FACTORS AFFECTING HIGH STAFF TURNOVER IN FASTFOODS
OUTLETS (A CASE OF INNSCOR UNION TOWERS NAIROBI KENYA)

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REG: NO.L137/21323/2013

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A RESEARCH PROJECT SUBMITTED FOR THE PARTIAL
FULFILMENT FOR THE AWARD OF DIPLOMA IN PUBLIC
RELATIONS UNIVERSITY OF NAIROBI.

MAY, 2013
DECLARATION

This research project is my original work and to the best of my knowledge it has never been presented in any other institution of higher learning.

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Date: 5/06/2013

In partial fulfillment of the requirement for a Diploma in Public Relations. This project has been prepared and submitted for examination.

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ABSTRACT

The purpose of the study was to find out the factors that are contributing to high employee turnover to high employee turnover in fast foods outlets. Innscor Kenya Nairobi, union towers outlet was the case study. Questionnaires, observation and previous records.

Five major brands make up Innscor Kenya limited namely. Galitos, pizza inn, chicken inn, creamy inn, myshop and barkers’ inn. A target of 50 Employees was used since the focus was on only one outlet.

The research design was descriptive statistics where the information focused the relationship between the management and the junior employees and data was analyses by use of simple bar charts and Tables.

This research project has five chapters.

Chapter one covers the introduction to the study. It highlights the effects of high staff turnover in the fast foods outlets. It also outlines the background information, the problem statement, objectives, research questions, justifications, significance, Assumptions, limitations and definition of terms for the study.

Chapter two highlights the literature reviews and theoretical frameworks by various scholars. Introduction to staff turnover, their consequences, organizational communication, training, trade unions. All this are linked to the study. Testing gaps and summary are highlighted.

Chapter three highlights outline the methodology of the research study. It specifies research design skewed to population and simple design, interviews, documents analysis and observation.

Chapter four deals with findings of the research, several variables are highlighted and presented in tables and charts upon which analysis is made.

Chapter five outlines the summary and conclusions from the findings of the study. It also highlights the recommendations on how to retain employees in the fast foods outlets.