

**ANALYSIS OF FACTORS AFFECTING SUPPLY CHAIN
MANAGEMENT EFFICIENCY DURING OUTSOURCING PROCESS A
CASE OF UNGA KENYA LIMITED**

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BBM/112/03139

**A Research Project Presented to Mount Kenya University in Partial Fulfillment of
the Requirement for the Award of a Degree in Bachelor of Business Management,
School of Business and Economics, Mount Kenya University**

OCTOBER 2015

Abstract

This study identifies factors affecting outsourcing decisions in Iranian industries. It explores how outsourcing decisions (type of outsourcing, level of outsourcing, reasons for outsourcing, and factors in outsourcing success) in firms from diverse industries, and of varying size, affect eventual outsourcing processes. In this study, data was gathered from 60 staff involved in outsourcing from financial, marketing, HR, and procurement/purchase managers. A quantitative approach was taken, in which questionnaires self-administered in Unga limited were used to collect data on outsourcing decisions and the factors involved in them. Respondents were mostly high-level senior managers and CEOs of Unga limited. This study has found that organization often decide to outsource their business processes to harness a wider pool of knowledge and experience and operational expertise. The research has also identified that different industries choose to outsource for different reasons. For instance, cost restructuring is the most common reason for outsourcing in the automobile and aerospace industries. Results discovered that selective outsourcing was the most practiced type in Unga limited. On the basis of findings emanating from this study it can be concluded that outsourcing practice contributes to concentration of core objectives by the company. The study found out that partner characteristics influenced the level of outsourcing services supply chain management efficiency and it is strongly recommended that all Unga operators. Further, Unga company need to develop mechanisms to deal with suppliers who engage in opportunistic behaviour.