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STRATEGIC FINANCIAL RESOURCES PROVISION FOR START-UP SMALL ENTERPRISES TO AVERT SMALL BUSINESS FAILURE: A LITERATURE OVERVIEW

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ABSTRACT

Small business start-up face viability challenges and most of them fail to survive in their first few years. Among the many factors leading to failure is lack of or limited provision of financial support for start-up enterprises. Research into the financial challenge among SMEs has been numerous and there is a large of literature that explores the financial dimension of small business start-ups. The study adopted a literature over to establish themes for strategic financial resources provision among start-up enterprises to avert small business failure. The study established four themes related to strategic financing among small business startups. These are: (1) scarcity of finance, (2) centrality of the financial concept, (3) strengthening support institutions, (4) simplifying the funding process and (5) simplifying the funding procedure. The study found that addressing the stated themes can result in survival and viability of small business start-ups. In particular, the centrality of the finance concept implied that the provision of adequate financial resources had the capacity to lead to the improvement of all other business success criteria. The study recommends for the improvement of the funding process and also aiding the acquisition of vital skills for small business administration. Relevant government institutions are recommended to strengthen their support to small business start-ups.

Keywords: Small business, financing, entrepreneurship, business incubation, business accelerator.