FACTORS AFFECTING STAFF PERFORMANCE AT UCHUMI SUPERMARKETS: A CASE OF KOINANGE STREET BRANCH

BY

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DECLARATION

This is my original work and has never been presented for any academic award in any other university.

Signed ........................................................................ Date. 4th August, 2014

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This research project has been submitted for examination with my approval as the university supervisor.

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ABSTRACT

Uchumi is a Kenyan name which means “economy” in Swahili. Uchumi is a supermarket chain headquartered in Kenya with retail outlets in East Africa as of May 2014, the chain is one of a number of Kenyan supermarket chains that serve the region including market leader, Nakumatt, Tuskys, Ukwala and Naivas. Currently, Uchumi maintains outlets in Kenya, Tanzania and Uganda with a view to establish a presence in Burundi, Rwanda and South Sudan in the next few years.

The purpose of this study was to identify the constraints that affect staff performance at Uchumi supermarket (Koinange Street). The researcher targeted the workers of Uchumi supermarket to access the factors that influence their performance to contribute to the growth of the supermarket. The researcher sampled out a few elements from the target population and formed a representative sample and give the steps to be followed in the formulation of the sample from the elements in the targets population. The researcher than chose the method of data collection analysis and presentation of the data and later gave the summary conclusion and gave recommendations on the end results.