

**DETERMINANTS OF PERFORMANCE OF GOVERNMENT FUNDED WOMEN OWNED
SMALL AND MEDIUM ENTERPRISES IN NAIROBI COUNTY, KENYA**

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ABSTRACT

SMEs are facing tremendous competitive challenges and threats to survive despite being at the center stage in the economic development of many countries. Studies indicate that three out of five fail within the first few months of operation and over 60% fail each year while most do not survive to their third anniversary. This study hence sought to establish the determinants of performance of government funded women owned small and medium enterprises in Nairobi County. Specifically, it focused on the influence of

training, pro-activeness, risk-taking and innovativeness on performance of government funded women owned SMEs.

The study target population

included 558 government funded women owned SMEs in Nairobi County according to the Kenya National Bureau of Statistics report on Nairobi County.

From which 233 were samples. Both primary and secondary data were collected and used for analysis in the study.

Descriptive statistics such as, mean and frequencies and inferential statistics (regression and correlation analysis) were used to perform data analysis. A multiple linear regression analysis model was used to test the hypotheses and link the variables. The findings of the study

revealed that the four independent variables of

training, pro-activeness, risk-taking and innovativeness positively and significantly influenced the performance of government funded women owned SMEs in Nairobi County. The study recommends that in order for the government funded women owned SMEs in Nairobi County to improve their performance, there is need to focus on key training indicators including receiving training on how to financially manage the business, receiving training on problem-solving skills, training on interpersonal/communication skills, having access to training on effective customer management skills, access to training on effective marketing skills.

Key Words: *Training, Pro-activeness, Risk-taking, Innovativeness, Performance of government funded women owned SMEs*

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