

# **The role of small-scale enterprises on poverty reduction: a case study of small-scale retailers in Rongo Division**

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## **Abstract:**

This research focuses on the Role of Small-Scale Enterprises on Poverty Reduction: A case study of Small-Scale Retailers in Rongo Division. The study is based on a conceptual framework which examines the contributions of SSEs towards poverty reduction in Rongo division, and the constraints to the performance of SSEs in the same with a view to establishing viable solutions to enable SSEs in Rongo Division experience high returns. This research work has established the contributions which small-scale retailers including; Food kiosk, single shops, cereal shops and tailoring shops in Rongo Division have made towards poverty reduction since their inception. This research was based on descriptive research design while the sampling techniques applied included stratified sampling, proportionate sampling and simple random sampling. Data collection procedure involved acquisition of primary data through self administered questionnaires while data analysis was conducted through frequencies and central tendencies such as mean and mode. The analysed information was presented using tables, pie charts and graphs. The study revealed that SSEs participated in poverty reduction although not doing enough due to many challenges and constraints they face in Rongo Division. From the findings obtained, the researcher provided a report and recommendations to poverty reduction in Rongo Division which focussed on adoption of mechanisms to overcome constraints to the performance of SSEs in Rongo Division.