

Abstract

The purpose of the study was to investigate the impact of business development services on small and micro enterprises in rural Kenya: a case study of small and micro enterprises in Muranga town. The objectives of the study was to determining the impact of training by the business development services providers (BDS).The study established that training offered by the BDS impacted MSEs positively and that organizations attend training to enable their business perform well. The study recommends that MSEs players should be trained on the management skills, financial planning and the financial management for them to survive and have a competitive edge with the competitors.