

**FACTORS INFLUENCING SUCCESS OF
YOUTH ENTREPRENEURSHIP IN KENYA:
A CASE STUDY OF NAILAB YOUTH
ENTREPRENEURS INCUBATION PROJECT**

BY

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INTRODUCTION

YOUTH ENTREPRENEURSHIP

- Reduces unemployment(through job creation)
- Enables youth to acquire skills that help them compete fairly with skilled adults
- Develops, facilitate and enhance youth participation

CHALLENGES OF YOUTH ENTREPRENEURSHIP

- Lack of information
- Lack of training
- Lack of ICT infrastructure
- Lack of robust policy frameworks
- Lack of business mentoring

INTRODUCTION CONTINUED

YOUTH INCUBATIONS

- Enhances entrepreneurial skills
- Fosters Innovative ideas,
- Promotes economic empowerment for the youth
- Helps in reducing failure of start ups
- Enhances their capacity and confidence

LITERATURE REVIEW

FACTORS THAT INFLUENCE SUCCESS OF YOUTH ENTREPRENEURSHIP

1. TRAINING

- Business Skills Create value proposition
- Technical knowledge Exposure to information
- Experience Identify opportunities
- Helps youth understand the best business model
- Identify community problems

Entrepreneurship training include

- Education content
- Quality of trainers
- Training policies

LITERATURE REVIEW CONTINUED

2. MOTIVATIONAL FACTORS

- Necessity versus Opportunity
 - ✓ Poverty and lack of employment
 - ✓ Attracted by a business opportunity they have identified
 - ✓ Risk takers
- Multi dimensional topologies
 - ✓ Need for achievement
 - ✓ Independence
 - ✓ Income security
 - ✓ Recognition
- Growth
 - ✓ Size of business
 - ✓ No of employees
 - ✓ Volume of sales and profit

LITERATURE REVIEW CONTINUED

3. ENTREPRENEURSHIP SKILLS

- Business skills
 - ✓ Marketing skills
 - ✓ Financial skills
- Personal skills
 - ✓ Innovation and creativity
 - ✓ Ability to take risks
- Technical skills
 - ✓ Communication
 - ✓ Research and development

RESEARCH METHODOLOGY

- Descriptive research design
- 40 entrepreneurs under Nailab
- Structured questionnaires to collect data
- SPSS was used to conduct statistical analysis for descriptive statistics
- Correlation analysis was used to establish strength and direction of relationship between variables
- Regression was used to measure level of significance for the independent variables and dependent variable

RESULTS AND FINDINGS

- Correlation Analysis(pearson's)
 - ✓ Extent to which entrepreneurship training influences success of youth entrepreneurship revealed a strong positive relationship between entrepreneurship training and success of youth entrepreneurship, $r (0.823)$; $p \leq 0.000$.
 - ✓ This was followed by the relationship between entrepreneurship skills and success of youth entrepreneurship, ($r =0.772$; $p \leq 0.000$); and finally the relationship between motivational factors and success of youth entrepreneurship, $r =0.716$; $p \leq 0.000$).

RESULTS AND FINDINGS CONTINUED

- Regression Analysis

- ✓ A regression analysis was conducted to determine the significance of the relationship.
- ✓ There is a significant relationship between entrepreneurship training, motivational factors, entrepreneurship skills and success of youth entrepreneurship.
- ✓ The adjusted R squared of this study was 0.760 this means that 76% of success of youth entrepreneurship is attributable to entrepreneurship training, motivational factors, and entrepreneurship skills. The remaining 24% of factors that contribute to the success of youth entrepreneurship is attributed to other factors not covered in this study.

CONCLUSION

This study concludes that:

- Entrepreneurship training has a statistical significant relationship with success of youth entrepreneurship.
- The relationship between motivational factors and success of youth entrepreneurship was statistically significant.
- The relationship between entrepreneurship skills and success of youth entrepreneurship was statistically significant.

RECOMMENDATION

- Continuous review of the objectives of youth trainings to ensure that they are relevant
- Quality of trainers should be guaranteed
 - ✓ Trainers of trainers sessions
 - ✓ Developing youth entrepreneurship trainers manual
 - ✓ Continuous evaluation of trainers
- Vet the content against other established incubation organizations
- Select youth who have a desire to succeed
- Offer the youth who have completed the incubation seed funds and also connect them to strategic partners
- Periodic management skills training
- Partnering with successful ventures where youth can be attached

RECOMMENDATION FOR FURTHER RESEARCH

- Academicians and scholars should research on other factors that influence success of youth entrepreneurship other than what is discussed in this study

THANK YOU