SUPERMARKET WAREHOUSE MANAGEMENT:
A CASE STUDY OF TUSKYS HEAD OFFICE

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DECLARATION

This Management Research Project is my original work and has not been submitted for another degree qualification of this institution or any other University or institution of learning.

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Signature

Date

This Research Project has been submitted for examination with my approval as the University Supervisor.

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Abstract

The growth of the supermarket sector and the changes that accompany this growth have increased the competition among supermarkets in Nairobi. Supermarkets compete in order to achieve their objectives effectively and efficiently. The efficiency in warehouse management of supermarkets has not been assessed. This study therefore sought to establish the factors affecting the efficiency in warehouse management of Tuskys supermarkets.

The study was carried out at Tuskys head office located on Mombasa road Nairobi at Gami Properties Complex. The population of the study comprised of 400 members and the sample size was 50 people. Both open and close ended questions were used to collect primary data for this study. The questionnaire was administered through drop and pick method. The respondents were given one week to respond. 50 questionnaires were distributed 31 members responded. This represents 62% of the response rate.

According to the research findings, Supermarkets considered receiving, storage and issuance of materials in the warehouse to be very important since it helps them improve efficiency and manage the effective flow of goods and services. Supermarkets attributed this to the increased profit level due to the efficiency in the management of their warehouses. Several challenges experienced in receiving, storage and issuance of materials included poor quality of products problems, inadequate movement space and unnecessary delays during issuance of materials.