

THE EFFECT OF FINANCIAL PLANNING ON ORGANIZATIONAL PERFORMANCE

A CASE STUDY OF SAFARICOM COMPANY LIMITED, NAIROBI, KENYA

BY

CHRISTINE NYAMOMA

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ABSTRACT

The general objective of this research is to analyze the effect of financial planning on organizational performance in relation to Safaricom Kenya limited. The research is determined to find out how allocation of financial resources, financial standards and financial efficiency affect the organizational performance.

The methodology used will be the descriptive research design with target population of 50 respondents from the following departments administrations, finance, human resource and finally the information technology, the study will focus on the impact of sales. The sample design adopted will be stratified random sampling with a sample size of 25 respondents. Questionnaires will be used and lastly the data collected will be analyzed quantitatively and qualitatively and presented in form of tables, pie charts and bar graphs using Ms-Excel