

# Factors affecting marketing of timber by small scale businesses: a case of Kawangware and Kangemi-Nairobi

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## ***Abstract:***

This study assessed factors affecting marketing of timber by small-scale business in Kawangware and Kangemi. In chapter one the researcher traces the development of the small-scale enterprises in Kenya. The Introduction of structural adjustment policies saw many people being retrenched from their previous jobs. This led many to found small-scale businesses. The researcher has also reviewed Literature on various issues. This includes reasons why people start small-scale enterprises, reasons why they do not grow and problems they face. The researcher has also given objectives of the study, significance and scope of the study.

Chapter two gives a review of Literature. This includes importance of retailing and marketing, type of timber and uses, availability of timber, availability of capital, government legislation among others. In chapter three the researcher gives the methodology used to achieve the study objectives. The study was located at Kawangware and Kangemi. The researcher targeted small-scale timber business. To collect data the researcher used interview schedules. The data was thereafter analysed using descriptive statistics.

The result of the study show that small-scale timber business were being affected by shortage of timber, poor quality of timber, complicated government legislation and in adequate capital to cope with fluctuating timber prices. The study concludes if these conditions persist the small-scale business will continue to decline. It is however possible to reverse this trend if minimum measures are put in place to ensure sustainable production and marketing of timber.