

The central problem of this study is that despite the critical role of entrepreneurship in creating employment, the rate at which jobs are created is quite dismal. Factors leading to this low number of jobs created have not been adequately investigated and well understood, hence hindering entrepreneurship as a tool of job creation. To this end, the purpose of this study is to investigate challenges and emerging issues facing entrepreneurship as a tool for job creation in the business fraternity in Kenya. This study will be based in C.B.D Thika Municipality Juja constituency of central province where 38 business centers will be selected in agro-business and 33 in processing of agricultural consumable produce using the purposive sampling method. This will involve a study of the entire population since the population is small thus a census will be done. This encompasses all agro-business and all processing centre within the C.B.D thus about 100% of the agro-business and 100% of processing of the agricultural produce. The business manager/entrepreneur will be selected from each centre yielding a total of 38 respondents. This will eliminate errors caused by sample size. The consideration of the relationship between limited knowledge of production, skills and technology, lack of information, financial limitation, poor management, inaccessible markets and unsupportive policies and regulations as the independent variables identified in this study and job creation through entrepreneurship as the dependent variable will be sought. The study will seek to establish how the independent variables influence job creation through entrepreneurship