

Barongo _ Influence of entrepreneurship on small and medium enterprises: a case study of smes owned by females in Kisii town, Kisii County, Kenya

Female entrepreneurs make a substantial contribution to national economies through their participation in start-ups and their growth in small and medium businesses. United Nations 2006 stipulated that their interests and activities in the economic growth and development especially in the area of SMEs have received outstanding interest of researchers. Businesses owned by females do not grow to medium or large scale hence not clear what influences stagnation of these businesses. This could be attributed to either lack of proper planning, improper financing or, poor business management. The study is therefore set to establish the influence of entrepreneurship of women of SMEs and also find out factors that hinder their growth. The objectives of the study has been to: determine the major influences facing female in small scale business in Kisii Town; establish suitable strategies in improving the female small scale Business influences and determine the impact of a proprietor's professional improvement on the business strategy implementation. The study adopted descriptive research design. The target population has been 577 respondents. Data was collected using questionnaires and interview schedules which include both open and closed-ended and analyzed using tables and charts. The open-ended questions have been analyzed qualitatively. The results are useful to female entrepreneurs in making useful decisions regarding their SMEs.