

**FACTORS INFLUENCING PROFIT MAXIMISATION IN HOTEL
INDUSTRY: A CASE OF TRIBE HOTEL, VILLAGE MARKET NAIROBI**

BY:

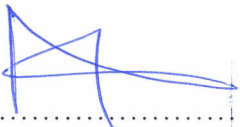
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**A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILMENT FOR
REQUIREMENT OF THE AWARD OF DIPLOMA IN BUSINESS
MANAGEMENT IN THE UNIVERSITY OF NAIROBI**

2014

DECLARATION

I hereby declare that this project is my original work and has never been presented anywhere else for examination purposes.

Sign..........Date.....27/05/2014

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L123/30955/2012

Supervisor

This research project has been submitted with my approval as the university supervisor

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ABSTRACT

The main aim of this study is to find out the factors affecting profit maximization in hotel industry: a case of tribe hotel, Village Market Nairobi. The objectives of this study were: To determine the effect of corporate social responsibility on profit maximization, to find out the effect of communication on profit maximization in the hotel history, to assess the effect of service delivery on profit maximization in the hotel industry, to determine the effect of management style on the profit maximization in the hotel industry and to assess the extent to which organizational policy affect profit maximization in the hotel industry. The literature review of the stated objectives is discussed in details. The research design of this study is descriptive design which goes beyond the fact finding to providing solutions to the problems identified. The target population is 100 employees which comprise: the top management, middle management and the lower management. Stratified random sampling will be used to ensure that certain subgroups in the population are represented in the sample in proportion to their numbers in the population itself. Questionnaires will be used to collect data. The data will be presented in form of table and graphs and will be analyzed using the SPSS programme.