

ABSTRACT

This study sought to establish the determinants of growth among the micro, small and medium sector enterprises in Mavoko municipality, Machakos county, Kenya. Descriptive crosssectional survey design was used with a semi structured questionnaire being the main data collection instrument. A convenient sample of 100 MSMes was used, in which 79 firms responded, giving a response rate of 79 %. Descriptive analysis, regression and correlation analysis were used to analyze the data. The study found that marketing practices do influence the growth of the enterprises. It was found that a number of marketing practices had significant influence on growth of the enterprises. Personal characteristics of the entrepreneur, such as age and educational level of the entrepreneur were found to significantly influence the growth of an enterprise.. Organizational characteristics such as financial ability and , Quality of employees were also found to have positive influence on growth of enterprise.