

**DETERMINANTS OF SUSTAINABLE GROWTH OF SMALL AND MEDIUM ENTERPRISES
IN THE CLEANING INDUSTRY IN NAIROBI COUNTY, KENYA**

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ABSTRACT

The importance of SMEs in the cleaning industry just like the whole sector cannot also be understated. Financial analysts have termed the cleaning industry as recession resistant and highly stable sector with many untapped potentials. This means that regardless of the economic situation facing a country or region, cleaning remains a basic necessity for business to operate. Besides its seriousness and potential, the cleaning industry is dominated by very small fragmented operators who lack the ability to maximize the potential of the industry. The industry is also plagued with numerous challenges such as lack of market strategies, poor internal structures and lack of financial support. The study hence sought to establish the determinants of sustainable growth of SMES in the cleaning industry

. The study specifically focused on determinants of sustainable growth of SMES as influenced

by innovativeness, technology adoption, human capital development and customer management skills. A descriptive research design was adopted by the study. The target population for this study was 83 employees in management positions that are supervisors, assistant managers, managers and head of departments.

The study established that innovativeness, technology adoption, human capital development, customer management skills positively and significantly influences sustainable growth of SMEs. The study recommends cleaning companies to invest more in new and upcoming services. The study recommends cleaning companies to allocate resources towards the development of new processes. Cleaning companies should allocate adequate finance towards implementation of new technologies. There company should adopt various technologies so as to ease service delivery. The company should also ensure that the individuals they hire are skilled and experienced. Finally, the study recommends the SMEs to ensure that their customer' complains are responded to on time. The study also recommends the SMEs to focus on improvement of their after sales service.

Key Words: *Innovativeness, Technology Adoption, Human Capital Development and Customer Management Skills, Cleaning Industry*

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