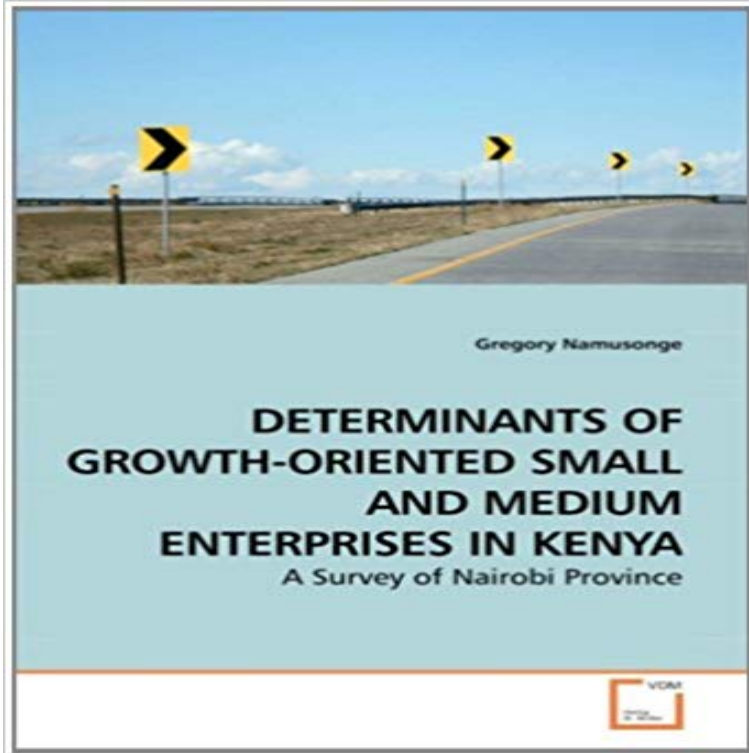


DETERMINANTS OF GROWTH-ORIENTED SMALL AND MEDIUM ENTERPRISES IN KENYA: A Survey of Nairobi Province



For over a decade, the small enterprise sector has experienced significant growth. The sector also forms a large part of the private sector in the developed and developing countries. The factors can play a role in transforming the sector and growth and contribution to global economy. This book therefore contributes immensely to new approaches to what makes small and medium enterprises grow, supplement to what is considered as tradition success to a more entrepreneurial approach to enterprise success, growth and improved performance. The traditional business approaches can no longer deliver the most needed success in the era of globalization and cutting edge competition. The book also provides insights to, among other things to business strategies used by entrepreneurs during the growth process, and identify barriers and incidents which facilitate or hinder the growth of SMEs during the growth process. Finally the books provides entrepreneurial and managerial recommendations for policy makers, nascent and practicing entrepreneurs, and institutions of higher learning, and anyone else who may be considering to provide advice on entrepreneurial spirit.

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