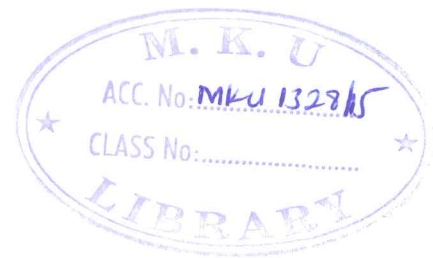


**IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON FIRM'S  
FINANCIAL PERFORMANCE: A CASE OF NAIROBI CITY WATER AND  
SEWERAGE COMPANY.**



**BCOM/NRP/103/0020  
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## **ABSTRACT**

The general objective of the study is to find out the impact of corporate social responsibility on firm's financial performance with a case of Nairobi City Water and Sewerage Company located at Kampala Rd, Off Enterprise Road. The specific objectives are to evaluate the impact of corporate social responsibility on Returns Management, Competitive advantage, Strategy implementation and Decision Making

The study targets the senior management, middle management and the support staff hence a target population of 76 employees is used. The study adopt a stratified random sampling to arrive at a sample size of 70% which represent 53 respondents

The researcher uses descriptive research method which is the most appropriate study design method in giving conclusive research findings. Questionnaires are used as data collection instruments which are randomly distributed to reduce biasness. Data analysis is done using qualitative and quantitative methods and presentation of data as analyzed by the use of tables, pie charts and graphs. After the data analysis the researcher recommend on each issue discussed as per the data collected from the respondents.