

**DECLARATION**

This is my original work and has never been presented in any university whatsoever for any academic award

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This research project has been submitted with the approval of a university supervisor

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**IMPACT OF EMPLOYEE MOTIVATION ON PRODUCTIVITY.**

**A case study of custom safaris company limited.**

**A Research Project Submitted in Partial Fulfillment of the Requirement for  
the Award of Diploma in Business Management, School of Continuing and  
Distance Education, 2012.**

**By**

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## **ABSTRACT**

The purpose of the study was to analyze the impact of employee motivation on productivity in an organization. The study dealt with five key areas, that is to say; to examine the degree of association between employee effectiveness and organizational productivity, to determine the extent to which motivation of employee enhances team building, to investigate the relationship between labor turnover and employee motivation, to examine how competition will be enhanced by employee motivation and to determine if proper research could affect the organization in a positive regard.

The target population in the study included the management and employees of Custom Safaris Company which was about 20 and 80 respectively. Stratified random sampling was used to ensure all sub groups in the study are involved and both primary and secondary data was used as source of information.

Chapter one contain introduction of the study, statement of the problem, purpose of the study, objectives of the study, research questions, significant of the study, scope of the study, limitation of the study and finally definition of operational terms.

Chapter two contains the Literature review, Motivation theories, Hierarchy of needs, Sources of motivation, intrinsic satisfaction, extrinsic satisfaction, Ways to encourage employee motivation and other factors affecting organization productivity beside employee related factors.

Chapter three basically entails the methods of data collection whereas chapter four covers the findings of the research as well as the analysis of the data both in table forms and in figures.

Finally, chapter five contains the summary of the whole research work, recommendations and conclusion.