INFLUENCE OF PLANNING IN BUSINESS OPERATION: A CASE STUDY IN
ULTIMATE ENGINEERING LTD-NAIROBI

MULUHYA CEDRICK
L126/54323/2012

A PROJECT SUBMITTED IN PARTIAL FULFILMENT FOR THE AWARD OF
DIPLOMA IN PURCHASING AND SUPPLY MANAGEMENT OF THE
DEPARTMENT OF EXTRA MURAL, UNIVERSITY OF NAIROBI

MAY, 2014
DECLARATION
To the best of my knowledge this is an original work and has not been presented for any academic award in any institution.

MULUHYA CEDRICK Date: 13/08/13 Signature:

This research project has been submitted with the approval of the University of Nairobi Supervisor.

MISS. MULANDI JOYCE Date: August 2011 Signature: 

ii
The objective of this research was to investigate the influence of planning in business operation in Ultimate Engineering Ltd. Specific objectives were to find out the risk of having a poor planning system in Ultimate Engineering Ltd, to identify whether the planning process in Ultimate Engineering Ltd reflects on its strengths and weaknesses, to find out if the company has a clear vision of effects of planning procedures in Ultimate Engineering Ltd and to find out whether good planning procedures have enhanced staff satisfaction. The study used quantitative design and the data was collected through the use of questionnaires. The entire population comprised of 237 people who included the staffs and the managers of Ultimate Engineering Ltd. A sample size of 60 employees drawn from the permanent staffs formed the research respondents. Sampling was done using non-probability sampling design and convenience sampling design. This was used because the research was based on the convenience of the staff and the key informants. The results were analyzed using quantitative techniques such as tables, pie charts and bar graphs. The findings of the study were: the business operators have failed to give out a clear vision on what they wanted to achieve in the long run due to ignorance of managers who do their plans in short-cut forms, this was evidently observed by 50% of the sample population. Only 10% of the sampled population felt that the company staff has a clear vision of the risks which come along with poor planning. The recommendations of the research were that the company should come up with a defined company vision and mission for all the managers to use them when planning. Since the staffs are aware of the risks of poor planning, they should share all their problems with their managers. The other area for further study is the impact of marketing in the organization.