

**EFFECTS OF CENTRALIZED PROCUREMENT ON SALES PERFORMANCE IN  
RETAIL SECTOR IN KENYA: A CASE STUDY OF NAKUMATT HOLDINGS  
LIMITED VILLAGE MARKET BRANCH**

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## **ABSTRACT**

The study is aimed at determining the effects of centralized procurement on sales performance in a retail sector in Kenya. The study is focused on the management and activities of Nakumatt Village Market Branch, which includes the staff and related activities in at the Nakumatt Village Market Branch.

Significance of the study is that it will bring out the effects of centralized procurement on sales performance in a retail sector.

The researcher will adapt a descriptive research design as there are variables which cannot be quantified but can only be described. Through random stratified sampling method the researcher will select 40 respondents out of total population of 80. Data will be collected through the administering of questionnaire to the respondents. Quantitative and qualitative techniques of data analysis will be used to collect Data and the findings presented through charts, tables and graphs for simple understanding of the findings.

Out of the findings the researcher will give conclusions and provide recommendation.