

Abstract

This study addresses women enterprise characteristics hypothesized to influence performance of Small Scale Enterprises (SSEs) owned and /or managed by women. The study sought to establish if Entrepreneurship scorecard influence performance of the SSEs managed and/or owned by women in Kenya. The selected population consisted of a stratified random sample based on four industries of small scale enterprises owned and /or managed by women in the city council wards in Nairobi county which are: Retailing, Education, Food Industry and Personal and Professional Services. The scope of study targeted 384 women owners and /or managers from the four sectors. The response rate was 92%. Data was generated through the use of questionnaires. The data collected was analyzed by use of descriptive and inferential statistical tools. The findings showed that all the four constructs of the composite variable of the entrepreneurship scorecard in the hypothesized model had a correlation to performance namely: Technology and Innovation, Business Planning, Balanced Scorecard and Entrepreneurship skills were statistically significant. However, the baseline characteristics were insignificant.

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