

ABSTRACT

The purpose of this study was to investigate the Survival strategies and sustainability of SMEs in Muthurwa Market in Nairobi Kenya. This Research was guided by the following Research Questions; Do managerial and Entrepreneurship skills affect the survival strategies and sustainability of SMEs in Muthurwa Market? Do Technology affect the survival strategies and sustainability of SMEs in Muthurwa Market? And lastly, what is the effect of Capital base on the survival strategies and sustainability of SMEs in the Muithurwa market?

The Research adopted a descriptive Research Design in order to Investigate the Survival strategies and sustainability of SMEs. The Study population comprised of 220 SMEs in Muthurwa Market Nairobi, Kenya and Sample of 83 was drawn using simple random sampling. Data was collected through Questionnaires and analyzed using Descriptive statistics.

The findings to the first objective of the study established that managerial and entrepreneurship skills was essential for impacting on the survival and sustainability of SMEs for it brings efficiency and effectiveness in the management of the SMEs and these SMEs in Muthurwa market should look forward to having people with the top most experiences and skills. On the second objective of the study, it was found that Technology impacts on the survival Strategies and sustainability of SMEs as it provides bases for modern production, marketing and selling which in turn increase the SMEs income in Muthurwa Market. In regard to the last objective, it was established that a good source of capital base for both initial and expansion of SMEs plays a big role in the survival and sustainability of SMEs in Muthurwa Market since having a good capital base the SMEs grow to the size they want and this makes them provide the expected services and goods to their customers without straining. Lastly, this study recommends that the SMEs both in Muthurwa Market and elsewhere in the country should have the best of the managerial and entrepreneurship skills, adopt the modern technology, and have a good capital base to boost their survival strategies and sustainability.