

## ABSTRACT

Entrepreneurs all over the world are considered as central players in economics. Many factors came into play when starting a business, ultimately determining the success or failure of the enterprise. The factors could be financial, social, human resource related or even based on the development of the product. As we continue to see some startups succeeding where the success of these startup enterprises. This study was motivated by the need to determine the factors affecting business startup for youth enterprises in Zimmerman, Estate. To achieve this objective, the study collected data from startup youth enterprises in Zimmerman. The study adopted a descriptive and exploratory research design. The sampling frame of this study were those youth enterprises that were newly established or were in the process of being set up in Zimmerman, Estate in the category of food stalls, cybercafes, hardware and welding, electronics, clothing stalls and kiosks. The data collected through purposive sampling with the use of structured interview guide and analyses using descriptive statistics such as mean and standard deviation.

The study found out that startup youth enterprises in Zimmerman, Estate were affected by entrepreneurial skills possessed by the youth. The study findings indicated those youths who had undergone training and had skills enjoyed superior skills such as managing time, handling customers well and managing stock well. They were also able to keep proper records of accounts, well formulation of projects and analyzing profits benefited enterprises in attracting more customers. The study found that youth entrepreneurs were influenced by their personal environment, reputation in the society and credibility of being an entrepreneur. Lastly, availability of funds and government policies influence the performance of the startup enterprises. The availability of funds influenced the type of enterprises the youths started and their viability while government policies and regulations viewed to be lengthy and unnecessarily bureaucratic interfere with the operation of the enterprises.