FACTORS INFLUENCING THE LEVEL OF FINANCIAL PERFORMANCE OF HAIR PRODUCT MANUFACTURING FIRMS IN KENYA: A CASE STUDY OF SOLPIA KENYA LIMITED

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JUNE, 2014
DECLARATION

I declare that this is my original work and has never been submitted for examination and award in any other university.

SIGNATURE .................................. DATE............................

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This research proposal has been submitted for examination with my approval as the University supervisor.

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ABSTRACT

The main purpose of the study was to investigate the factors that influence the levels of financial performance within Solpia Kenya Limited Company a hair product manufacturing company in Kenya. The objective of this study was to examine how the physical size of the company, competition from other hair product manufacturing companies in the market and the number of members on the firm's board was influence how it would handle its financial obligations and thus influence its performance in that aspect.

The study used quantitative data, statistical tools like tables and figures to transform the data into meaningful information. This is considered suitable because of the nature of data required from the population. The primary data was obtained through the use of questionnaires which was to be used to collect information from the sampled population from the employees of Solpia Kenya Limited.