IMPACT OF THE MANAGEMENT SKILLS ON PERFORMANCE
OF PHARMACEUTICAL OUTLETS IN NAKURU MUNICIPALITY

BY

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JULY, 2012
DECLARATION

This is to certify that this research project is my original work and has not been presented by another person to any higher institution of learning.

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Declaration by Supervisor

This research has been submitted with my approval as University Supervisor.

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Signature: ........................................
Date: ........................................
CHAPTER ONE

1.0 INTRODUCTION

Management - A set of activities including planning and decision making, organizing, leading and controlling directed at an organization’s resources (human, financial, physical and information with the aim of achieving organizational goal in an efficient and effective manner.

Management paeerates all organized human activity and its origin can be traced as far back as when man started to live together and to engage in cooperative activity or efforts to achieve common goals. These brings into light actions like when the Eisenhower Administration of U.S.A was formed in 1952, it was formed consciously as a management administration (Drucker, 1965). The emergence of management as distinct, essential, and leading institutions is a pivoted event in social history. Management will remain a basic and dominant institution perhaps as long as western civilization itself survives.

Management is not only grounded in the nature of the modern industrial system and in the needs of the modern industrial system and in the needs of the modern business enterprise to which an industrial system must entrust its productive resources, both human and materials, but also express basic benefits of modern western society and the belief in the possibility of controlling man’s live hood through systematic organization of economic resources. Management which is the organ of society specifically charged with making resources productive, i.e. with the responsibility for organized economic advancement, therefore reflects the basic spirit of the modern age.