A STUDY ON THE CHALLENGES FACING MATATU OPERATORS IN KENYA, A CASE STUDY OF THIKA AREA NAIROBI COUNTY

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THIS IS A RESEARCH PROPOSAL SUBMITTED IN PARTIAL FULFILMENT FOR THE AWARD OF DIPLOMA IN BUSINESS MANAGEMENT OF THE UNIVERSITY OF NAIROBI

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DECLARATION

I hereby declare that this is my original work that has not been presented in other university for the award of any academic rewards.

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

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ABSTRACT

This research study is about the challenges facing a matatu industry operator which was carried out in Thika area. The study was carried out with an aim of establishing the challenges that matatu operators are facing in Kenya.

Descriptive survey research designs were adopted in the study on challenges facing matatu operators in Thika area. Primary data was collected through the questionnaires which consisted of both close-ended and open-ended questions and through personal interviews to the respondents. Descriptive statics which included proportions tabulations and percentages to show the frequencies of the responses were used for data analysis. The analysis showed that most of the matatu industry occupants had attained their high school education and were between the ages of 18 – 30 years.

The study found out that, the recovery of initial costs and high costs of operating the matatus, luck of data and transport knowledge general dislike of matatu industry behavior, government controls, congestions and luck of operating procedures in the matatu operations were found to be some of the challenges facing the matatu operators in Thika area. From the finding the study recommends that a comprehensive transport system should be put in place through the understanding of the various transport networks and what the matatu industry is comprised of, that the SACCO’s should become professional transport firms in order to strengthen the civic associations and creating strong networks to balance the competitive environment in matatu industry.