affects the execution and development of SMEs. It is in this setting advancement bolster should be gotten a handle on emphatically by SMEs claimed by ladies. The present examination tries to decide the impact of development bolster on development of SMEs in Naivasha Sub County.

2.6 Sourcing for market and Growth of SMEs

SMEs are not ready to contend adequately because of low quality items, skewed client inclination, unconducive valuing and constrained item assorted variety (KIPPRRA, 2010). An examination completed to evaluate the components influencing the execution of SMEs in Malaysia found that compelling business enterprise, suitable human asset, utilization of advertising data, and use of data innovation are the variables that influence the execution of SMEs. The outcome demonstrates that there is a positive connection between the utilization of advertising data, use of data innovation and the execution of

SMEs. To put it plainly, the investigation found that the utilization of showcasing data can influence the execution of SMEs at the most elevated (Moorthy et al., 2012).

In an examination completed to analyze the Empirical Investigation into the Factors Affecting the Performance of Small and Medium-Sized Enterprises in the Retail Sector in Windhoek, Namibia. The outcome demonstrate that development and preparing, foundation, and government intercession and approach adversely affected the present execution of SMEs, yet the discovering demonstrates that opposition adversely affects SMEs development (Amwele, 2013).

An examination did to survey the Internal Factors Affecting the Successful Growth and Survival of Small and Micro Agri-Business Firms in Alice Communal Area in South African. The scientist influenced utilization of business to design, advertising technique, mission/vision, SWOT investigation, and back as the variables influencing the survival of little and smaller scale agri – business firm. The consequence of the exploration demonstrates that the most noteworthy inner variables that have influenced the effective development/survival of little and smaller scale agric business firm in Alice public territory are: promoting procedure, marketable strategy, mission/vision, SWOT investigation and fund (Hove and Tarisai, 2013).

An exploration did to distinguish the Factors Affecting the Growth of Micro and Small Enterprises (MSE): A Case of Tailoring and Dressmaking Enterprises in Eldoret Kenya. The finding shows that there is a noteworthy connection amongst showcasing and the development of the endeavors as demonstrated by a p-estimation of 0.001 (Mbugua, 2013).

2.7 Conceptual Framework

As indicated by Mugenda (2008), a theoretical structure is a guessed show depicting the connection between factors graphically or diagrammatically. Calculated structure helps in rapidly observing the proposed relationship and is put to test keeping in mind the end goal to set up the hugeness of the proposed relationship. The applied system delineates

the relationship of savings, capacity building, source of market and how they influence growth of women SMEs in Naivasha Sub County.

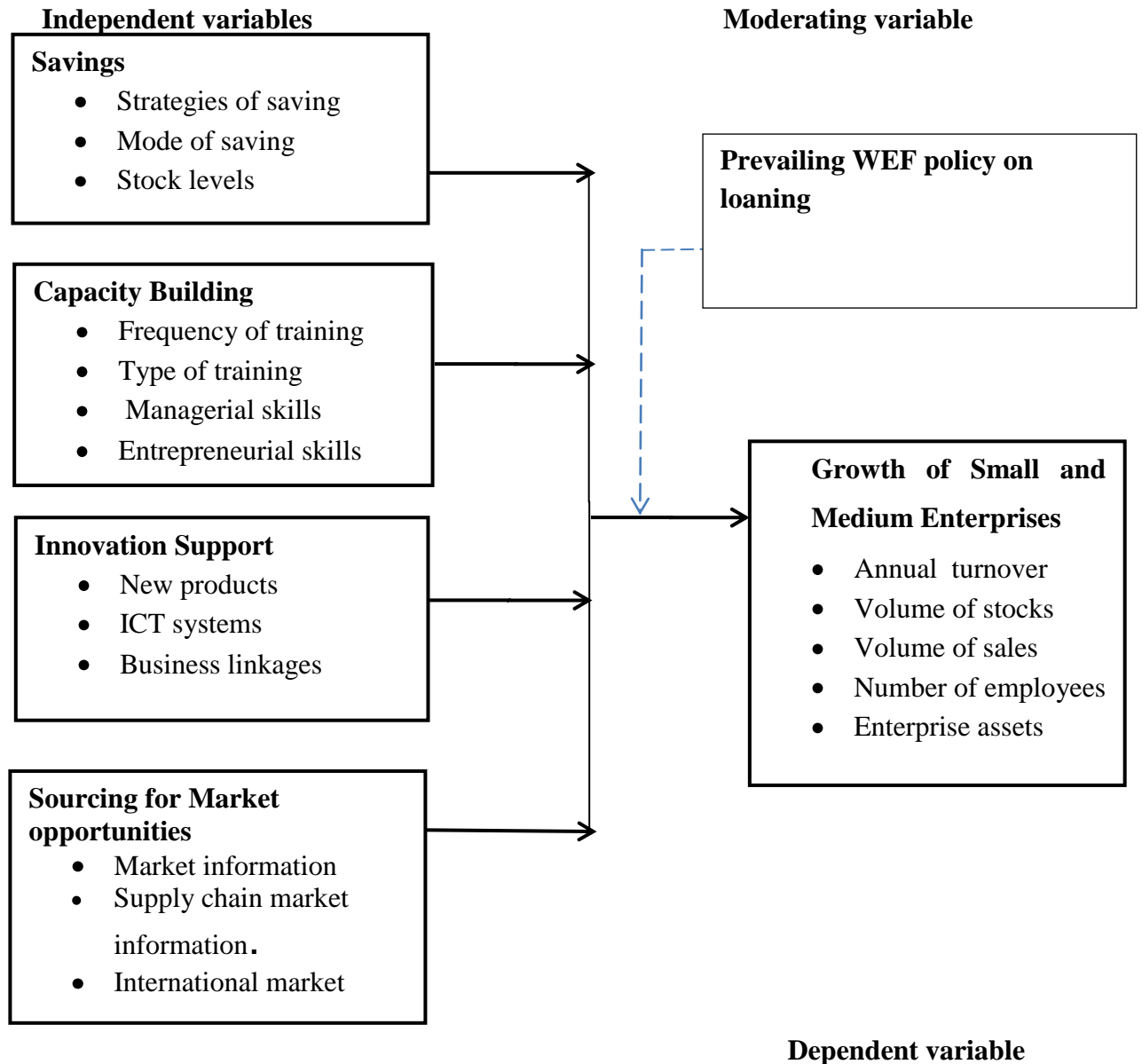


Figure 2.1: Conceptual Framework

2.8 Theoretical Framework

This study is based on Carson’s Entrepreneurship Theory (2003). This theory is described below:

2.8.1 Entrepreneurship Theory

Entrepreneurship theories clarify attributes which separate fruitful business visionaries from less effective or unsuccessful ones (Carson, 2003). It is however recognized that among the elements that influence business enterprise improvement in the nation is

unavailability to credit (Hellen, 2002). This could be because of different elements. Carson (2003) says that it is the capacity of business visionary to sanely consolidate powers of creation into another delivering association which incorporate capital for business new companies and advancement.

This examination is supported on the business hypothesis (Shane, 2003). The hypothesis comprises of chance disclosure, assessment of the open door and the choice to abuse the open door. Openings are made by the institutional or outside condition of those business visionaries who could recognize them to begin or enhance their organizations and in this way their welfare. Business visionary's capacity to distinguish and tap such open doors contrasts starting with one business visionary then onto the next and relies upon their capacity to get to data and ability to follow up on the data regarding dangers. Singular qualities likewise influences disclosure of entrepreneurial open door.

Carson's enterprise hypothesis (2003) is connected to general business which includes beginning up of a business and sustaining it to develop into greater business. This includes reserve funds to fire up a business, advancement, and limit building which influences a business visionary to make a legitimate judgment and administration of the business.

He makes the indicate that all together execute a reallocation of rare assets, the business visionary must have control over these assets. In an industrialist framework this is accomplished by going up against responsibility for significant assets, at the end of the day the business visionary needs to purchase or contract them. This perception is perfect with beginning up another firm or business; assuming control over a wasteful set up firm and controlling it to development, and going about as an arbitrageur. Carson's Entrepreneurship (2003) hypothesis is connected mostly in the start up of business and running them to full developed organizations. Be that as it may it does not demonstrate that with these qualities one would have the capacity to run business to progress with almost no disappointment.

Openings are made by the institutional or outside condition of those business visionaries who could distinguish them to begin or enhance their organizations and in this manner

their welfare. Business visionary's capacity to recognize and tap such open doors contrasts starting with one business person then onto the next and relies upon their capacity to get to data and eagerness to follow up on the data in terms of dangers. Individual attributes also affects discovery of entrepreneurial opportunity.

Changes in business condition, for example, financial, limit building and development additionally influence revelation of chances. For instance, revelation of business opportunity could be influenced by capital accessibility, salary level of the business person, political solidness, laws administering private undertaking and property rights and the want for improved economic wellbeing by the business visionary. Choice to misuse the open door relies upon the business person's level of training, aptitudes, interpersonal organizations, and credit (Shane, 2003). The choice to abuse opportunity prompts journey for small scale fund which thusly prompts entrepreneurial action. Kuzilwa (2005) however says that condition assumes a more prominent part in circumstance misuse than singular characteristics.

2.8.2 McClelland theory

This theory looks at how training and entrepreneurial learning help people to gain learning and authorize new practices during the time spent perceiving and following up on circumstances and association of overseeing wanders. McClelland hypothesis of gained needs advocates that expanding level of need-accomplishment in a general public through demonstrating and adapting such conduct animates enterprise and monetary development (Islam and Mamun, 2000). This need is taught through kid raising practices, which stresses principles of perfection, material warmth, independence, preparing and low father predominance, (Saleemi 2009). Entrepreneurial training in light of strong learning hypothesis in this manner disclose the need to create business people by expanding business information, and advancing attributes related with business people, Leintz and Rea, (2012). This theory is relevant in that it is through training that people are able to acquire new business knowledge which will help them to promote the performance of the business. The theory relates to the entrepreneurial theory since it contributes to a successful entrepreneur.

2.9 Summary of Literature Review

According to the 1999 SMEs survey indicated that most women entrepreneurs got their start up capital from informal savings and credit associations, otherwise known as Rotating Savings and Credit Associations (ROSCAS). Macharia and Wanjiru (1998) found that factors that inhibit credit to women include: lack of start-up capital; lack of awareness of existing credit schemes; high interest rates; lengthy and vigorous procedures for loan applications; and lack of collateral security for finance. Matonda, (2011) discovered that got to preparing administrations and dispensing criteria embraced by WEF positively affected financial improvement of ladies business people in Bonchari Constituency.

East African Community Conference on the Role of Women in Socio-Economic Development noticed that ladies were not effectively taking an interest in the development arranged regions of assembling and mechanical advancement. They thusly prescribed that accomplice states, local associations and the private division ought to prepare assets for preparing and furthermore put resources into programs concentrated on upgrading the part of ladies in these regions. Business Intelligence Survey (2013) demonstrated that 72% of the SMEs had an expansion in their yearly benefit over the period under audit because of outside help.

An exploration did in the Turkish car provider industry keeping in mind the end goal to research the impact of inventiveness upon the SMEs execution found that SMEs development had huge positive associations with advancement bolster execution (Zerenler, 2008). Kuswanto (2012) uncovers that conveyance channels development is decidedly identified with general firm execution.

Table 2. 1: Summary of Literature Review

Variables	Indicators	Author and Year	Title of the study	Findings	Knowledge gap
Savings	<ul style="list-style-type: none"> Constraint of SMEs in obtaining credit for start ups and business growth 	<p>African Development Bank,2003</p> <p>Macharia and Wanjiru (1998)</p> <p>Hashemiet.al (1996)</p>	<p>SME survey in Kenya.</p> <p>NGOs and Women small scale entrepreneurs in the garment manufacturing sector</p> <p>Whether women’s access to credit has any impact on their lives, irrespective of who had the managerial control.</p>	<p>The bulk of the SMEs credit (69.1%) came from informal savings and credit associations.</p> <p>Factors that inhibit credit to women include: lack of start-up capital; lack of awareness of existing credit schemes; high interest rates; lengthy procedures for loan applications; and lack of collateral security.</p> <p>Women’s access to credit contributes significantly to the magnitude of the economic contributions reported by Women, to the likelihood of an increase in asset holdings in their own names, to an increase in their exercise of purchasing power, and in their political and legal awareness.</p>	<p>The study does not seek to look at influence of Women Enterprise fund and whether it has reduced the problem.</p> <p>The study doesn’t describe what should be done for SMEs to be able grow.</p> <p>The study does not bring out if the access to credit will help in growth of their businesses.</p>

Capacity building	<ul style="list-style-type: none"> • Education and training are the basic component to entrepreneurship capacity building. • Adequate skills to manage the business 	<p>EAC(2011 Business Intelligence Survey (2013)</p> <p>Olawale and Garwe, (2007)</p>	<p>Role of Women in Socio-Economic Development</p> <p>Impact of the external support on over 5000 SMEs in the UK</p> <p>Factors affecting growth of small and medium enterprises</p>	<p>Women were not actively participating in the growth-oriented areas of manufacturing and technological innovation</p> <p>There was a net employee increase over the survey period and an increase in their annual profit</p> <p>Lack of management experience is also a major cause of small business failure. The study indicates that owners tend to manage businesses themselves as a way of reducing operational costs.</p>	<p>The study looked into education and training as wholesome and did not venture into how women SME owners can enhance their capacity through education and training so that they become good SMEs managers.</p>
Innovation support	<ul style="list-style-type: none"> • Diversity of products on sale, • Introduction of e-businesses e-banking, linkages 	<p>Geroski and Machin(1992)</p> <p>Zerenler, 2008</p> <p>Ngugi, McOrege, and</p>	<p>Innovation and firm growth.</p> <p>Influence of innovativeness upon the SMEs performance</p> <p>Influence of innovativeness on the growth of SMEs in</p>	<p>The study of Geroski and Machin 1992 looked at general factors and measurable variables that make firms to grow and listed innovation as one of them as innovation support.</p> <p>SMEs growth had significantly positive</p>	<p>In the Geroski and Machin study, they looked at the general innovation support on firm growth. However, their study does not look at how innovation support helps women owned firms to grow, hence this study will investigate on effect of WEF program on innovation</p>

		Muiru (2014)	Kenya	relationships with innovation performance Innovativeness influences the growth of SMEs in Kenya.	support.
Sourcing for market by Women Enterprise Fund	<ul style="list-style-type: none"> • Access to business market information • Access to supply chain market information. 	Moorthy et al. (2012) Amwele (2013) Mbugua (2013)	<p>Factors Affecting the Performance of SMEs in Malaysia</p> <p>Empirical Investigation into the Factors Affecting the Performance of Small and Medium-Sized Enterprises in the Retail Sector in Windhoek, Namibia</p> <p>Factors Affecting the Growth of Micro and Small Enterprises (MSE)</p>	<p>There is a positive relationship between the use of marketing information, application of information technology and the performance of SMEs.</p> <p>Competition has an adverse impact on SMEs growth.</p> <p>There is a significant relationship between marketing and the growth of the enterprises</p>	Moorthy et al. (2012) checks on the factors affecting SME performance. Though it checks on marketing information it doesn't consider the sourcing of market by WEF.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter describes the methodology that was used to conduct the study. This includes the research design, target population, sample size and sampling techniques, instruments, data collection procedure and data analysis techniques, ethical considerations and operationalization of the variables.

3.2 Research Design

This study adopted descriptive survey research design and its findings were used to generalise the influence of WEF program on SMEs performance and growth in Naivasha. Enlightening overview examine plans are utilized as a part of preparatory and exploratory investigations to enable scientists to assemble data, condense, exhibit and decipher with the end goal of elucidation (Orodho, 2002). The reason for engaging overview inquire about outline is to watch, depict and report parts of a circumstance as it normally happens (Polit and Beck, 2008). Clear research is fitting since it includes watching and depicting the conduct of a subject without affecting it in any capacity (Martyn, 2008). It is utilized to test demeanors and feelings about occasions, people or methodology.

3.3 Target Population

The population consisted of 1160 women registered SMEs in Naivasha town as at January, 2017 as the study population and 10 WEF officials working at Naivasha sub county office. The number of employees was used to categorise the firms as in (McCormick and Pedersen, 1996). The study therefore picked its population from registered SMEs with WEF office using stratified sampling method. Borg and Gall (1989) defines population as all the members of a real or hypothetical set of people, events or objects to which a researcher wishes to generalise the results of the study.

3.4 Sample Size and Sampling Procedures

In an ideal situation, data should be collected from whole target population of 1160 registered SMEs with WEF office since all of them benefit from WEF fund. But since this population is too large and scattered, it becomes very expensive and time consuming.

3.4.1 Sample Size

Out of the 1160 SMEs and 10 WEF officials working at Naivasha sub county office, the study sampled 348 registered SMEs with the WEF office in Naivasha as at January, 2017 and 3 WEF officials working at Naivasha sub county office. According to Mugenda and Mugenda (2003), an equitably chose test of between 10-30% of the populace is viewed as satisfactory for speculation of the discoveries. Following the abnormal state of homogeneity among the objective respondents particularly as respects operations and difficulties, the examination utilized stratified irregular testing system to choose 30% of the populace which was 348 enrolled SMEs in Naivasha as at January 2017. Inspecting of people for an investigation was done such that the people chose speak to the bigger populace from which they were chosen (Mugenda and Mugenda, 2003).

3.4.2 Sampling Procedure

The sampling procedure used was simple random sampling. This is a sampling procedure in which the elements in the population are picked randomly (Kothari, 2004). A 30 percent random sample was selected as shown in the table. Every third element was picked randomly. The sample size was 348 SMEs owners and 3 WEF officials working in Naivasha WEF office.

Table 3.1: Sample size table

Nature of Registered Business	Number of business	Sample size
Medium	550	165
Small	610	183
Total	1160	348

3.5 Research Instruments

Information was gathered by utilization of surveys and meeting plans. The surveys have both organized and unstructured inquiries. As per Wiersman (1986), the most reasonable research instrument for unmistakable study inquire about outline is a survey. The unstructured inquiries were open finished while the organized inquiries were close finished inquiries developed in a 5 point Likert scale and relegated numerical esteems to make quantitative examination conceivable. The surveys are favored for their reasonableness and simplicity of organization. The questionnaires were organised into four categories to capture data. The questionnaires addressed the questions on the influence of savings, capacity building, innovation support and source for market for SMEs. The research instruments also addressed the aspect of biasness and being one sided with the questions.

Patton (2014) contended that the benefits of utilizing surveys are that data can be gathered from an extensive specimen; classification is maintained, saves money on time and has no open door for talk with inclination. It is reasonable for information accumulation since it enables the specialist to achieve an expansive example inside constrained time and guarantees privacy of the data given by the respondents. Secrecy of data gave mollified the likelihood of such data being utilized against them for egotistical reasons.

3.5.1 Pilot Testing of the Instruments

A 10% sample was piloted. Before the actual data collection, the data collection tools were piloted with a sample of 35 SMEs who were also registered with WEF office and had benefitted from WEF fund program in neighbouring town of Nakuru. Also one WEF official was used in the piloting. Piloting was utilized to set up whether the inquiries could quantify what they were planned to gauge and whether the respondents could translate every one of the inquiries similarly, regardless of whether the wording of the poll was clear and if there was any analyst inclination. After the guiding activity, mistakes distinguished were revised hence upgrading the instruments dependability and legitimacy.

3.5.2 Validity of the Instruments

Three aspects of validity were determined for the instruments. Face validity was established by assessing the items on the instrument and ensuring that they appear relevant, meaningful and appropriate to the respondents. Content validity was determined by the supervisors who looked at the measuring technique and decided whether it measured what it was intended to measure. They carefully examined the items on the instruments and ascertained that the instruments contain adequate traits expected to measure the domain under study. To ensure validity of the instruments, the researcher thoroughly reviewed the relevant literature, to enable development of an initial list of items representing each of the study's constructs. Then, this list of items was modified based on recommendations from the supervisor.

3.5.3 Reliability of the Instruments

To ensure reliability, this study sought to employ a test-retest reliability method.

The reliability of the instruments looked at the extent to which the tool yields the same results on repeated trials hence consistence was realized. In the study reliability test followed the following steps. Developed questionnaires were given to a few identical respondents subjects who are not included in the main study. The administered questionnaires were answered and analyzed manually. After two weeks, the same questionnaires were administered to the same group of subjects. The questionnaires responses were again scored manually. The two sets of score were then correlated to determine the degree of accuracy and reliability. A high correlation of positive 0.7 and above indicates that the measuring instrument measures the same construct and is thus reliable.

3.6 Data Collection Procedures

The researcher obtained an introductory letter from the University to be used in the field during data collection. The letter was then used by the researcher to seek permission to carry out research and collect Data from the National Commission for Science, Technology and Innovation. The researcher personally visited the sampled areas to distribute the questionnaires with the help of two research assistants due to vastness of

the area and the many number of the respondents. During the time of distributing the instrument, the researcher explained to the respondents the purpose of the study and ethical issues involved. The researcher also explained the items that posed challenge to the respondents and those areas that they did not understand. This helped the respondent's response to give an insight to their feelings, background, hidden motivation, interests and decisions and give as much information as possible without holding back (Mayring 2007). The researcher also interviewed the WEF officials working in Naivasha WEF office.

3.7 Data Analysis Techniques

After the collection of primary data from the field, it was edited and entered into statistical package for social sciences (SPSS). Coding was used to organize and reduce research data into manageable summaries. Collected data was analyzed using descriptive statistics, utilizing the frequency distribution; percentages, standard deviations and averages. According to Mugenda and Mugenda (2003), the purpose of descriptive statistics is to allow for meaningful description of a distribution of scores or measurements using a few indices or statistics. Statistical tally system was used to generate frequency counts from the responses so as to prepare frequency distributions. Descriptive statistics such as means, standard deviation, frequencies and percentages was used to describe the data. Percentages in the 5-point rating likert scale response out of the total study sample response per item was calculated. Averages were calculated in respective items. As a measure of central tendency, average was used to decide the concentration of responses within the 5-point likert rating scale range. The analysed data was presented in the form of tables and graphs where applicable. The interview guide was analysed and presented in a paragraphs. This was done based on the objectives and research questions. Each table or graph was followed by brief explanations, inferences and interpretations of the findings from the earlier related reviewed literature with the aim of bridging the research gaps through seeking for the solutions of the study problem. Regression and pearson correlation was also done. (Orodho, 2005).

3.8 Ethical Considerations

Permission to carry out the research was sought from the Ministry of education, National Council for Science and Technology who gave a letter authorizing the researcher to carry out the research on that particular subject and in that particular area and to protect those who participated in the study (Kombo and Tromp, 2009). The researcher also sought the consent of every participant and encouraged voluntary participation in the research. Also since a number of ethical issues could arise during the academic research writing and publishing process of the findings, the researcher explained to the participants the purpose and nature of the research before engaging them in the study.

In this study, the researcher assured all the respondents that the information given was to be used for academic purposes only and confidentiality was observed. This was done to ensure that honest information is received and also to enhance smooth process of data collection. Finally researcher assured the participants that nobody would be victimized about any information given, and no names or personal identification was to be reflected in the questionnaire, the numbering of the questionnaires was for ordering purpose only.

3.9 Operationalization of the variables

Table 3. 2: Operationalization of the variables

Objectives	Type of variable	Indicators	Measurement	Measurement scale	Tool of Analysis	Tool of analysis
How does savings as a component of WEF program influence growth of SMEs	Independent: Savings by Women entrepreneurs Dependent: Growth of SMEs	<ul style="list-style-type: none"> • Change in stock • employees • Expansion of business 	<ul style="list-style-type: none"> • Amount of available stock • No of employees • Increased products for sale 	<ul style="list-style-type: none"> • Ordinal • Ordinal • ordinal 	Use of descriptive statistics Tables Mean Percentages	SPSS
How does capacity building as a component of WEF program influence growth of SMEs	Independent: Capacity building of Women entrepreneurs Dependent: Growth of SMEs	<ul style="list-style-type: none"> • Good Financial management • Good customer care • Changes in 	<ul style="list-style-type: none"> • Increased profit • Improved sales • Increased assets 	<ul style="list-style-type: none"> • Ordinal • Ordinal • ordinal 	Use of descriptive statistics Tables Mean Percentages	SPSS

		profit				
How does Innovation support as a component of WEF program influence growth of SMEs	Independent: Innovation support by Women entrepreneurs Dependent: Growth of SMEs	<ul style="list-style-type: none"> • New business product • Improved linkages • Improved business performance 	<ul style="list-style-type: none"> • Improved business performance • Increased sales • Increase in turn over 	<ul style="list-style-type: none"> • Ordinal • Ordinal • ordinal 	Use of descriptive statistics Tables Mean Percentages	SPSS
How does sourcing for market by Women Enterprise Fund influence growth of SMEs.	Independent: Sourcing for market by Women Enterprise Fund Dependent: Growth of SMEs	<ul style="list-style-type: none"> • Access to business market information • Access to supply chain market information 	<ul style="list-style-type: none"> • Increase in profit • Increase in sales • Increase in assets 	<ul style="list-style-type: none"> • Ordinal • Ordinal • ordinal 	Use of descriptive statistics Tables Mean Percentages	SPSS

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION AND INTERPRETATION

4.1 Introduction

Content in chapter four is data analysis; presentation and interpretation of the study findings. The subtitles in the chapter are arranged according to the objectives of this study. The study findings have been presented in frequency distribution tables, mean values, percentages and explanations of the findings in between the frequency tables for further elaboration as well as the interpretation of the study results which have been given alongside the findings.

The subheadings in this chapter were arranged according to research questions: To establish how savings as a component of Women Enterprise Fund program influences growth of small and medium enterprises in Naivasha Sub County, Kenya: to determine how capacity building as a component of Women Enterprise Fund program influences growth of small and medium enterprises in Naivasha Sub County, Kenya: to determine how innovation support as a component of Women Enterprise Fund program influences growth of small and medium enterprises in Naivasha Sub County, Kenya: to examine how sourcing for market by Women Enterprise Fund influences growth of small and medium enterprises in Naivasha Sub County, Kenya.

4.2 Questionnaire Return Rate

The questionnaire return rate, based on the respondents that participated in the study, is shown in Table 4.1:

The field responses were 304 SMEs owners and 3 WEF officials working at Naivasha office out of the 348 SMEs owners and 3 WEF officials working at Naivasha office women group officials surveyed responded to the questionnaires. Thus the return rate was 79.3 percent for the SMEs owners and 100% WEF officials studied. This response rate can be attributed to the fact that the researcher with his research assistant personally administered the research instrument.

4.2 Demographic Information of the Respondents

The study sought to determine the demographic characteristics of the respondents as they are considered as categorical variables which give some basic insight about the respondents. The characteristics considered in the study were; range of ages of the respondents; gender; highest level of education attained by them; type of business owned and location of their business.

4.2:1 Distribution of Respondents by their Gender

The respondents were asked to indicate their gender; the results show that all the respondents were females. This implies that women were the ones who were registered with WEF office at Naivasha and had benefitted from the WEF loans. The gender findings indicate that WEF was given to the women as intended by the government during its initiation as shown in the table 4.1 below.

Table 4.1: Distribution by Gender of the Respondents

Gender	Frequency	Percent
Female	304	100
Male	0	0
Total	304	100

4.2:2 Distribution of Respondents by their Age Bracket

The respondents were further asked to indicate their ages with the aim of establishing the age bracket. The age factor was important since the government is trying to encourage the youth to promote entrepreneurship in developing the country. Table 4.1 shows the age distribution of the respondents.

Table 4.2: Age Bracket of the Respondents

Age (years)	Frequency	Percent
18-30	48	15.79
31-40	127	41.78
41-50	86	28.29
Above 50	43	14.14
Total	304	100

From the table 4.2 above, 127 (41.78%) of the respondents were between 31 - 40 years of age were the majority, those of the age between 41 - 29 years with 32 (26%), those between 41 - 50 years were 86 (28.29 %), those with ages 18-30 years were 48 (15.79 %), and those aged 50 years and above were 43 (14.14%). This implies that young women are more active in business and are likely to get women enterprise fund.

4.2.3 Distribution of Respondents by their Level of Education

The respondents were asked to indicate their academic background. Table 4.2 shows the study findings on the respondents' academic background.

Table 4. 3: Highest Education Level of the Respondents

Education level	Frequency	Percent
Primary	35	11.51
Secondary	128	42.11
Diploma	98	32.24
Degree	43	14.14
Total	304	100

From the Table 4.3 above, 128 (42.11%) of the respondents had attained secondary education, 98 (32.24%) had a Diploma, 43 (14.14%) had attained a degree, and 35(11.51%) had reached primary. This shows that the SME's are being operated by personnel of higher qualifications.

4.2.4 Distribution of Respondents by their Type of Businesses

The respondents were asked to indicate the type of business they owned. Table 4.4 shows the study findings on the respondents' type of businesses.

Table 4.4: Type of Business the Respondent's Owned

Type of business	Frequency	Percent
Hardware	70	23.03
Electrical shop	42	13.82
Phone accessories and money agency	106	34.87
Grocery shop	86	28.29
Total	304	100

It can be seen from Table 4.4 above that 106 (34.87%) of the respondents owned phone accessories and money agency business, 86 (28.29%) owned grocery shops, 70 (23.03%) owned hardware and 42 (13.82%) owned electrical shops. This shows that women entrepreneurs were diversified in business.

4.2.5 Distribution of Respondents by their Location of Businesses

The respondents were asked to indicate the location of their businesses. Table 4.5 shows the study findings on the respondents' businesses' location.

Table 4.5: Location of the Respondent's Business

Business Location	Frequency	Percent
Town centre	224	73.68
Naivasha rural area	27	8.88
Outskirt of Naivasha town	53	17.43
Total	304	100

According to the findings indicated in Table 4.5 above, majority 224 (73.68%) of the respondents indicated that their businesses were located at the town centre of Naivasha town, 53 (17.43%) indicated that their businesses were located at the outskirts of Naivasha town and 27 (8.88%) indicated that their businesses were located at Naivasha rural area. This implies that most of the businesses were located in town central business. This is because; the town centre harboured a big population and good money circulation thus a range of customers.

4.2.6 Distribution of Respondents by their Period of Operating their Businesses

The respondents were asked to indicate the period they had operated their businesses. Table 4.6 shows the study findings on the respondents' period of business operation.

Table 4.6: Period the Respondents had been Operating their Businesses

Period of business operation	Frequency	Percent
Below 2 years	23	7.57
3-5 Years	190	62.50
6-10 Years	59	19.41
Over 10 Years	32	10.53
Total	304	100

It is seen from Table 4.6 above that 190 (62.50%) of the respondents had operated their businesses for 3-5 years, 59 (19.41%) had operated their businesses for 6-10 years, 32 (10.53%) had operated their businesses for over 10 years, and 23 (7.57%) had operated their businesses for less than 2 years. This shows that most women who had benefited from the women entrepreneur fund had operated their businesses for some years thus able to tell whether the WEF had influenced growth of their businesses or not.

4.3 Savings on Growth of Small and Medium Enterprises

This is the portion of income that is accumulated or invested directly in capital equipment thus being ploughed back into the enterprise in order to expand it.

The study sought to find out the extent that women enterprise fund programs on savings affected growth of SMEs. The findings were presented in Table 4.7.

Table 4.7: Relationship between Savings and Growth of SMEs

Statements	Not at all		Little extent		Moderate extent		Great extent		Very great extent		Mean	Std dev
	F	%	F	%	F	%	F	%	F	%		
Strategies of saving	4	1.32	7	2.30	8	2.63	170	55.92	115	37.83	4.27	0.25
Mode of saving	2	0.66	5	1.64	10	3.29	130	42.76	157	51.64	4.43	0.16
Stock levels	7	2.30	10	3.29	24	7.89	150	49.34	113	37.17	4.16	0.41
Total	13	4.28	22	7.23	42	13.81	450	148.02	385	126.64	12.86	0.82

From the results in Table 4.7 above, mode of saving affected growth of SMEs to a great extent as indicated by a mean of 4.43 and standard deviation of 0.16. This shows that a favorable mode of saving would enable the women save more thus increasing growth of the SMEs. In addition, strategies of saving affected growth of SMEs to a great extent as indicated by a mean of 4.27 and standard deviation of 0.25. This shows that the strategies laid down helps the women entrepreneurs to save thus increasing growth of the businesses. Also, stock levels affected growth of SMEs to a great extent as indicated by a mean of 4.16 and standard deviation of 0.41. This implies that when the entrepreneurs increase their stock, they make more sales thus affecting the growth of the SMEs. The results are in line with Kuzilwa (2005) who found out that woman entrepreneurs lack adequate physical capital such as credit and savings for business which force them into quest for financial assistance thus affecting growth of their businesses.

The respondents were asked to indicate their agreement level regarding the extent to which women enterprise fund program on savings affected growth of SMEs. Table 4.8 shows the respondents agreement level.

Table 4.8: Extent that Women Enterprise Fund Program on Savings Affected Growth of SMEs

Statements	Strongly Disagree		Disagree		Not Sure		Agree		Strongly Agree		Mean	Std dev
	F	%	F	%	F	%	F	%	F	%		
WEF program has enabled me to increase the level of my stock through savings and this has contributed to growth of my business	1	0.33	4	1.32	3	0.99	130	42.76	166	54.61	4.50	0.24
WEF program has enabled me to increase the number of my employees through saving and this has contributed to growth of my business	43	14.14	27	8.88	59	19.41	140	46.05	35	11.51	3.32	0.17
WEF program has enabled me to expand my business through savings and this has contributed to growth of my business	2	0.66	1	0.33	7	2.30	85	27.96	209	68.75	4.64	0.29
WEF program through savings has contributed to the increase in my business turnover and has contributed to growth of my business	4	1.32	3	0.99	4	1.32	132	43.42	161	52.96	4.46	0.34
WEF program through savings has enabled me to diversify my business and this has contributed to growth of my business	10	3.29	28	9.21	17	5.59	200	65.79	49	16.12	3.82	0.16
Total	60	19.74	63	20.73	90	29.61	687	225.98	620	203.95	20.74	1.2

According to the findings indicated in Table 4.8 above, the respondents strongly agreed that WEF program had enabled them to expand their businesses through savings. This had contributed to growth of their businesses as indicated by a mean of 4.64 and standard deviation of 0.29. The respondents agreed that WEF program had enabled them to increase the level of their stock through savings. This had contributed to growth of their business as shown by a mean of 4.50 and standard deviation of 0.24. The respondents also agreed that WEF program through savings had contributed to the increase in their businesses' turnover. This had contributed to growth of their businesses as shown by a mean of 4.46 and standard deviation of 0.34. In addition, the respondents agreed that WEF program through savings had enabled them to diversify their businesses. This had contributed to growth of their businesses as shown by a mean of 3.82 and standard deviation of 0.16. The respondents were not sure whether WEF program had enabled them to increase the number of their employees through saving. This had contributed to growth of their businesses as shown by a mean of 3.32 and standard deviation of 0.17. This implies that Women Enterprise Fund program on savings affected growth of SMEs positively. The results were in line with Ngugi (2009), Kioko (2009), and Makena (2011) who studied the financial challenges faced by SMEs and found that inadequacies in access to finance are key obstacles to SMEs growth.

4.4 Capacity Building on the Growth of Small and Medium Enterprises

Capacity building is a concept that has different meanings for different people, but in general, relates to enhancing or strengthening a person's or organization's capacity through trainings in order to achieve the overall organizational goals.

The study sought to find out the extent that women enterprise fund programs on capacity building affected growth of SMEs. The findings were presented in Table 4.9.

Table 4.9: Relationship Between Capacity Building and Growth of SMEs

statements	Not at all		Little extent		Moderate extent		Great extent		Very great extent		Mean	Std dev
	F	%	F	%	F	%	F	%	F	%		
Women groups' training seminars/workshops	13	4.28	25	8.22	59	19.41	142	46.71	65	21.38	3.73	0.43
Managerial skills on how to run their businesses effectively	10	3.29	15	4.93	64	21.05	137	45.07	78	25.66	3.85	0.21
Basic skills in entrepreneurship and business management	8	2.63	18	5.92	15	4.93	80	26.32	183	60.20	4.36	0.39
Formation of the business networks for the SMEs	17	5.59	28	9.21	39	12.83	200	65.79	20	6.58	3.59	0.49
Total	48	15.79	86	28.28	177	58.22	559	183.89	346	113.82	15.53	1.52

From the findings indicated in Table 4.9 above, basic skills in entrepreneurship and business management affected growth of SMEs to a great extent as shown by a mean of 4.36 and standard deviation of 0.39. This shows that for SMEs to grow the entrepreneurs need entrepreneurship and management skills. Managerial skills on how to run their businesses effectively affected growth of SMEs to a great extent as shown by a mean of 3.85 and standard deviation of 0.21. This implies that managerial skills are important in business growth. Women groups' trainings seminars/workshops affected growth of SMEs to a great extent as shown by a mean of 3.73 and standard deviation of 0.43. This shows that training and workshops held by WEF helps in SMEs growth. Formation of the business networks for the SMEs affected growth of SMEs to a great extent as shown by a mean of 3.59 and standard deviation of 0.49. This implies that business networks help in SMEs growth. This is in line with Business Intelligence Survey (2013) which concluded that SMEs sought for external business support. This was also in line with King and McGrath (2002) research which showed that majority of those carrying out SMEs businesses in Kenya are not quite well equipped in terms of education and skills that can make them better managers of enterprises.

The respondents were asked to indicate their agreement level regarding the extent to which women enterprise fund program on capacity building enhanced growth of SMEs. Table 4.10 shows the respondents agreement level.

Table 4.10: Extent that Women Enterprise Fund Program on Capacity Building Enhanced Growth of SMEs

statements	Strongly Disagree		Disagree		Not Sure		Agree		Strongly Agree		Mean	Std dev
	F	%	F	%	F	%	F	%	F	%		
WEF program on capacity building has increased my knowledge of good financial management and this has led to growth of my business	5	1.64	4	1.32	6	1.97	180	59.21	109	35.86	4.26	0.41
WEF program on capacity building program has increased my knowledge on budgeting and this has led to growth of my business	8	2.63	20	6.58	68	22.37	154	50.66	54	17.76	3.74	0.18
WEF program on capacity building program has increased my knowledge of customer care and this has led to growth of my business	5	1.64	4	1.32	38	12.50	170	55.92	87	28.62	4.09	0.47
WEF capacity building program has increased my knowledge of human resource management and led to growth of my business	9	2.96	20	6.58	74	24.34	167	54.93	34	11.18	3.65	0.39
Total	27	8.87	48	15.8	186	61.18	671	220.72	284	93.42	15.74	1.45

It is seen from Table 4.10 that the respondents agreed that WEF program on capacity building had increased their knowledge of good financial management. This had led to growth of their businesses as shown by a mean of 4.26 and standard deviation of 0.41. The respondents also agreed that WEF program on capacity building program had increased their knowledge of customer care. This had led to growth of their businesses as shown by a mean of 4.09 and standard deviation of 0.47. In addition, the respondents agreed that WEF program on capacity building program had increased their knowledge on budgeting. This had led to growth of their businesses as shown by a mean of 3.74 and standard deviation of 0.18. This implies that capacity building affected growth of SMEs. This contradicted with King and McGrath (2002) who indicated that majority of those who ran SMEs were ordinary lot whose educational background was lacking and hence were less aware of what skills were needed to run businesses. They were not well equipped to carry out managerial routines for their enterprises and this lead to many business failures.

4.5 Innovation Support on the Growth of Small and Medium Enterprises

This is the support given to SMEs especially in technology. SMEs are provided with knowledge and information on access to finance, skilled work force, opportunities for demonstrations and testing, and the market conditions.

The study sought to find out the extent that women enterprise fund programs on innovation support affected growth of SMEs. The findings were presented in Table 4.11.

Table 4. 11: Relationship Between Innovation Support and Growth of SMEs

statements	Not at all		Little extent		Moderate extent		Great extent		Very great extent		Mean	Std dev
	F	%	F	%	F	%	F	%	F	%		
New products introduction to my business	35	11.51	38	12.50	35	11.51	180	59.21	16	5.26	3.34	0.49
Use of ICT systems	31	10.20	26	8.55	37	12.17	192	63.16	18	5.92	3.46	0.17
Establish new ways of doing business	11	3.62	10	3.29	49	16.12	193	63.49	41	13.49	3.80	0.56
Able to market my products all over the country and beyond	15	4.93	14	4.61	23	7.57	180	59.21	72	23.68	3.92	0.47
Total	92	30.26	88	28.95	144	47.37	745	245.07	147	48.35	14.52	1.69

From the findings indicated in Table 4.11 above, able to market their products all over the country and beyond affected growth of SMEs to a great extent as shown by a mean of 3.92 and standard deviation of 0.47. This implies that sales increased with innovation. Innovation is also considered as an effective way to improve firm's productivity due to the resource constraint issue facing a firm (Lumpkin and Dess, 1996). In addition, establishing new ways of doing business affected growth of SMEs to a great extent as shown by a mean of 3.80 and standard deviation of 0.56. Moreover, use of ICT systems affected growth of SMEs to a moderate extent as shown by a mean of 3.46 and standard deviation of 0.17. Also, new products introduction to their businesses affected growth of SMEs to a moderate extent as shown by a mean of 3.34 and standard deviation of 0.49. Innovation plays an important role not only for large firms, but also for SMEs (Anderson, 2009). This is in line with Keizer, Dijkstra and Halman (2002) who concluded that the lack of financial resources, inadequacy of management and marketing skills, lack of skilled workers, weakness in external information and linkages, and difficulty in coping with government regulations, among others, are all factors that limit their competitiveness and innovation. SMEs may be unable to exploit new products because of the limited organizational research and marketing capabilities.

The respondents were asked to indicate their agreement level regarding the extent to which women enterprise fund program implementation on innovation support affected growth of SMEs. Table 4.12 shows the respondents agreement level.

Table 4. 22: Extent that WEF program on Innovation Support Affected the Growth of SMEs

Statements	Strongly Disagree		Disagree		Not Sure		Agree		Strongly Agree		Mean	Std dev
	F	%	F	%	F	%	F	%	F	%		
WEF program on innovation support has increased my knowledge of new business product identification and led to growth of my business	15	4.93	12	3.95	30	9.87	197	64.80	50	16.45	3.84	0.74
WEF program on innovation support has increased my knowledge of new product development and this has led to growth of my business	30	9.87	25	8.22	39	12.83	182	59.87	28	9.21	3.50	0.19
WEF program on innovation support has increased my knowledge on linkages with other firms and this has led to growth of my business	19	6.25	16	5.26	51	16.78	180	59.21	38	12.50	3.66	0.15
WEF program innovation support has increased my knowledge of new ways of doing business and this has led to growth of my business	20	6.58	24	7.89	70	23.03	143	47.04	47	15.46	3.57	0.58
Total	84	27.63	77	25.32	190	62.51	702	230.92	163	53.62	14.57	1.66

It is seen from Table 4.12 that the respondents agreed that WEF program on innovation support had increased their knowledge of new business product identification. This had led to growth of their businesses as shown by a mean of 3.84 and standard deviation of 0.74. The respondents also agreed that WEF program on innovation support had increased their knowledge on linkages with other firms. This had led to growth of their businesses as shown by a mean of 3.66 and standard deviation of 0.15. In addition, the respondents agreed that WEF program innovation support had increased their knowledge of new ways of doing business. This had led to growth of their businesses as shown by a mean of 3.57 and standard deviation of 0.58. Moreover, the respondents agreed that WEF program on innovation support had increased their knowledge of new product development. This had led to growth of their businesses as shown by a mean of 3.50 and standard deviation of 0.19. This implies that innovation and SME growth have a positive relationship. Sandvik (2003) argues that innovation is one of the most important competitive weapons and generally seen as a firm's core value capability.

4.6 Marketing Opportunities and Performance of Women SMEs

This is market for the goods and services produced by women entrepreneurs so that these entrepreneurs are not conned by middle men into selling their goods, services and patents at throw away price.

The study sought to find out the extent of relationship of effective marketing facilities offered by women enterprise fund to the performance of the SMEs. The results were presented in Table 4.13.

Table 4. 33: Extent of Relationship of Effective Marketing Facilities and Performance of the SMEs

variables	Frequency	Percent
Very great extent	66	21.71
Great extent	156	51.32
Moderate extent	58	19.08
Low extent	24	7.89
Total	304	100

From the results in Table 4.13 above, 156 (51.32%) of the respondents indicated that effective marketing facilities by Women Enterprise Fund influenced performance of the SMEs to a great extent. In addition, 66 (21.71%) indicated that effective marketing facilities influenced effective marketing facilities to a very great extent. Moreover, 58 (19.08%) indicated that effective marketing facilities influenced effective marketing facilities to a moderate extent and 24 (7.89%) indicated that effective marketing facilities influenced effective marketing facilities to a low extent. This is in line with Moorthy et al. (2012) who found out that there is a positive relationship between the use of marketing information, application of information technology and the performance of SMEs. In short, the study discovered that the use of marketing information can affect the performance of SMEs at the highest.

It was important to find out how marketing opportunities offered by Women Enterprise Fund diversified the market for the product. The results were presented in Table 4.14.

Table 4. 44: How Marketing Opportunities Diversified the Market for the Product

variables	Frequency	Percent
Strongly Agree	72	23.68
Agree	204	67.11
Disagree	15	4.93
Strongly Disagree	3	0.99
Not Sure	10	3.29
Total	304	100

According to the findings in Table 4.14 above, 204 (67.11%) of the respondents agreed that marketing opportunities offered by Women Enterprise Fund diversified the market for the product. In addition, 72 (23.68%) strongly agreed that marketing opportunities offered by Women Enterprise Fund diversified the market for the product. Moreover, 15 (4.93%) disagreed that marketing opportunities offered by Women Enterprise Fund diversified the market for the product. Also, 10 (3.29%) were not sure if marketing opportunities offered by Women Enterprise Fund diversified the market for the product and 3 (0.99%) strongly disagreed that marketing opportunities offered by Women Enterprise Fund diversified the market for the product. This is in line with Amwele (2013) who found out that competition has an adverse impact on SMEs growth.

The respondents were asked to indicate the association of marketing opportunities by Women Enterprise Fund on meeting the market challenges of SMEs. The results were presented in Table 4.15.

Table 4. 55: Association of Marketing Opportunities on Meeting the Market Challenges of SMEs

Variable	Frequency	Percent
Very high association	54	17.76
High association	178	58.55
Low association	24	7.89
Undecided	48	15.79
Total	304	100

It is seen from Table 4.15 that 178 (58.55%) of the respondents indicated that marketing opportunities by Women Enterprise Fund had high association with market challenges of SMEs. In addition, 54 (17.76%) indicated that marketing opportunities by Women Enterprise Fund had very high association with market challenges of SMEs. Moreover, 48 (15.79%) indicated that marketing opportunities by Women Enterprise Fund had low association with market challenges of SMEs. Also, 24 (7.89%) were not decided on association of marketing opportunities by Women Enterprise Fund on meeting the market challenges of SMEs. This is in line with Mbugua (2013) who indicated that there is a significant relationship between marketing and the growth of the enterprises as indicated by a p-value of 0.001.

The study sought to find out the extent that Women Enterprise Fund program affected growth of SMEs. The results were presented in Table 4.16.

Table 4. 66: Extent that Women Enterprise Fund Program Affected the Following in SMEs

Variables	Not at all		Little extent		Moderate extent		Great extent		Very great extent		Mean	Std dev
	F	%	F	%	F	%	F	%	F	%		
Annual turnover	5	1.64	6	1.97	23	7.57	120	39.47	150	49.34	4.33	0.93
Volume of stocks	2	0.66	5	1.64	20	6.58	139	45.72	138	45.39	4.34	0.71
Volume of sales	3	0.99	7	2.30	25	8.22	159	52.30	110	36.18	4.20	0.28
Number of employees	30	9.87	45	14.80	49	16.12	172	56.58	8	2.63	3.27	0.16
Enterprise assets	9	2.96	26	8.55	15	4.93	204	67.11	50	16.45	3.86	0.37
Total	44	14.48	83	27.29	109	35.85	674	221.71	306	100.65	15.67	1.52

According to the findings in Table 4.16 above, Women Enterprise Fund program affected volume of stocks to a great extent as shown by a mean of 4.34 and standard deviation of 0.71. Women Enterprise Fund program affected annual turnover to a great extent as shown by a mean of 4.33 and standard deviation of 0.93. Women Enterprise Fund program affected volume of sales to a great extent as shown by a mean of 4.20 and standard deviation of 0.28. Women Enterprise Fund program affected enterprise assets to a great extent as shown by a mean of 3.86 and standard deviation of 0.37. Women Enterprise Fund program affected number of employees to a moderate extent as shown by a mean of 3.27 and standard deviation of 0.16. This implies that WEF affected growth of SMEs. This is in line with Bouazza (2015) who found out that management capacities, marketing skills, and technological capacities of which WEF in Kenya is focussing on affected growth of SMEs.

4.7 Regression analysis

In this study, a multiple regression analysis was conducted to test the influence among predictor variables. The research used statistical package for social sciences (SPSS Version 21) to code, enter and compute the measurements of the multiple regressions.

Table 4.77: Multiple Regression Between Women Enterprise Fund Program and Growth (dependent variable) of Small and Medium Enterprises

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.793	.726	.678	.2076

a. Predictors: (Constant), Savings, capacity building, innovation support sourcing for market.

The data in Table 4.17 indicated that R-Square (coefficient of determination) is a commonly used statistic to evaluate model fit. R-square is 1 minus the ratio of residual variability. The adjusted R^2 , also called the coefficient of multiple determinations, is the percent of the variance in the dependent explained uniquely or jointly by the independent

variables. 67.8% of the growth of Small and Medium Enterprises in Naivasha sub-county. Variables could be attributed to the combined effect of the predictor variables.

Table 4.88: ANOVA Results of the Regression Analysis Between Growth of Small and Medium Enterprises and Predictor Variables

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.223	4	3.112	3.971	.001
	Residual	92.876	212	.641		
	Total	115.099	216			

a. Predictors: Savings, capacity building, innovation support and sourcing for market.

b. Dependent Variable: growth of Small and Medium Enterprises in Naivasha Sub County.

The data in Table 4.18 indicated that the probability value of 0.001 indicates that the regression relationship was highly significant in predicting how WEF savings, capacity building, innovation support and sourcing for market influenced growth of Small and Medium Enterprises in Naivasha Sub County. The F critical at 5% level of significance was 3.971 since F calculated is greater than the F critical (value = 2.830), this shows that the overall model was significant.

Table 4.99: Regression Coefficients of the Relationship Between Growth of Small and Medium Enterprises and the Predictive Variables

Mode I	Unstandardized		Standardized		
	Coefficients		Coefficients		
	B	Std. Error	Beta	T	Sig.
1 (Constant)	1.01	0.422		4.307	0
WEF saving	0.534	0.093	0.597	0.054	0.003
WEF capacity building	0.602	0.085	0.689	0.615	0.001
WEF innovation support	0.510	0.087	0.575	0.436	0.005
WEF sourcing for market	0.481	0.084	0.473	0.416	0.002

a. Dependent Variable: growth of SMEs

As per the SPSS generated table above, the equation ($Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \epsilon$) becomes:

$$Y = 1.010 + 0.534X_1 + 0.602X_2 + 0.510X_3 + 0.481X_4$$

The regression equation in Table 4.19 has established that taking all factors into account (savings, capacity building, innovation support and sourcing for market) constant at zero growth of Small and Medium Enterprises will be 1.010. The findings presented also show that taking all other independent variables at zero, a unit increase in capacity building would lead to a 0.602 increase in the growth of Small and Medium Enterprises.

Further, the findings shows that a unit increases in savings would lead to a 0.534 increase in growth of Small and Medium Enterprises. In addition, the findings show that a unit increase in innovation support would lead to a 0.510 increase in growth of Small and Medium Enterprises. Also, the findings show that a unit increase in sourcing for market would lead to a 0.481 increase in growth of Small and Medium Enterprises. Overall,

sourcing for market had the least effect on growth of Small and Medium Enterprises and capacity building had the highest effect.

WEF savings calculated p-value was found to be 0.003 which is statistically significant ($p < 0.05$) which is level of confidence. The WEF savings has a positive significant influence on growth of Small and Medium Enterprises. WEF capacity building calculated P-value was found to be 0.001 which is statistically significant since $P < 0.05$. There is a positive correlation between the growth of Small and Medium Enterprises. WEF innovation support calculated P-value was found to be 0.005 which statistically $P < 0.05$ hence significant.

CHAPTER FIVE

SUMMARY OF FINDINGS, DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter comprises of and is organized into the following subheadings: summary of the study, discussions of the findings, conclusions of the study, recommendations of the study and suggestions for further study.

5.2 Summary of Findings

The study assessed the influence of Women Enterprise Fund program on the growth of Small and Medium Enterprises in Naivasha Sub-County, Nakuru County, Kenya by: seeking to establish how savings as a component of Women Enterprise Fund program influenced growth of small and medium enterprises in Naivasha Sub County; determine how capacity building as a component of Women Enterprise Fund program influences growth of small and medium enterprises in Naivasha Sub County; determine how innovation support as a component of Women Enterprise Fund program influences growth of small and medium enterprises in Naivasha Sub County; examine how sourcing for market by Women Enterprise Fund influences growth of small and medium enterprises in Naivasha Sub County, Kenya.

Research instruments used included one questionnaire for the SMEs owners and interview guide for the key informants. Data from the field was collected by the researcher and analyzed for basic descriptive statistics. The main findings of the study are:

5.2.1 Savings on growth of small and medium enterprises

The study found out that mode of saving affected growth of SMEs to a great extent as indicated by a mean of 4.43 and standard deviation of 0.16. Stock levels affected growth of SMEs to a great extent as indicated by a mean of 4.16 and standard deviation of 0.41. WEF program had enabled SMEs to expand their businesses through savings and this had

contributed to growth of their businesses as indicated by a mean of 4.64 and standard deviation of 0.29. WEF program had not enabled them to increase the number of their employees through saving and this had not contributed to growth of their businesses as shown by a mean of 3.32 and standard deviation of 0.17.

5.2.2 Capacity building and growth of small and medium enterprises

The study found out that basic skills in entrepreneurship and business management affected growth of SMEs to a great extent as shown by a mean of 4.36 and standard deviation of 0.39. Formation of the business networks for the SMEs affected growth of SMEs to a great extent as shown by a mean of 3.59 and standard deviation of 0.49. WEF program on capacity building had increased their knowledge of good financial management and this had led to growth of their businesses as shown by a mean of 4.26 and standard deviation of 0.41. WEF capacity building program had increased their knowledge of human resource management and this had led to growth of their business as shown by a mean of 3.65 and standard deviation of 0.39.

5.2.3 Innovation support on the growth of small and medium enterprises

The study found out that being able to market their products all over the country and beyond affected growth of SMEs to a great extent as shown by a mean of 3.92 and standard deviation of 0.47. New product's introduction into their businesses affected growth of SMEs to a moderate extent as shown by a mean of 3.34 and standard deviation of 0.49. WEF program on innovation support had increased their knowledge of new business product identification and led to growth of their businesses as shown by a mean of 3.84 and standard deviation of 0.74. WEF program on innovation support had increased their knowledge of new product development and this had led to growth of their businesses as shown by a mean of 3.50 and standard deviation of 0.19.

5.2.4 Marketing opportunities and growth of Small and Medium Enterprises

The study found out that 156 (51.32%) of the respondents indicated that effective marketing facilities by Women Enterprise Fund influenced growth of the SMEs to a great extent. In addition, 204 (67.11%) of the respondents agreed that marketing opportunities

offered by Women Enterprise Fund diversified the market for their products. Also, 178 (58.55%) of the respondents indicated that marketing opportunities by Women Enterprise Fund had high association with market challenges of SMEs. Women Enterprise Fund program affected volume of stocks to a great extent as shown by a mean of 4.34 and standard deviation of 0.71.

5.3 Discussion

5.3.1: Savings on Growth of Small and Medium Enterprises

Mode of saving affected growth of SMEs to a great extent as indicated by a mean of 4.43 and standard deviation of 0.16. Strategies of saving affected growth of SMEs to a great extent as indicated by a mean of 4.27 and standard deviation of 0.25. Kuzilwa (2005) found out that woman entrepreneurs lack adequate physical capital such as credit and savings for business which force them into quest for financial assistance thus affecting growth of their businesses. WEF program had enabled them to increase the level of their stock through savings. Makena (2011) who studied the financial challenges faced by SMEs and found that inadequacies in access to finance are key obstacles to SMEs growth.

5.3.2: Capacity Building on Growth of Small and Medium Enterprises

Basic skills in entrepreneurship and business management affected growth of SMEs to a great extent as shown by a mean of 4.36 and standard deviation of 0.39. King and McGrath (2002) research which showed that majority of those carrying out SMEs businesses in Kenya are not quite well equipped in terms of education and skills that can make them better managers of enterprises. Managerial skills on how to run their businesses effectively affected growth of SMEs to a great extent as shown by a mean of 3.85 and standard deviation of 0.21. Business Intelligence Survey (2013) concluded that SMEs sought for external business support. the respondents agreed that WEF program on capacity building program had increased their knowledge on budgeting. King and McGrath (2002) who indicated that majority of those who ran SMEs were ordinary lot whose educational background was lacking and hence were less aware of what skills were needed to run businesses.

5.3.3: Innovation Support on Growth of Small and Medium Enterprises

New products introduction to their businesses affected growth of SMEs to a moderate extent as shown by a mean of 3.34 and standard deviation of 0.49. WEF program on innovation support had increased their knowledge on linkages with other firms. Keizer, Dijkstra and Halman (2002) who concluded that the lack of financial resources, inadequacy of management and marketing skills, lack of skilled workers, weakness in external information and linkages, and difficulty in coping with government regulations, among others, are all factors that limit their competitiveness and innovation.

5.3.4: Marketing Opportunities on Growth of Small and Medium Enterprises

From the findings, 156 (51.32%) of the respondents indicated that effective marketing facilities by Women Enterprise Fund influenced performance of the SMEs to a great extent. Moorthy et al. (2012) who found out that there is a positive relationship between the use of marketing information, application of information technology and the performance of SMEs. 204 (67.11%) of the respondents agreed that marketing opportunities offered by Women Enterprise Fund diversified the market for the product. Amwele (2013) found out that competition has an adverse impact on SMEs growth.

5.4 Conclusions

The study concluded that mode of saving, strategies of saving and stock levels affected growth of SMEs to a great extent. WEF program had enabled them to expand their businesses through savings and this had contributed to growth of their businesses. WEF program had enabled them to increase the level of their stock through savings and this had contributed to growth of their business. WEF program through savings had contributed to the increase in their businesses' turnover and had contributed to growth of their businesses. WEF program through savings had enabled them to diversify their businesses and this had contributed to growth of their businesses.

The study revealed that basic skills in entrepreneurship and business management, managerial skills on how to run their businesses effectively, women groups' trainings, seminars/workshops and formation of the business networks for the SMEs affected

growth of SMEs to a great extent. WEF program on capacity building had increased their knowledge of good financial management and this had led to growth of their businesses. WEF program on capacity building program had increased their knowledge of customer care and this had led to growth of their businesses. WEF program on capacity building had increased their knowledge on budgeting and this had led to growth of their businesses.

The study concluded that able to market their products all over the country and beyond and establishing new ways of doing business affected growth of SMEs to a great extent. WEF program on innovation support had increased their knowledge of new business product identification and led to growth of their businesses. WEF program on innovation support had increased their knowledge on linkages with other firms and this had led to growth of their businesses. WEF program innovation support had increased their knowledge of new ways of doing business and this had led to growth of their businesses. WEF program on innovation support had increased their knowledge of new product development and this had led to growth of their businesses.

The study revealed that effective marketing facilities offered by Women Enterprise Fund influenced performance of the SMEs to a great extent. Marketing opportunities offered by Women Enterprise Fund diversified the market for the product. Marketing opportunities by Women Enterprise Fund had high association with market challenges of SMEs.

5.5 Recommendations

Based on the study literature review and findings after the data analysis, the following recommendations were made:

1. The WEF programme should encourage women to save their earnings and to plough them back into their businesses. This will help to increase the stock levels thus growth of SMEs.
2. WEF funding should also be remodelled towards more individual lending. It should change the practice of “group lending system” since members in a group

cannot have the same thinking level, attitude and commitment during the business enterprise initiation stage as there are personal differences.

3. The WEF program should be improved so that it can benefit more women by starting or enhancing small scale businesses to provide self-employment. Such improvements of the WEF program requirements include provision of better equipped workshops, adequate supplies of training materials and greater emphasis on practical business management for the women.
4. The WEF programme should help to introduce new technology and innovation to the women. This will help the women to establish new ways of doing business and being able to market their products all over the country and beyond.
5. The government needs to create more opportunities for acquisition of technical skills by training women where the training institutions should be accessible, friendly and affordable to all women without discrimination.

The implementation of the WEF program should have been preceded by a better women group training approach on how they would run their businesses once they start their women business enterprises. The training should also be standardized with room for customization to unique borrower's needs. This will enhance efficiency and effectiveness in starting and running the business.

5.5.1 Suggestions for further studies

The researcher suggested further studies on the influence of Women Enterprise Fund on the performance of Micro and Small enterprises among women which would add to the findings of this study on the need for background business knowledge in the start-up of the women business enterprises using the women enterprise development fund loan funded capital from the government.

1. To enhance effective utilization of the Women Enterprise Fund loan, further research should be done on the modality of accessibility to suggest ways that will enhance easy accessibility

2. Further studies on the influence of training on women enterprise fund and the performance of women business enterprises and on the influence of adequate allocations of women enterprise fund on performance of women business enterprises is also recommended.

5.6 Contribution to the body of Knowledge

The findings of the study yielded information that ought to bring an understanding of the challenges faced by SMEs and how WEF services channeled through counties ought to help in dealing with the challenges.

The results of the study yields information on how WEF can help in expanding the market of SMEs. It is hoped that this information will help in empowering women in their businesses and especially in growth of SMEs.

The result of the study is also hoped to generate information that will contribute towards achieving some of the key pillars in the Vision 2030 and MDGs of eradication of extreme poverty and issues to do with gender equality and women empowerment.

Other development practitioners may use the recommendations here to either initiate or improve on similar programs like WEF and others like Youth Development Fund. The general public may also benefit from the findings of the study for their general awareness and understanding on the operations of the fund.

The research findings may have some impact on policies regarding enterprise support for female entrepreneurs, enterprise education in general and specifically enterprise education for female entrepreneurs and business owners.

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APPENDICES

APPENDIX I

LETTER OF INTRODUCTION

UNIVERSITY OF NAIROBI

P. O. BOX 30192-00100

NAIROBI.

25/03/2017

Dear sir/Madam,

RE: PERMISSION TO CARRY OUT ACADEMIC RESEARCH

I am a Master of Project Planning and Management student at University Of Nairobi conducting a research study entitled “**Influence of Women Enterprise Fund Program on Growth of Small and Medium Enterprises in Naivasha Sub County, Kenya**”.

The purpose of this letter is to request you to kindly fill in the questionnaire with precision and accuracy. The questionnaire is supposed to assist in answering specific objectives of the research which is being undertaken as part of the university requirement. Any information given herein was treated with utmost confidentiality and only be used for the purpose of research. So kindly feel free to fill the questionnaire.

Thank you.

Yours faithfully,

Miluge Gogi Alfred Oscar

APPENDIX II

RESEARCH QUESTIONNAIRES FOR RESPONDENTS

This questionnaire requires the respondents (department managers, employees, customers and strategic management consultants) to provide information on the topic “**Influence of Women Enterprise Fund on Small and Medium Enterprises in Naivasha sub county**”. The Information is purposely intended for academic use only and will not be divulged to any other person. Kindly complete all the sections hereunder. Note that all the Questions herein are interrelated and are equally important for the study.

PART A: DEMOGRAPHIC INFORMATION

1. Name of the respondent (Optional).....

2. What is your gender?

Female ()

Male ()

3. What is your age bracket

18-30 ()

31-40 ()

41-50 ()

Above 50 ()

4. State your highest education

Primary ()

Secondary ()

Diploma ()

University ()

5. Type of Business

Hardware ()

Phone accessories and money agency ()

Electric shop ()

Grocery shop ()

6. Where is your business located

Town centre ()

Outskirt of Naivasha town ()

Naivasha rural area ()

7. How long have you been operating this Business?

Below 2 years ()

3-5 Years ()

6-10 Years ()

Over 10 Years ()

PART B: Savings on growth of small and medium enterprises

7. To what extent do the following Women Enterprise Fund programs on savings affect growth of SMEs.

Not at all – 1, Little extent – 2, Moderate extent – 3, Great extent – 4, Very great extent – 5.

Statements	1	2	3	4	5
Strategies of saving					
Mode of saving					
Stock levels					

8. Please tick appropriately your response regarding the extent to which Women Enterprise Fund program on savings affects growth of SMEs.

Strongly Disagree – 1, Disagree – 2, Not Sure – 3, Agree – 4, Strongly Agree – 5.

Statements	1	2	3	4	5
WEF program has enabled me to increase the level of my stock through savings and this has contributed to growth of my business					
WEF program has enabled me to increase the number of my employees through saving and this has contributed to growth of my business					
WEF program has enabled me to expand my business through savings and this has contributed to growth of my business					
WEF program through savings has contributed to the increase in my business turnover and has contributed to growth of my business					
WEF program through savings has enabled me to diversify my business and this has contributed to growth of my business					

PART C: Capacity building on the growth of small and medium enterprises

9. To what extent do the following Women Enterprise Fund programs on capacity building affect growth of SMEs.

Not at all – 1, Little extent – 2, Moderate extent – 3, Great extent – 4, Very great extent – 5.

Statements	1	2	3	4	5
Women groups' training					
Managerial skills on how to run their businesses effectively					
Basic skills in entrepreneurship					
Formation of the business networks for the SMEs					

10. Please tick appropriately your response regarding the extent to which Women Enterprise Fund program on capacity building enhances growth of SMEs.

Strongly Disagree – 1, Disagree – 2, Not Sure – 3, Agree – 4, Strongly Agree – 5.

Statements	1	2	3	4	5
a) WEF program on capacity building has increased my knowledge of good financial management and this has led to growth of my business					
b) WEF program on capacity building program has increased my knowledge on budgeting and this has led to growth of my business					
c) WEF program on capacity building program has increased my knowledge of customer care and this has led to growth of my business					
d) WEF capacity building program has increased my knowledge of human resource management and led to growth of my business					

PART D: Innovation support on the growth of small and medium enterprises

11. To what extent do the following Women Enterprise Fund programs on innovation support affect growth of SMEs.

Not at all – 1, Little extent – 2, Moderate extent – 3, Great extent – 4, Very great extent – 5.

Statements	1	2	3	4	5
New products introduction to my business					
Use of ICT systems					
Establish new ways of doing business					
Able to market my products all over the country and beyond					

12. Please tick appropriately your response regarding the extent to which Women Enterprise Fund program implementation on innovation support affects the growth of SMEs.

Strongly Disagree – 1, Disagree – 2, Not Sure – 3, Agree – 4, Strongly Agree – 5.

Statements	1	2	3	4	5
a) WEF program on innovation support has increased my knowledge of new business product identification and led to growth of my business					
b) WEF program on innovation support has increased my knowledge of new product development and this has led to growth of my business					
c) WEF program on innovation support has increased my knowledge on linkages with other firms and this has led to growth of my business					
d) WEF program innovation support has increased my knowledge of new ways of doing business and this has led to growth of my business					

PART E: Influence of marketing opportunities offered by Women Enterprise Fund on the performance of women owned SMEs

13. To what extent do you relate effective marketing facilities by Women Enterprise Fund to the performance of the SMEs?

Very great extent () Great extent ()

Moderate extent () Low extent ()

Very low extent ()

14. Rate how greatly has marketing opportunities offered by Women Enterprise Fund diversified the market for your product?

Strongly Agree () Agree ()

Not Sure () Disagree ()

Strongly Disagree ()

15. Rate the association of marketing opportunities by Women Enterprise Fund on meeting the market challenges your SMEs faces?

Very high association ()

High association ()

Undecided ()

Low association ()

Very low association ()

18. To what extent do Women Enterprise Fund program affect the following in your SME.

Not at all – 1, Little extent – 2, Moderate extent – 3, Great extent – 4, Very great extent – 5.

Statements	1	2	3	4	5
Annual turnover					
Volume of stocks					
Volume of sales					
Number of employees					
Enterprise assets					

Thank you for participating in this study

APPENDIX III

INTERVIEW GUIDE FOR WEF OFFICIALS

1. How has WEF affected the growth of small and medium enterprises in Naivasha sub-county

.....
.....

2. How does savings as a component of Women Enterprise Fund program influences growth of small and medium enterprises in Naivasha Sub County.

.....
.....

3. How does capacity building as a component of Women Enterprise Fund program influences growth of small and medium enterprises in Naivasha Sub County.

.....
.....

4. How does innovation support as a component of Women Enterprise Fund program influences growth of small and medium enterprises in Naivasha Sub County.

.....
.....

5. How does marketing opportunities as a component of Women Enterprise Fund program influences growth of small and medium enterprises in Naivasha Sub County.

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