

WORST BUSINESSES TO START IN KENYA

1. MOVIE SHOP

The once-thriving movie shop business in Kenya has experienced a dramatic decline over the past decade. This shift can be attributed to several factors including streaming services, and high operational costs.

2. CYBER CAFE

Once a thriving business, cyber cafes have become increasingly obsolete in Kenya due to several factors: mobile internet penetration, competition from free Wi-Fi spots, high operational costs and declining demand.

3. LIQUOR STORE

While the demand for alcohol remains high in Kenya, starting a liquor store comes with a unique set of challenges that make it a risky venture including stringent regulations, market saturation, regular inspection and price competition.

4. TENDERING TO THE GOVERNMENT

Government contracts may seem lucrative, but the reality of tendering to the Kenyan government is fraught with challenges: corruption and favoritism, high initial costs, and payment delays.

5. MATATU BUSINESS

The matatu industry used to be a big deal about a decade ago. Well, not anymore! Here's my reasoning: regulatory pressures, competition from alternative transport, high operating costs and trouble with police.

6. CLOTHING BOUTIQUE

A lot of Kenyans are into this business, and some are making it big. However, a good number tend to close their business in the first year due to the following reasons: market saturation, high import costs, changing consumer behaviour and e-commerce competition.