FACTORS INFLUENCING THE PERFORMANCE OF SUGAR INDUSTRIES IN KENYA

A CASE STUDY OF MUMIAS SUGAR COMPANY

BY

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DECLARATION

This research project is my original work and has never been presented for any academic award in any other university. Where work of any other individual has been used, acknowledgement has been duly given.

Signed .................. Date ..................

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This Research Project has been submitted for declaration with my approval as a university supervisor.

Signed .................. Date ..................

Mr. John Kairu
This study investigated the factors that affect performance of the sugar industry in Kenya. The study was done at Mumias Sugar Company. Sugar industry is a major area in which the economy relies upon so much, therefore cannot be neglected. Most sugar industries in Kenya are located in the western part of Kenya due to existence of raw materials. The study was based on how the following factors contribute to the performance of Mumias Sugar Company: infrastructural development, remuneration of workers, marketing strategies employed, sugar imports and capital accessibility. Both primary and secondary data were to be collected by use of survey method in which questionnaires are to be the major tools in order to facilitate efficient and effective generalization of the research. Cluster sampling was used since the population is distributed over a large region with very many characteristics. The gathered data was analyzed and results interpreted and presented to reflect the true picture in the sugar industry. The key factors discussed on influencing the performance of Mumias Sugar Company were: marketing strategies that contributed to the goals of the company and its marketing activities, infrastructural development which included transport means and communication networks for both inputs and outputs, availability of raw materials and the ability to access capital in order to enable the company’s growth so as to attain its goals and objectives. It was concluded that the above factors should be improved in development in order to improve the company’s production. Recommendations were made to the Government to evaluate the government performance to the improvement of investments of the sugar industries. To M.S.C to improve on their products for customer satisfaction. To the Sugar Board of Kenya to formulate and implement overall policies and plans for the development of the sugar industries in Kenya.