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**Growth Strategies for Small and Medium Enterprises**

***Access to research paper by Nancy Adhiambo Yogo added to PM World Library***



Resource provided by [Venkata Srikanth Varma Datla](#)

20th December 2017 – Rome, Italy – Access to a new resource has been added to the PM World Library (PMWL) related to the project management for small and medium sized enterprises (SMEs). The new resource is titled “Growth Strategies Adopted By Small And Medium Business Enterprises.” This paper is by **Nancy Adhiambo Yogo** at the University of Nairobi, Kenya.

The research project was a study on various growth strategies adopted by Small and Medium enterprises with focus on a town in Kenya called Oyugis town. The study targeted 40 SME’s in the town of Oyugis. The study concluded that most of the businesses had embraced growth strategies such as marketing, pricing, market penetration among other strategies and such businesses have additional advantages such as increases in the total sales volume, increases in assets and remaining competitive in the market.

Go to the Industries and Organizations section of the PMWL at <https://pmworldlibrary.net/industries-and-organizations/>, scroll down and click on “Small and Medium Enterprises”, then scroll down to “Paper, Reports, Studies”. Must be registered as free trial, professional or scholar member and logged in to access.

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**For post in PMWL:**

[Growth Strategies Adopted By Small And Medium Business Enterprises](#) (2013) – Paper by Nancy Adhiambo Yogo provides information on Growth Strategies Adopted By Small And Medium Business Enterprises with focus on a town in Nairobi, Kenya. The author concluded that market penetration strategy is one of the growth strategies mostly adopted with most of organizations focusing on various aspects of market penetration, read paper at: [Growth Strategies Adopted By Small And Medium Business Enterprises \(Varma\)](#)

URL for page in the PMWL for post: