



# Growth Metrics of Entrepreneurship Initiatives in Female-Owned Businesses in Nairobi's Slums: An Action Research Study

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## Abstract

The Nairobi slums host a significant population of female entrepreneurs who operate in informal markets with limited access to formal financial services and support networks. An action research approach was employed with participatory observation and semi-structured interviews conducted among a purposive sample of female entrepreneurs. Female-owned businesses saw an average growth rate of 15% annually, with notable improvements in business management skills and access to credit facilities. The study underscores the importance of tailored support programmes for female entrepreneurs in Nairobi's slums, highlighting their potential for sustainable economic development. Investment in capacity-building workshops and mentorship programmes is recommended to further enhance entrepreneurial success among female business owners in Nairobi's informal settlements.

**Keywords:** *Kenyan, slum, participatory, qualitative, empowerment, entrepreneurship, metrics*

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