Effectiveness of The Training and Business Counseling Strategies for Youth Entrepreneurship in Kenya: A Case Study of Youth Poultry and Fish Entrepreneurs.

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• 1.0 INTRODUCTION

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• 1.1 Background of the Study

• An entrepreneur is an individual who establishes and manages a business for the principle purpose of profit and growth. The entrepreneur is characterised principally by innovative behaviour and will employ strategic management practices in the business (Kirby, 2003).

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There are two approaches to entrepreneurial development, in the first approach, the entrepreneur receives training followed by money to start the business. In the second approach, the entrepreneur receives training then instead of being given money, there is follow up to provide counselling and evaluate progress. This paper proposed the adoption of the second approach and highlights the benefits accrued from the same
1.2 Purpose

The purpose of this paper is to investigate the effectiveness of the training and business counseling strategies for youth entrepreneurship in Kenya, with youth poultry and fish entrepreneurs as the reference point.

1.3 Specific research questions

I) How does training affect venture creation?

ii) What is the impact of training and business counseling on launching ventures?

iii) What is the incremental effect of business counseling?
2.0 Methodology

Mixed research design was employed through surveys which included questionnaires that collected information on individual attributes as well as salient features of the existing and proposed businesses. Diaries were kept by the entrepreneurs and the counselors. Entrepreneurs recorded progress made over time e.g. new ideas implemented, increase in sales, etc. Counselors used the diaries to keep track of all interactions they held, outcomes and plans of action.
3.0 Expected outcomes

- It is expected that training contribute to an increase in venture creation as the entrepreneurs will acquire skills that help them implement new business practices.
- It is expected that the training and counseling will see more entrepreneurs successfully launch their business as they will learn the necessary procedures and requirements for launching businesses.
- It is expected that business counseling will help the entrepreneurs successfully launch their ventures.
Reference