

**FACTORS INFLUENCING PERFORMANCE OF SOCIAL PLANNING VENTURES SMALL  
AND MEDIUM ENTERPRISES IN NAIROBI KENYA: A CASE OF**

**NAIROBI CITY COUNTY**

**Rose Awino Olweny**

College of Human Resource and Development,

Jomo Kenyatta University of Agriculture and Technology

P. O. Box 62000, 00200 Nairobi, Kenya

Corresponding Author email: [roseongiyo@yahoo.com](mailto:roseongiyo@yahoo.com)

**Dr. Allan Kihara**

College of Human Resource and Development,

Jomo Kenyatta University of Agriculture and Technology

P. O. Box 62000, 00200 Nairobi, Kenya

**CITATION:** Olweny, R., A., & Kihara, A. (2017). Factors Influencing Performance Of Social Planning Ventures Small And Medium Enterprises In Nairobi Kenya: A Case Of Nairobi City County. *International Journal of Arts and Entrepreneurship*. Vol. 6 (10) pp 1 – 19.

## **ABSTRACT**

The purpose of this study was to examine the Factors Influencing Performance of Social Planning Ventures (SMEs) in Kenya, with a case of Social Planning Ventures in Nairobi City County. The Specific Objectives of the study were SMEs in Nairobi City County Kenya, To assess how Information Accessibility, Competitive Environment and Financial Accessibility influence Performance of Social Planning Ventures SMEs in Nairobi City County Kenya. The study was limited to the 1673 various SMEs in Nairobi City County and a sample size of 93 respondents gave insights on the various performance related problems faced by the

enterprises in the region. The study adopted a descriptive research approach to collect primary data. The findings revealed that the performance of SMEs specifically social planning ventures is greatly affected by entrepreneurial skills, information accessibility, competitive environment and financial accessibility. The study contributes to the existing literature in the field of entrepreneurship by elaborating existing theories, models and empirical studies on factors influencing Performance of Social Planning Ventures (SMEs) in Kenya. The current study should therefore be expanded further in future in order to determine the remaining factors such as the effect of legal framework on Performance of Social Planning Ventures (SMEs) in Kenya. Therefore, the existing literature indicates that as a future avenue of research, there is need to undertake similar research in other counties in Kenya and other countries in order to establish whether the explored factors can be generalized to affect Performance of Social Planning Ventures (SMEs) in Kenya.

**Key Words: *Entrepreneurial Skills, Information Accessibility, Competitive environment, Financial Accessibility, Performance***

[\*\*Full Text PDF Format\*\*](#)