FACTORs AFFECTING THE GROWTH OF CLOTHING AND TEXTILE
BUSINESS IN KENYA

(A case study of Baraka clothing and Textile Company in industrial area)

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the requirement of the award of Diploma in Business management

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DECLARATION

I declare that this research project is my original work and it has not been submitted in any learning institution for any awards.

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23-06-09
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ABSTRACT

This study sought to explore the factors that hinder the growth of clothing and textile business in Kenya. A case study was carried out at Baraka clothig and Textile Company located industrial area Nairobi Kenya. The company has been performing poorly in the market and has not been experiencing growth since the year 1997 this has led to the need for carrying out this research so as to assist in determining the factors hindering growth in the company.

The objectives were to find out whether training; managerial skills, book keeping and strategic planning could be the factors affecting growth in the company. This limitations that faced the study were: time factor, financial limitation, data inaccessibility and fear of intimidation. Collection of data from the study sample was mainly through questionnaires and oral interview.

The researcher also made observations on how workers performed their duties.

The major findings included.

The management was not equipped with skills required to perform the tasks assigned to them

It was that a significant number of respondents had not undergone training since they joined the company

The researcher also revealed that the company’s books of accounts were poorly managed

The researcher or observed that the company lacked strategic planning