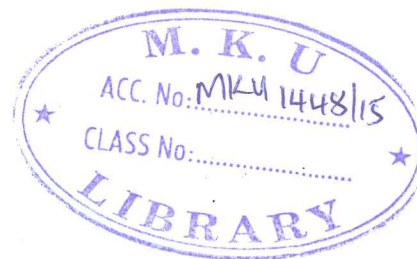


**ASSESSING FACTORS AFFECTING SALES PERFORMANCE IN THE INSURANCE
INDUSTRY IN KENYA**

A CASE OF CHARTIS KENYA INSURANCE CO.LTD

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BBM/112/01526



**A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILLMENT FOR THE
AWARD OF BACHELOR OF BUSINESS MANAGEMNT OF MOUNT KENYA
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ABSTRACT

The purpose of the study was to assess factors affecting sales performance at the work place in Chartis Kenya Insurance Company Ltd. The specific objectives were to assess how service delivery affects sales performance, to determine the relationship between promotion and sales performance, and to find out how public perception affects performance of the company. Descriptive research design and stratified random sampling techniques was used. Descriptive research design was used for the study. The design was to establish factors associated with certain types of behavior and outcomes. The researcher targeted the Executives, Finance, Distribution and Marketing department and other departments in Chartis Kenya Insurance Company Ltd. The target population consisted of 292 employees. A total of 117 employees were selected through stratified random sampling technique. Data collected from the findings of the study were tackled both qualitatively and quantitatively. Tables and figures were used to present the data collected. The findings from the study will be useful to the organization in taking appropriate measures in improving efficiency of sales performance by improving on service delivery, promotion of their goods and services, how to counter competition and enhance public perception.