A research presented in partial fulfillment of the requirement of the Diploma of business management, in school of continuing and distance studies 2013.

June 2014
DECLARATION

I hereby do declare the report is my original piece of work and has not been presented in Nairobi University or any other university for the award of diploma.

Signed .................................................. Date...11/6/2014.....
Name: Githaiga Danson Mwangi.
Reg. No: L123/22931/2013

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

Signed .................................................. Date.........13/6/14
Ms. Jane Kasiva Mbatha
ABSTRACT

Communication is paramount to any relationship and without it the relationships cease to exist. It is a process of gathering, understanding and transmitting information and felling form one person to another. Communication is the exchange and flow of information and ideas from one person to another. It involves a sender transmitting an idea to a receiver. Effective communication occurs only if the receiver understands the exact information or idea that the sender intended to transmit.

Chapter one has introduction, general objectives, specific objectives, research questions, assumption, limitation of the study and significance of the study. The findings will be done to give results.

Chapter two has introduction, empirical research, which will shows out the result of the objectives.

Chapter three consist of the methodology of the research, it will consist of, research design, target population, sample design, data collection method and data analysis and presentation.

Chapter four has background, figures and table, which shows how data are represented.

Chapter five has summary of the findings, suggestion, conclusion, recommendation and suggestion for further study.

The study is going to be carried in hotels in Nairobi town. The target populations are going to be the customer’s; internal and external.

The quality of services offered in hotels is the key determinant factor of the visitor satisfaction and profitability of the hotels offers a diversity of customer services, which sometimes are below per as per customers’ expectation. This is because of the deferent gap that exits between customers. This research show how the above gaps are fixed by communication, objectives, analysis and expected customers.