UNIVERSITY OF NAIROBI

DIPLOMA IN BUSINESS MANAGEMENT

ASSESSMENT OF OPERATIONS STRATEGIES ADOPTED BY CAR HIRE COMPANIES IN WESTALANDS - NAIROBI AND THEIR IMPACT ON PERFORMANCE

BY

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DECLARATION

I declare to the best of my knowledge that this is my original work and has not been presented for a diploma in any other university. No part of this project may be reproduced without prior permission of the author and/or University of Nairobi.

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This project report has been presented for examination with my approval as the appointed university supervisor.

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Abstract

Car hire industry is the most efficient and reliable mode of motor transport saving on time contrary to public transport system where delay and inefficiency is the order of the day. The researcher was hence propelled to carry out a study to determine operations strategies adopted by car hire companies in Nairobi and the effect thereof on their operation and performance; where the researcher focused on knowing whether the said adopted operational strategies such as maintaining low cost, high quality services, efficiency and customer service. In wholesome, research objective aims at understanding whether adopting and implementation of operations strategies by the companies has any impact on its management, operation and human resources and whether these organizations prioritize the operations objectives.

The researcher distributed questionnaires research instruments to a target population of ten firms of which five firms responded by filling the provided questionnaires. A descriptive research design was employed and from the respondents a sample study was carried.

The research found that operations of the firm are greatly influenced by the choice human resource, cost of operation, technology which ultimately determined its flexibility. It was found that most of the firms employed academically qualified personnel of whom many of them had worked for five years and a few had worked for over ten years. Most of the firms fitted their vehicles with tracking and security systems which aided more in monitoring their activities. This yielded more efficiency and limited resource and time wastage.

In conclusion, it was found that operation and performance of an organization is majorly determined by the qualification and experience of human resource. The implementation of technology is of great importance in realizing organizational efficiency.