

Abstract

The study provides insights on analysis of contributions of women occupational activities on the growth of their business ventures in Nyambene region of Kenya. The study assessed the undertakings of women business activities; established viable unexploited entrepreneurial opportunities for investment and determined training opportunities to boost women entrepreneurial competencies within the region. The respondents were 142 women entrepreneurs picked randomly from their business premises. Through survey, the study significantly concluded that although majority of women entrepreneurs in the region engaged into different business ventures that were profitable they rarely engaged into some male dominated businesses. Moreover, women entrepreneurs deserve standardized training in value addition for their local products, book keeping, and preparation of business plans, conflict resolution and risk mitigations