Constraints of the success of Women small scale entreprenuers in Kenya : a case of micro finance institution borrowers in Rongai Divison of Nakuru District

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Abstract:

The study is aimed at determining the constraints to the success of women small scale entrepreneurs in Kenya with specific reference to micro finance Institution borrowers in Rongai Division of Nakuru District. The survey achieved the targeted 90 interviews. It was carried out in five markets of Rongai Division; Rongai centre, Kampi ya moto, Majam mingi, Banita and Salgaa of Nakuru district. In addition, 16 interviews were conducted with female entrepreneurs and two male entrepreneurs ill each market. Male entrepreneurs were particularly interviewed so that they could be compared with the female responses. In this study, the constraints to the success of women small scale entrepreneurs have been pointed out. The findings revealed that the success level of women small scale entrepreneurs was sensitive to all the factors investigated. However, some determinants were more influential than others. 'l'he most significant variable was the level of education as well as business training and thus such women find it difficult to enter business let alone acquire Micro finance Institution (MFI) loans. Availability of loans equally was a crucial factor constraining success of women entrepreneurs and based on the findings, MFI loans as sources of start up capital contributed to only 3+/o compared to own savings (60%), indicating the need for more loans. It can be concluded from the study that domestic responsibilities was also a major constraint facing respondents (19.1 %), followed by loan repayment (17.2%).