

ABSTRACT

The study sought to determine the impact of women enterprise fund on the performance of women enterprises in Subukia Sub-County, Nakuru County, Kenya. To achieve this goal, this study was guided by three objectives. They include establishing the extent to which capacity building improve the performance of their enterprises; to determine how product marketing increase their performance; and further to investigate the extent to which business incubation influences on their performance in Subukia Sub-County in Nakuru County, Kenya. This research employed descriptive survey design. A total target of 2800 enterprises run by women that have benefited from Women Enterprise Fund in Subukia Sub-County was considered. Thus a sample of 350 respondents comprising of women entrepreneurs was taken. This study collected primary data using structured questionnaires administered using drop-and-pick-later method for analysis to establish the impact of WEF on its beneficiaries' projects. The study yielded qualitative and quantitative data. Qualitative data was analyzed using content analysis. This involves categorizing responses based on the themes of the study to assist in making conclusions. Quantitative data was analyzed using descriptive statistics. Descriptive statistics include frequencies and percentages. Descriptive statistics mean and standard deviation were used. The study shows that there exists a positive significant relationship between capacity building, business incubation and performance of women owned enterprises in Subukia Sub County. The study concluded that women enterprises funds capacity building programmes significantly enhanced leadership skills development, planning skill development and enhances controlling skill development. The study concluded that WEF through product marketing had positive and significant influence on Women Owned Enterprises performance. The study concluded that putting women enterprises into business incubation promoted opportunity orientation, promote innovativeness in women owned enterprises, promote pro-activity of women entrepreneurs and improve empowerment in decision making and risk management.