ASSESSING THE FACTORS AFFECTING GROWTH IN A BUSINESS ORGANIZATION IN KENYA

(A Case Study of Garissa Lodge Market)

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DECLARATION

This research project is my original work and has not been presented to any other examination body. No part of this research should be reproduced without my consent or that of the University of Nairobi.

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Sign ______________________ Date 19th Sep 2012

Declaration by supervisor

This research project has been submitted for examination purpose with my approval as the university of Nairobi supervisor

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ABSTRACT

The study is aimed at determining factors affecting growth in a business organization. The study focuses on the management and activities of small business organization in Garissa Lodge building area of Eastleigh in Nairobi and will include the managers of the market, shop owners, traders' representatives and related activities in the market.

The researcher adopted a descriptive research design as there are variables which cannot be qualified but can only be described. Through random stratified sampling method the researcher selected 40 respondents out of total population of 80. Data was collected through the administration of questionnaire to the respondents. Quantitative and qualitative techniques of data analysis were used to analyze the collected data and the findings presented through charts, tables and graphs for simple understanding of the findings.

The sample size of 40 was chosen from the total population of 80. Out of the 40 questionnaires which were issued to the respondents, 33 were returned while 7 were not returned. This indicates a response rate of 82% and non response rate of 18%. The data was analyzed using quantitative and qualitative methodology.

The findings concluded that the factors affecting growth in a business organization in Kenya include entrepreneurship skill, quality of services, marketing management and purchasing and supply management.

In summary, the study found out that many entrepreneurs lack managerial skills. This was due to lack of formal academic qualification in business related fields and poor exposure in modern business environment.