

Overcoming Obstacles to Business Communication among Small Scale Entrepreneurs in Eldoret Town, Kenya

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Abstract

The communication strategies employed by the small scale businesses have not been studied in the past in Kenya, and therefore the study sought to give such entrepreneurs a voice to be heard in their daily operations of businesses in Eldoret town. This paper discusses the obstacles identified and their impact on the communication strategies employed by the small business enterprises and also recommends strategies of communication that would raise the entrepreneurs' competitive advantage. The study was conducted in Eldoret Municipality. It was a descriptive survey design. Stratified random sampling method was used to get 20 small business enterprises from which data was collected. Each small business comprised ten (10) persons, which made the total population to be two hundred persons. Observations, interviews, questionnaire, and also tape recorder and photographs were instruments used to collect data. Data analysis was in form of descriptive and inferential statistics. Chi-square method was used in discussing and interpreting the relationship in the data. The major obstacles to effective communication strategies included lack of awareness on the part of the traders, inadequate government policy on SBEs, inadequate funding, lack of Information Communication and Technology (ICT), education and training. The study showed that all organized and smooth running businesses put much effort in communication, be it verbal or non-verbal. It was recommended that the government through the Ministries of Trade and Industrialization as well as the Municipal Council and NGOs should organize seminars, workshops and exhibitions to support advancement of communication strategies for SBEs. This paper provides information useful to business holders on how to improve their business language for competitive advantage. It also contributes to the already existing pool of knowledge in small-scale business by acting as a benchmark for researchers in the field of communication.

Keywords: overcoming obstacles; business communication; small scale entrepreneurs.

INTRODUCTION

Communication is a central part of our lives. Verbal, non-verbal and/or written communication is essential to almost everything we do. Business people spend seventy-five percent (75%) of their working days communicating with the clients and twenty-five percent (25%) on their personal life (Krishna, 2003). Riches (1994) views communication as "communicating our thoughts, feelings and desires. We communicate whether and how much we know about a product or service. We communicate happiness, uncertainty, delight and confidence. What we say and how we say it is critical to our success."

Porter (2007) argues that Kenyan businesses invest more knowledge in order to improve global competitiveness in their products and services. Therefore, lack of effective communication has caused failure and problems in small business enterprises. Most businesswomen and men fail to choose words good enough for business nourishment. In that case their messages are not clearly conveyed. They fail to identify their customers' tastes and preferences when it comes to language use. Porter (ibid.) adds that Kenyans' challenge is neither capital nor labour, but the effectiveness in their products and services.

According to Schramm (1955), communication occurs when two corresponding systems couple together through one or more corresponding systems and assume same status as a result of a single transfer along the chain; thus we are trying to establish commonness. Riches (1994) holds that communication is an everyday experience which everybody claims to know something about. Communication is an everyday activity or experience and it affects all spheres of life; for example, business cannot take place without communication. Business organizations cannot exist without it and most of them complain about unsatisfactory communication. Business communication is a process of social interaction. Two or more individuals interact and influence attitudes, ideas, knowledge and behaviour of each other. With communication, we expect a change because of its effects as one gets informed while sharing information not known before. We expect a response and a reaction when communicating. The term 'entrepreneur' is a French word which refers to one who begins an enterprise and assumes the risk of failure or reaps the rewards of success (Mathews, 1994). Entrepreneurs, therefore, are women and men who run businesses and are ready to raise millions of shillings to realize their dreams. The significance of this point in this paper is

that an enterprise can be small; a student may begin a telemarketing service with only a telephone and a list of needs. Some of the young people now beginning small businesses are launching the corporate giants of the future. Entrepreneurs are engaged in small businesses such as hair salons, community and telephone booths operation, as fruit-sellers, florists, cereal sellers, assorted food (snacks) vendors, bus stop and street sellers, shopkeepers, butchers, transporters, telemarketers, among others.

Kitty (1998) notes that in business, people communicate for only one reason: to influence someone to behave in a particular way. For example, managers want to influence employees to understand, support and work for common goals such as increasing productivity, sales, and profits and quality while reducing costs. People in small enterprises want to influence customers to purchase their products and services.

Porter (2007) argues that Kenya has the potential to be an economic powerhouse based on its vibrant innovation sector. According to global competitiveness ratings, Kenya scores very highly in innovation; it ranks in the league of China and India in terms of the local industry's ability to develop innovations that improve efficiency. But performance in domestic and foreign investments is below expectation because of lack of effective communication strategies. Entrepreneurial success can therefore be sparked by effective communication apart from education and work experience. In most instances, these businessmen and women deal with casual audience, sometimes referred to as pedestrian audience. This kind of audience has least unified attention to the business dealer. The dealer (speaker) has planned messages for such audience but the audience has least unified attention, hence conflict of interest occurs especially when the patterns of organization of messages are not clear.

STATEMENT OF THE PROBLEM

This paper explores the challenges to communication strategies used by small business entrepreneurs for competitive advantage in SBEs in Eldoret town. Communication skills are the basis of successful business in the world today. During business transactions in the small-scale business dealings, both verbal and non-verbal types of communication are used. For example, language is used to persuade customers into buying the various goods on display in the market, on the streets, at bus stops and on pavements. The sight and aroma of fried fish for sale is common by the street sides. Soaking of green vegetables in water to keep freshness is done as a sign to attract customers. These and many other communication strategies are used in the small-scale business sector. It is important to find out the obstacles to communication strategies by the small-

scale businesses and recommend ways to make these strategies more effective in elevating them to competitive standards.

Importance of Communication Strategies in Business Enterprises

Saleemi (2007) argues that the efficiency and success of an organization depends mainly on its communication system. Information must be provided in time to the customers. The process of communication involves the communication of ideas. The ideas should be accurately replicated in the receiver's mind, that is, the receiver should get exactly the same ideas as were transmitted. If the process of communication is perfect, there will be no dilution, exaggeration or distortion of the ideas. All communications have to be organized, produced, transmitted, received, and understood. The main aspects of communication which need to be considered are therefore: the source of communication, the contents of communication, the process by which communication is produced, for example announcing and shouting, the method by which communication is transmitted, for example verbal, non-verbal, or written among others.

Communication may be aptly described as the life blood of business. No business can develop in the absence of effective internal and external communication. Communication is a vital tool of management. The potentials of communication as a management tool are so great that it is difficult to recognize them but easy to understand them. Favourable dealings with outside publics and effective relationships within a business depend upon communication (Saleemi, 1997). One of the major functions of the business is communication. Not only does it receive, record and process information, but also communicates this information to management to enable it to make timely decisions with regards to the business activities. It is only through a good and effective business communication system that effective leadership, good human relations, and high morale in the business can be maintained to ensure sources of management objectives.

Krishna (2003) argues that communication includes all of the business's efforts at direct selling, i.e. salespeople's 'spiel' descriptive brochures, telephone call-backs, follow-ups and service calls. It also includes the advertising the business does because advertising is communication with potential customers? Greco (1993), in this case, notes that business depends on communication. Indeed, for many businesses, the 'product' is the information or service rather than something tangible. The radio and television messages, newspapers and magazines, advertisements and point of purchase and display material obviously play a role in the business's plan to achieve its work objective. Also it is through

communication that business tries to improve its public relations, including its planned publicity, the civic mindedness of its management, the courtesy of its customers and the condition of its physical plant.

The *Readers Digest* (1991) notes that “the greater your skills in speaking and writing, the greater your chances of success in many aspects of life, from friendship to business dealings.” Roger (2001) also notes that there is no better way to begin an investigation into the relationship between ethics and business than by looking at how real business enterprises have actually tried to incorporate ethics into business.

Responsible communicators make responsible relationships. A responsible communicator needs to be reliable in what he or she is relaying to others. He or she is supposed to be persuasive, convincing and should endeavour to evaluate the process of interactional communication. The notion that whatever can be meant can be said does not imply that whatever can be said can be understood by others. Most businesswomen and men utter words which cannot be understood by their customers. When a customer cannot understand what you mean, then purchasing of goods becomes a problem.

Drucker (1954), one of the most respected management consultants, educators, speakers and writers of his time, comments on the importance of communication in business:

Colleges teach the one thing that is perhaps most valuable for the future employee to know. But very few students bother to learn it. This one basic skill is the ability to organize and express ideas in writing and speaking. As soon as you move one step from the bottom, your effectiveness depends on your ability to reach others through the spoken or the written word. And the further away your business is from manual work, the larger the organization of which you are an employee, the more important it will be that you know how to convey your thoughts in writing and speaking (p. 37).

According to Sunny (2003), we used to worry about whether English would supplement Kiswahili, whether ‘Sheng’ was a good thing and whether our regional tongues would die out. The real danger lay elsewhere that as we advance, we would be overcome by a very strange language called international business-speak.

The language factor in business enterprise should be emphasized by the principle of expressability: that “whatever can be meant can be said” does not imply that it is always possible to find or invent a form of expression that will produce all the effects on the hearers that one means to produce, that is, literary or

poetic effects, emotions, beliefs among others. This means that the seller of goods should be able to produce speech act that can be understood by the buyer without contradictions.

Brumfit and Johnson (1979) argue that it has been accepted for many years that communication is the proper aim of language use. They observe that it seems generally accepted that language use has not led to a satisfactory level of communicative skill in a majority of cases. They observe that language and communication are not directly incompatible, that there is a logical relationship between them. They further say that the relationship between language and communication is the relationship between linguistic competence and communicative competence. The relationship implies, in turn, that speaking for linguistic competence will necessarily leave a large area of communicative competence untouched, whereas selling for communicative competence will necessarily cater for all but a small part of linguistic competence.

Communication Networks in Business Enterprises

The Small Business Enterprise motto began in Kenya in the 1990s as the *Jua Kali* sector. The government of Kenya through the president called on Kenyans to try and employ themselves as sole traders (sole proprietors). This was as a result of unemployment in the blue and white-collar sector that was taking its toll in the 1990s under retired president Daniel Arap Moi’s regime.

Moss (1995) argues that over a period of years, there had been an increase in the number of one-person-businesses. That grants and tax incentives were, and are still, often available to encourage people to set up this kind of enterprise. When the climate of business is one where unemployment and redundancies are rampant, or rising as in the case of Kenya, the results can be a flood of new small businesses into the market. This is significant to this paper in that, the period from 1993 to 2000, the number of self-employed people in Kenya grew steadily from two to three million. A significant proportion of this growth was due to the number of one-person-businesses being set up. In one year alone – 2000 – approximately 10,000 new businesses were started. Omara (2003, p. 8) comments that lump-sum redundancy payments, which workers in larger organizations who are made redundant may receive, often provide the initial funding of such enterprises. With little alternative employment available, such people may well be tempted to ‘go it alone’. On the other hand, a large number of people make a conscious decision to become self-employed and in total over 200,000 employees each year take the step towards self-employment. Interestingly, most of these people fail to know that information flow in a business is essential for their success.

Businesses feed on a continuous supply of information. More specifically, we see dozens, hundreds or even thousands of individuals engaging in untold numbers of communication events each day. Lesikar *et al.* (1996) argues that main lines of flow are like the network of arteries in the body. These main channels should not just happen; they should be carefully thought out and changed as the needs of the business change.

According to Wettstein (2003):

While it is true that there is money to be made in the business (hair) industry, a businesswoman or man who is only interested in the financial aspect will never be quite successful because he/she will not realize that there are endless possibilities (p. 10).

It is possible to become the best, the richest small business entrepreneur, may be even national figure. But it has to begin with good communication and attitudes. A good businesswoman or man has to be as attentive to her or his clients' needs as much as possible. It is evident that a good or responsible communicator is supposed to be a servant of the audience. To achieve continuous success, the right combination of professional skills with appropriate communication strategies and client care are paramount. All great professionals from around the world are firm believers in continuous education and effective communication. Business people should, therefore, learn to envision and accomplish many new creative techniques and communication strategies available and always make it clear to their clients that they do appreciate their friendship and patronage.

The way the entrepreneurs respond to the customers will sustain or repulse the customers. The response should entice the customers to want the entrepreneurs' services. For example, one should approach a customer with good gestures and engage in good conversations and enquire about the customer's health, date of her/his birth with a view of sending a birthday card, about the customer's loved ones and one's general feeling about the day's events. If a customer is well groomed then she/he should be complimented to feel the joy of what she/he deserves. This puts a smile on the customer's face as she/he feels appreciated. The entrepreneur gives an impression that one likes and wants people around her/him and these people are customers that make the business grow. The entrepreneurs' and customers' images and morale are thus boosted by the entrepreneur's strategic communication besides making money from the customer and profit from the sales.

The author of this paper concurs with Wettstein's (2003) emphasis on the clients' happiness. It is of importance that business women and men keep their ideas fresh by continuing to improve their craft, to grow as entrepreneurs through information and education. They should always strive, envisage and create new strategies that give clients reason to go back and even better, recommend them to their friends. Entrepreneurs should never lose sight of the fact that the clients are there to support their businesses and career and most importantly, they are there to serve them.

Sunny (2003) observes that:

As our society advances we are all embracing business-speak. It is heard in conferences, seminars and in the corridors of business. It fills our newspaper and reverberates our radios and televisions. It is spoken in bars and cocktail parties. It is the 'de facto' language of success (p. 9).

We are all mouthing the words, having forgotten their meaning a long, long time ago. What does it mean to speak of "excellence", for example, when each and every organization claims to achieve it? The word refers to being pre-eminent or the most outstanding; can every business entrepreneur be the most outstanding? How many businesses have in Kenya that can be described as outstanding even in test? Yet "excellence" is one every annual report and mission statements. It is so overused that it has long lost its original motivational value due to lack of proper communication strategies. Burck (1993), in this case, argues that the ability to communicate well is becoming an increasingly valued competence in the business world.

The above informs this paper in that that most business dealers have not realized the importance of language-use and customer-care. Any aspiring businessperson needs to prepare a sound business plan so as to market his or her business. Even with such a business plan, it is still essential that a person undertakes appropriate training and learns the ground rules of running and organizing a business if he or she is to have any chance of becoming a success through communication.

Reck (1991) avers that entrepreneurs are people who develop innovative ideas and bring them to the market places, creating prosperity for themselves, spin off products and services for less innovative business people and increase economic activity for everybody. For example, suppose a beginning entrepreneur creates a business, i.e. managing other people's garage sales. A friend may decide to manufacture T-shirts and set up a table or booth at the garage sales, paying a commission to the original entrepreneur. Success inspires both complementary

businesses and competition. Ellis and McClintock (1990) talk of business calling for persuasion and presentation. Communication in persuading clients in business creates credibility and believability. To understand this, we look at the attempt to analyze communication by process and semiotic schools.

LIMITATIONS OF THE STUDY

The study was confined to small-scale business people in Eldoret Municipality. It concentrated on sellers of various foodstuffs: in the market, along the streets, by the roadside, on pavements, at bus stops; hawkers and other small business holders like tailors, *Jua Kali* artisans, community phone operators, transporters such as the *Boda Boda* and Motor bike (*Tuk Tuk*) operators. The findings on the obstacles faced by SBEs in the town as they employ different forms of communication strategies may differ with other municipalities in Kenya or beyond. However, the study provides a good framework for undertaking similar studies in other urban areas to understand the state of entrepreneurial activities and recommend ways to improve them.

MATERIALS AND METHODS

The area of study was small business enterprises in Eldoret municipality. Eldoret town was chosen because business enterprises there revealed the true nature of Kenya's economy as they scramble for customers. Business enterprises included green vegetable sellers, fish mongers, fruit sellers in the municipal market, shoe shiners along the streets and bus stop, tailors in the verandas and back streets, ice-cream vendors, fast food sellers, newspaper vendors and *samosa/sausage* sellers along the verandas, streets and bus stop, maize roasters, seedling sellers at streets and road junctions, florists along the verandas and small kiosks, handcrafts dealers, carpenters, kiosk operators, butchers, community telephone operators and hair salons/barbers in small shop malls, *posho*, millers and *Jua Kali* artisans in back streets. These enterprises are strategically placed to communicate in various ways, their enterprises to the customers in estates and the CBD.

This study employed a descriptive survey design. The method involved dividing the entire population of 100 small business enterprises in Eldoret into various sub-groups, then taking a simple random sample within each group. This ensured that the sample represented key groups of the population. The major tools used included participatory observations and interviews. Questionnaires were also prepared by the author and given to the respondents to fill. A total sample of (200) persons were studied. A hundred and sixty persons from the total sample answered the questionnaire whereas 40 persons were observed and interviewed. Eight persons were given the questionnaires to respond to whereas two persons had the benefit of being interviewed and observed thus

making a total of 10 persons from each category of 20 SBEs. The collected data was then analysed statistically and presented.

RESULTS AND DISCUSSION

Communication Strategies used by SBEs

Data collected showed that the communication modes were grouped into three categories: first, communication done through display of goods and services; second, communication done through talking and shouting, that is, verbal communication, and thirdly, communication done through posters, colours, emblems, etc, that is, advertising of goods and services. Still, other SBEs fell in more than one category because some employed several strategies of communication. For example, while they displayed their goods, they also talked or called customers, yet others still used posters, pictures, and colours to advertise what they sold.

Display communication, when analyzed statistically, resulted into 22 characters. Verbal communication depicted 16 enterprises and Advertising Communication had 26 enterprises in number. It was further observed that each communication represented 34.4% for display, 25% for verbal and 40.6% for Advertisements. The data on modes of communication can be highlighted below.

Table 1: Modes of Communication Employed

Modes of communication	of No. enterprises	of % of Respondents
Display	22	34.4
Verbal	16	25
Advertisements	26	40.6
TOTAL	64	100

Those businesses which fell under display communication were: vegetable sellers, fish mongers, cereal sellers, carpenters, tailors, Newspaper vendors, *Jua Kali* artisans, shoe shiners, transporters, ice-cream vendors, fruit tellers and kiosk vendors. The verbal communication had the following businesses: Vegetable sellers, *samosa/sausage* sellers, fruit tellers, fish mongers, Newspaper sellers, Maize roasters, ice-cream vendors, Hair salon/Barbers operators, shoe shiners and *Jua Kali* artisans. For advertisement, *Jua Kali* artisans, newspaper vendors, tailors, Hair salon/Barber operators, butchers, carpenters, telephone booths operators, transporters, ice-cream vendors and *samosa/sausage* sellers fall under this communication category.

The data collected showed that the traders used these modes of communication without considering the location of their businesses. Some of these businesses were hidden at the back streets without convenient strategies of locating them. It was observed that most of them performed poorly because of location and style of showing where they were for instance, use of posters, arrows, colours, and such were still not

conveniently dispatched. When interviewed on communication strategies, two-thirds of the respondents complained of the town council management who did not allow them to sell their goods and services freely. The council also interfered with the traders modes of communication like putting up posters, chanting slogans and movements from place to place.

Obstacles to Communication Strategies Faced by SBEs in Eldoret Town

The author wanted to investigate on the obstacles to effective communication strategies by SBEs in Eldoret town. In table 1, the modes of communication employed by the SBEs in Eldoret town have been analyzed as some adopt several categories of communication in effort to sell and make profit. However, they encounter communication problems that hinder their flow of their businesses. Data had shown that the modes of communication were used according to the goods and services traded.

The data collected established that 80 percent of Kenyans involve in Small Business Enterprises as part of informal employment. But it was estimated that a very small percentage (20%) of the enterprises really grow into productive businesses. Through interviews and observations, it was discovered that most of the traders who undertook these enterprises lacked proper communication strategies.

When asked why the businesses were not performing well, some argued that the locations of their businesses were not convenient. Some, seventy-five per cent (75%), argued that the town council was harassing them when they tried to advertise and display their commodities. Data collected established that most of these businesses were not well placed in the town because of poor planning. A visitor who is not familiar with Eldoret town could not be able to locate some of these businesses like maize millers, *Jua Kali* artisans, Tailoring shops, Handicrafts, Hair salon/barbers among others which were placed behind shops or at back streets. The traders here commented that they only sit and anticipate that their customers would be able to trace their enterprises. It was just a matter of luck since the modes of communication were not at times effective.

From the interviews, it was also noted that fifty per cent (50%) of traders in the town centre and its suburbs evaded paying license fees for their businesses. This was the worst part in the business sector because the town council could not allow anyone without license to conduct business in the town. Since they were ever in patrol to penalize the victims, traders who didn't have licenses could not display and even advertise their commodities openly. Obviously, this meant that such traders could not communicate effectively because of fear of being

penalized. The other aspect, which was noted during interview process, was that most traders (sixty percent) were either illiterate or semi-literate. This led to the ineffectiveness of communicating. There was no formal education provided for these small-scale business entrepreneurs which was a necessity. When they learn the skills of doing business, effective communication becomes an obvious element to enable them relate to their publics.

The aspect of illiteracy also became part of the research issue because it was discovered that in Eldoret town, there were refugees from *Uganda and Sudan* who could not communicate in Kiswahili and "sheng" which were the languages of business in the town. These two groups (*Ugandans* and *Sudanese*) spoke English and their mother tongues which a majority of traders in Eldoret town could not speak. Therefore, there was communication breakdown due to language factor, which became a serious problem in communicating effectively. The remaining one-third argued that they were comfortable with the modes of communication they were using. For instance, the kiosk operators, vegetable sellers, cereal sellers and newspaper vendors agreed that they didn't have problems with their businesses and the locations. Some of the modes of communication are displayed by use of photographs.

Recommendations on Communication Strategies for the SBEs in Eldoret Town

It is no doubt that the solutions to poor communication due to obstacles that impact negatively to entrepreneurs' business operations, can best be obtained from the entrepreneurs themselves. In that case the author was able to get entrepreneurs' recommendations on improving their communication strategies. After looking at the problems caused by poor communication strategies in Eldoret town, data was collected on how to improve or promote proper communication in SBE. The respondents were willing to highlight the problems they were facing in small business enterprises in the town. Although two-thirds of the respondents complained about lack of proper communication strategies, the remaining one-third claimed to be comfortable with their modes of communication. Examples of the former were: Salon/Barber operators, maize millers, *Jua kali* artisans, Tailors, carpenters, transporters (especially *boda boda*), fruit sellers, vegetable sellers, trees/flowers and vegetables seedling sellers, handicrafts sellers, among others. The latter examples were: cereal sellers, green vegetable sellers, butchers, kiosk operators, fishmongers, shoe shiners and newspaper vendors.

Data collected established that some entrepreneurs undertook such businesses without knowledge about them. SBE requires the person involved in it should to prior knowledge on public relations and

communication strategies to be able to succeed. It was discovered that if one could not pass a message to whoever he/she is targeting to buy his/her goods then, there was no hope of going on in business. The cereal sellers, for example, agreed that the kind of communication they used (i.e. display communication) was not quite effective but they didn't have other options. They indicated that given a better strategy of communication, they could do very well in the business. During an interview with traders, mostly at the back of the streets, it was noted that they formed associations, which enabled them to advertise their enterprise through SAYARE Radio and Television, Citizen Radio as well as local magazines and newspapers found or circulating in Eldoret town. Examples of these magazines and newspapers were citizen and Independent weekly.

They also argued that once they got customers and offered them good services they always came back with their friends to show them the places. The best example here was salon and barber enterprises, tailoring shops, carpentry shops, *Jua Kali* artisans among others. They tried very much to relate well with their customers and also updated their goods and services to suit the times and occasions – with the changing world of business. Data indicated that Small Business Enterprises were not left out in terms of financial gains from non-governmental organizations. Eighty percent (80%) of the traders in Eldoret town argued that they were getting loans from NGO groups like K-Rep bank, World vision organization (Kadet) Kenya Women Finance Trust, *Faidi* group, *Faulu* group and many others. Others still formed self help groups where they could contribute a certain fee and assist each other through Merry-Go-Rounds. This kind of loans and funding helped them to advertise and license their businesses so that nobody would deny them freedom of display and other modes of communicating like singing and chanting, putting up posters, moving from one point of the town to another etc.

From the interviews, it was discovered that traders of Eldoret town had tried to communicate through organizing exhibitions, workshops and seminars. Data showed that, though it was just a small percentage of 20% of such traders who had tried this, it was a kind of promotion strategy in communication. This mode of communication was tried by tailors, salon operators, telephone booths operators and transporters.

CONCLUSION AND RECOMMENDATIONS

Evidently, it is through good and effective communication strategies that competitive advantage, good human relation and high morale in business can be maintained to ensure success of SBEs' objectives. Communication is not only to receive, record and process information, but also to communicate this

information to the clients so as to influence them to make timely and informed decisions with regard to the products and services being communicated to them. Effective communication is needed at all stages regarding general welfare of the business. At the planning stage, information is needed on the various aspects of the enterprise, the feasibility of the business being undertaken, finances involved, manpower required, marketing conditions, publicity campaigns among others. All these require constant two-way communication between the sellers and the buyers. Then at the executive and assessment stage, the seller is again required to communicate with various sources both internal and external to assess the success of the business, and if a need is felt, to envisage modifications in the future plans.

To reduce the major obstacle of interference of SBE activities in Eldoret town, this paper calls for a relocation of the SBEs to strategic points in the municipality to enable entrepreneurs to concentrate on communicating their enterprises to their publics without unnecessary interferences. The above named venues to provide forums for the entrepreneurs to interact freely with authorities and debate their communication strategies with a view of enhancing communication advancement for competitive advantage. Finally, sensitization of the public to have respect for each others' jobs, will inform Kenyan community to develop a more humane language that involves the interaction of buyers and sellers.

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