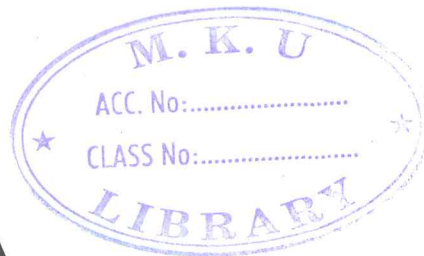


**FACTORS AFFECTING PURCHASING EFFICIENCY IN THE COMMUNICATION
SECTOR: A CASE OF TELKOM KENYA COMPANY LIMITED**



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ABSTRACT

The main reason of the study was to establish the factors affecting purchasing efficiency in the communication sector in reference to Telkom Kenya Ltd situated in Kericho County. A case study design was used because it allowed an in-depth investigation and brought about deeper insights of the problem. The objectives of the study were; to evaluate the effect of procurement regulations on purchasing efficiency in communication sector, to asses effect of employee training on purchasing efficiency in communication sector, to analyze the effect of information technology on purchasing efficiency in communication sector, and to find out the effect of organizational structure on purchasing efficiency on communication sector in Kenya. The study will assist the management of communication sector to have an understanding of the factors affecting purchasing efficiency. The unwillingness of management to tell strategic information in the name of confidentiality and un cooperativeness from some of the respondent in answering the questions limited this study. The conceptual framework was used to show the interrelationship of variables. This study targeted the Telkom Kenya Ltd fraternity with a target population of one twenty (120) employees. Stratified random sampling technique was used in order to accommodate all the stakeholders available in the organization to ensure that the data was not biased as well as diverse representation of views.

Questionnaires were used to collect information (data) and analyzed using qualitative and quantitative techniques from a sample size of sixty (60) respondents. The presentation of the data was done by use of tables, pie charts and graphs for easier understanding of the research results. The study clearly pointed out that procurement regulations, training of employees, communication and organizational structure are the factors that affected the purchasing efficiency in the communication sector.

The study thus recommended that management should ensure that the parties to be involved in the purchasing process are very well informed about procurement regulations. The training of employees needs to be done on all the employees in the procurement department. The management of the organization should ensure that its well connected in terms of information technology and other communication tools. The organizational structure was recommended that it should be done in a way that will allow the management to coordinate all the activities within the institution with a lot of ease.