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INFLUENCE OF BUSINESS DEVELOPMENT SERVICES ON MICRO ENTERPRISE PERFORMANCE: A SURVEY OF AGRIBUSINESS ENTERPRISES IN ELDAMA RAVINE SUB COUNTY, BARINGO COUNTY

ABSTRACT

Microenterprise plays a significant contribution to economic growth. In Kenya, The sector has been recognized by the government through efforts to develop and strengthen appropriate institutional frameworks are estimated to contribute 20% and 72% to the Gross Domestic Product. The purpose of this study was to examine the influence of business development services on microenterprises performance. The study seeks to examine the influence of training services, business mentorship, market access information and business linkage on success of micro enterprise performance in Baringo County. A descriptive survey research design was used. The target population of this study was 53 Microenterprises. A census survey was adopted. Primary data was collected using designed questionnaires. The reliability of data collection instruments was ascertained to be 0.826 thus a reliable data. Training services has a significant positive relationship with enterprise performance at 5% significance level. This was evidenced by the p value of $p < 0.05$ and conclude that training services had no significant relationship with microenterprise performance ($r = -0.112$, $p > 0.05$). Business mentorship has a significant positive relationship with micro-enterprise performance at 5% significance level. This was evidenced by the p-value of $p > 0.05$. The decision was to fail to reject the null hypothesis with 95% confidence and conclude that business mentorship had no significant relationship with microenterprise performance. ($r = -0.165$, $p > 0.05$), Business linkages has a significant positive relationship with microenterprise performance. This was evidenced by the p-value of $p > 0.05$. The decision was to fail to reject the null hypothesis with 95% confidence and conclude that Business linkages had no significant relationship with microenterprise performance. ($r = -0.09$, $p > 0.05$). Ministry of Trade should liaise with county governments to provide business development services for the micro enterprises so as to help polish their knowledge in financial management and other managerial skills. The findings will be used to designing appropriate business development services

Key Words

Training services, Business mentorship, Market access information, Business linkage,

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