

# **Entrepreneurship Training and Performance of Small and Medium Enterprises in Moshi District**

**By**

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The main objective of this study was to investigate the effectiveness of Entrepreneurship training on performance of Small and Medium Enterprises in Moshi Municipality. Specifically, the study intended to find whether entrepreneurial and business skills transfer, occurred after the training programs; determine whether the performance motivation increased after the training programs, and lastly, to determine whether training programs enhanced entrepreneurial business performance to SME, one year after the training conducted by TASEA. Guided with entrepreneurship performance-training models developed by Van Vuuren and Nieman (1999) and Antonites, (2003), this study was designed as, cross-sectional, experimental that allows for comparison between the group of the 46 entrepreneurs participated in training (experimental group) in 2013 against their 29 counterpart who did not participate. The questionnaires and interview were the two approaches for data collection. Statistical analysis employed include: factor analysis, paired t-test, independent t-test and Chi-square test. It was found that entrepreneurs skills, performance motivations and business skills have been transferred to the participants from the entrepreneurship training conducted. Results from Independent sample t-test on business performance basing on monthly profitability showed that experimental group earns three times the amount being generated by the control group. Further, it was learned that, the treatment group outperform the control group in monthly sales turnover, average number of employees and number of customers. Basing on these findings, it was concluded that, entrepreneurship training is effective in transferring skills to participants which in turn affects enterprise performance of Small and Medium Enterprises in Moshi Municipality. However, it is recommended to policy makers, donors and other stakeholders to allocate more fund to support entrepreneurship training in the aspect of SMEs capacity development.