FACTORS AFFECTING PROFITABILITY OF MATATU OPERATORS IN NAIROBI
(A Case Study of Que Sacco, Route no. 6)

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L123/23029/2013

A Research Project Report Submitted to University of Nairobi in Partial Fulfillment of the Requirement for the Award of Diploma in Business Management

AUGUST, 2014
DECLARATION

This research project report is my original work and has not been presented for any academic award in any other University.

Student: Joyce Wanjiru

Signature:  

Date: 13/08/2014

Declaration by the Supervisor

This work has been presented for examination with my approval as a University Supervisor.

Supervisor: Antonine Auma Obiero

Signature:  

Date: 13/08/2014
ABSTRACT
The purpose of the study was to investigate the factors affecting profitability of Matatu industry; thus frame the challenges and strategies that the firms can use to effectively contribute towards vision 2030. This research is important towards creating interest among vision 2030 stakeholders in the operations of Matatu industry in Kenya.

The study will utilize a descriptive research design. The research will target respondents conveniently from the Que Sacco staffs, members and the customers. Stratified random sampling will be used towards ensuring the sample is representative of all cadres of employees in the organizations.
Data will be collected from the field by use of structured questionnaires, personal interviews, and observation. It will be analyzed qualitatively and quantitatively using tables, frequencies and percentages.