

FACTORS INFLUENCING PROFIT MAXIMISATION IN HOTEL INDUSTRY: A CASE OF TRIBE HOTEL, VILLAGE MARKET NAIROBI

Degree Programme: [DIPLOMA IN BUSINESS MANAGEMENT](#) [1]

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ABSTRACT

[The main aim of this study is to find out the factors affecting profit maximization in hotel industry: a case of tribe hotel, Village Market Nairobi. The objectives of this study were: To determine the effect of corporate social responsibility on profit maximization, to find out the effect of communication on profit maximization in the hotel industry, to assess the effect of service delivery on profit maximization in the hotel industry, to determine the effect of management style on the profit maximization in the hotel industry and to assess the extent to which organizational policy affect profit maximization in the hotel industry. The literature review of the stated objectives is discussed in details. The research design of this study is descriptive design which goes beyond the fact finding to providing solutions to the problems](#) [9]

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