

Micro and small scale enterprises play a very big role in social economic development in terms of employment creation, utilization of locally available resources, contribute significantly to the economies' output of goods & services and generate income. Accesses to markets and marketing information, lack of advertising and poor packaging are among the severe constraints that influence performance of small-scale horticultural firms in Meru Central District. Many enterprises appear to be ill prepared to penetrate and compete in the market and very few are capable of venturing into export markets or even tap new markets through electronic media. This study was therefore intended to determine how the above marketing constraints influence performance of small-scale horticulture farms. This is because the success and contribution of this sub-sector in the economic development of the country is threatened by these constraints. Presently, it is estimated that about 40% of small-scale horticulture produce does not reach the final consumers in good time and quality. The study was carried out in Meru Central District in Kenya. The studies so far conducted tended to be inclined towards production and marketing of SME products. No study has been done specifically on the influence of marketing constraints on the performance of small-scale horticulture farms. This study was therefore intended to bridge this gap. It was hoped that the findings of this study would provide stakeholders in the horticulture sector with information to enable them maximize their investment returns of the farmers. The research used descriptive survey as well as inferential. The study used questionnaires tailored to achieve desired objectives during the data collection. The sample unit was obtained by stratified and purposive sampling procedures. The sample of 400 farmers was interviewed. The primary data from the subjects and the secondary data from established sources were analyzed by use of both inferential and descriptive statistical techniques. Finally, the report was compiled.