FACTORS AFFECTING THE PURCHASING AND SUPPLIES OF UNILIVER PRODUCTS IN NAIROBI MARKET.

(A CASE OF THE UNILIVER LIMITED)

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A RESEARCH PROJECT FOR THE PARTIAL FULFILMENT FOR THE AWARD OF DIPLOMA IN PURCHASING AND SUPPLIES MANAGEMENT OF THE UNIVERSITY OF NAIROBI.

NOV 2013
DECLARATION

This Is My Original Work And Has Not Been Presented In Any Other University For Any Academic Award."

BARBARA

DATE...25/11/2013

NGAYI


MUSHILA

Signature...

SUPERVISOR'S DECLARATION

"This Work Has Been Submitted For Examination with The Approval Of A University Supervisor."

DAVID G. NG'ANG'A

DATE...28/11/13

Signature...
ABSTRACT

The study was an attempt to investigate the factors that influence the purchasing and supplies of Uniliver products in Nairobi market. The main objective of the study was to investigate the effect of price on purchasing and supplies of Uniliver products in Nairobi market. The study methodology was descriptive survey; the location of the study was Uniliver Company in Industrial area of Nairobi city, with the target population being the company’s employees. Using a multi-stage stratified random sampling a sample size of 80 employees which is 40 percent of the approximately 200 employees in the organization was arrived at. The researcher used a questionnaire as the main data collection instrument. The expected output was in the form of graphs and tables. The researcher concluded that there is a need to make good use of the modern technology which is effective and efficient in procurement.