FACTORS AFFECTING THE CHOICE OF DISTRIBUTION CHANNELS OF GREEN GAS LIMITED IN KENYA

NAME: BETT PHILLIP KIPTOO

A PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF DIPLOMA IN BUSINESS MANAGEMENT OF UNIVERSITY OF NAIROBI; SCHOOL OF CONTINUOUS AND DISTANCE EDUCATION

DATE: OCTOBER 2013
DECLARATION

This is an original project. It has never been presented for consideration in any other institution.

Name (student) Date Sign
Bett Phillip Kiptoo 21.11.2013

Name (supervisor) Date Sign
Moses Kimani 28/11/13
ABSTRACT

The study was focused on the factors affecting the choice of distribution channels of L.P.G in an organization. The specific objective of the study was to find out how government policy, technology, transportation and competition affect the choice of distribution channel of L.P.G in distributors. The researcher adapted the descriptive research in collecting data from respondents. A target population of 120 employees was selected where a sample size of 160 respondents was drawn representing 50% of the target population. The method of data collection was through the use of questionnaires. The researcher used stratified random sampling procedure to select a sample size. The data analysis was done using descriptive statistical tools and presented using tables, pie charts and bar graphs.

Based on the analysis 70% on government policy, 62% on transportation, 73% on technology and 66% on competition of the total respondents accepted that these particular factors affect the choice of distribution channels of liquefied petroleum gas in Kenya.

It was recommended that G-gas limited should perceive competition as a positive healthy factor, they should also adopt reliable mode of transport. Effective sharing of skills and knowledge on technology by employees was recommended and that there should be flexible link between the government and private sector, a link that will facilitate adoption and maintenance of rules and regulations. Additionally the researcher recommended that the further studies should be conducted within the help different case and variable which will bring a broader and clearer picture on factors affecting the choice of distribution channels in L.P.G.