FACTORS AFFECTING PRODUCTIVITY IN THE MOTOR ASSEMBLY SECTOR IN KENYA (A CASE STUDY OF GENERAL MOTORS KENYA)

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DECLARATION

This research project is my original work and has not been presented for a degree in any other University.

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This research project has been submitted for examination with our approval as University supervisors.

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ABSTRACT

This research paper evaluates factors affecting productivity in the motor Assembly Sector in Kenya. Manufacturing vehicles has been predominantly a sideline to other Industrial operations. It is still minute in structure and also inferior in technology. Most vehicles assembling firms are now recognizing the fact that the Long term success of their operations depends on productivity. Effective organizational productivity by as about a shared vision, inspired leadership and the quality of its managers. This can be achieved best if the existing measures are improved upon and new ones are put in place to realize the desired set goals. The general objectives of this study are to investigate the factors affecting productivity in motor assembly sector. The specific objective of the study was to find out the impact of technological development as a factor influencing productivity. To investigate the employees job performance as a factor influencing productivity. This study therefore evaluates the factors affecting productivity in Motor assembly sector in Kenya. The findings were analysed and recommendations were be put forward for consideration. The future researchers and management would use the recommendations for similar problems in various organizations.