

Factors Affecting The Performance Of Small And Medium Enterprises (SMES) In The Manufacturing Sector Of Cairo, Egypt

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Abstract

This research will investigate the factors that affect the performance of small and medium enterprises (SMEs) in the manufacturing sector of Cairo, Egypt. To achieve this objective, the research will hypothesize that poor management skill such as human resources, financial management, general management, production management and marketing management regarding the poor performance of SMEs in the manufacturing sector of Cairo, Egypt. The importance of this study on both the academic and the application levels is attributed to SMEs, despite their contributions to the Egyptian economy, have not been given due attention as the research of performance has been biased towards large enterprises. The aim of this study is to explore the obstacles facing the small and medium enterprises (SMEs) in the context of the manufacturing sector of Cairo, Egypt using a sample of 50 SMEs. The researcher suggests that managerial aspects which are in short supply have negative effects on the performance of SMEs in the manufacturing sector.

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