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COURSE: BUSINESS ADMINISTRATION

TOPIC TITLE: EFFECTS OF TRAINING WOMEN ENTREPRENEURS ON  
PERFORMANCE OF SMALL BUSINESSES IN TANZANIA: A CASE OF KARIAKOO  
WARD IN ILALA DISTRICT

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## **ABSTRACT**

The study aimed to examining the effects of training women entrepreneurs on performance of small businesses in Kariakoo Ward at Ilala District. Specific objectives of the study were to analyze the effects of using mentorship training on the performance of women entrepreneurs at Kariakoo Ward; to investigate the effects of instructor led training on the performance of women entrepreneurs at Kariakoo ward and to analyze the effects of using coaching training on the performance of women entrepreneurs at Kariakoo ward. Literature review focus on Traits theory and Social Cognitive theory. It deployed quantitative research approach and employed a survey design whereby data was collected using close-ended questionnaires. 100 respondents who included women entrepreneurs at Kariakoo ward. The methodology of the study was based on survey design carried out at Ilala district. Data was collected using close-ended questionnaires and subjected to Statistical Package for Social Science (SPSS v.20), for running the quantitative analysis technique. Analyzed data was then presented in figures and tables for interpretation. Findings of the study discovered that mentorship training makes women entrepreneurs to learn new knowledge, gaining confidence and helps to know how to make decision on their small business performance, that instructor led training makes women entrepreneurs to increasing knowledge, increasing profit and helps to increasing customer retaining on their small business performance, coaching training enables women entrepreneurs to increase productivity, they empowers individuals and encourages them to take responsibility and helps to increasing awareness on their small business. It was concluded that entrepreneurs has a different effect on performance of small businesses, by provide business training to women entrepreneurs helps to increase knowledge, increase confidence, increasing productivity, increasing profit and access to markets through trade fairs and exhibitions. It was recommended that there is a vital need to improve technical and vocational training institutes for women entrepreneurs to ensure there is effective admission of entrepreneurial training and professors in order to build capacity, as well as to create more awareness of small business performance. In addition, Women entrepreneurs particularly in Kariakoo Ward need to be in communications surrounding on the subject of training on performance of small business and should be participate more on series of seminars for the purpose of making better performance of business.