AN INVESTIGATION INTO THE FACTORS FACING CUSTOMERS OF
UCHUMI SUPERMARKETS

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DECLARATION

I hereby declare that this research project is my original work, and it has not in part or whole been submitted elsewhere for a diploma, degree or in any institution of higher learning for examination purposes.

Signature........................................... Date ...........................................

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Supervisor

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

Signature ........................................... Date ..........................

Supervisor: Mrs. Sarah Nkirote
ABSTRACT

Firms that invest the time, energy, and money needed to achieve excellent customer service will be the ones that thrive and grow. Chapter One details the introduction, problem statement, justification of study, hypothesis and research methodology. The title of my survey is to investigate into the elements that contribute towards the quality of customer service in supermarkets.

In chapter two, the researcher tries to elaborate more about the study based on fact. The elements contributing towards quality of customer service in supermarkets with reference to Uchumi supermarket have been given an in-depth analysis and different literature reviewed.

Chapter three describes the procedures that will be followed in conducting the study. It discusses the variables, the study area, target population, sampling techniques and how the researcher will derive the sample, research instruments, validity of the instruments, data analysis methods, reference as well as data collection procedures to be used by the researcher.

Chapter four gives detailed account of the findings of the study in a systematic way and analytical view of the responses received through the questionnaires. The chapter also discusses the implication of the finding and provides an important linkage to other sections of the study such as objectives and existing literature.

Chapter five gives the summary, conclusion and recommendations of the research findings where by a summary, conclusion and recommendations of the study are briefly discussed. This chapter summarizes the whole study by picking out the emerging prominent issues.