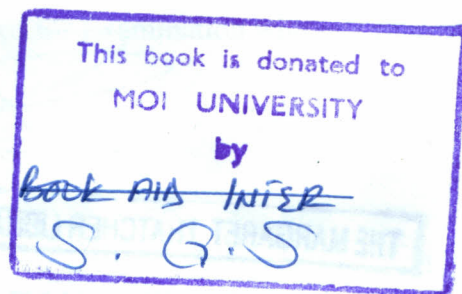


**ASSESSMENT OF FACTORS INHIBITING THE GROWTH OF  
FOOD STUFF ENTERPRISES OWNED BY WOMEN  
IN MERU TOWN, KENYA**

**BY  
RIMBERE, ARTHUR GITONGA  
MU/MBA/KIM/04/087**



**A RESEARCH PROJECT PRESENTED IN PARTIAL FULFILMENT  
FOR THE AWARD OF MASTER OF BUSINESS ADMINISTRATION  
DEGREE SCHOOL OF BUSINESS AND MANAGEMENT  
MOI UNIVERSITY**

**1<sup>ST</sup> SEPTEMBER 2005**



## ABSTRACT

This study targeted women entrepreneurs operating foodstuff enterprises within Meru Town of Meru District. The purpose of the study was the assessment of factors inhibiting growth of these foodstuff enterprises owned by women in Meru Town.

Primarily, the researcher adapted a descriptive research, in addition, quantitative and qualitative methods were employed in data analysis. The target population was women entrepreneurs in foodstuff enterprises operating in Meru Town numbering 100. Systematic random sampling method was used to determine a sample of 40 entrepreneurs.

The study concentrated on 40% of the total population. Systematic sampling method was used. Data was collected by use of a structured questionnaire. Finally data was organized, described, collated and interpreted by use of descriptive statistical tools like tables and charts.

According to the study's key findings, growth of women foodstuff enterprises is hampered by the following factors: - Managerial constraints, inadequate start up capital, marketing and finance, inadequate training among others. The study also revealed that entrepreneurial attributes and other selected variables such as training, starting capital, business experience contributed significantly to the growth of these women owned foodstuff enterprises.

The study recommended that to promote women entrepreneur businesses more harmonious relations among all stake holders should be encouraged and maintained. The government and other development agencies should come up with special credit/programs that are tailored towards women's needs. It also recommends a training module suited for women entrepreneurs. Training should be supplemented with affordable business counseling services.