

The main objective of this study was to investigate factors affecting the growth and sustainability of small and micro enterprises. This was conducted in a conveniently selected urban centre, that is, Nanyuki town in Rift valley province. The objectives were to be achieved by coming up with study findings that answered the research questions. The study was conceptualized to determine the relationship between the dependent and independent variables. The dependent variable for the sustainability of small and micro enterprises. The independent variables of the study were prostitution, Military Establishments, Ranching, Tourism, and Horticultural Production. Literature was reviewed based on these key variables to set the study subject in a broader context through investigation of the relevant literature and other sources. Key aspects and arguments in the literature were identified and amplified with various commentators and academics' opinions and interpretations. Any differences in approach as well as areas of consensus were presented and weaknesses in arguments and potential criticism were specified. The study followed a descriptive design. Data was collected using both primary and secondary methods. Primary data was collected using structured questionnaires that were designed by the researcher and administered to small-scale entrepreneurs in Nanyuki town. Secondary data was collected from journals, bulletins and census reports from the Central Bureau of Statistics. Simple random and stratified sampling methods will be used to draw a sample of respondents from the overall population. Data was analyzed using both descriptive statistics and with the application of SPSS (the researcher was able to obtain information of tables, graphs and charts.)