

**EFFECTS OF ADOPTION OF VALUE STREAM MANAGEMENT ON
PERFORMANCE OF FRIMS: A CASE OF WANDERJOY LIMITED**

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ABSTRACT

The general objective of this study was to establish the effects of adoption of value stream management on performance of firms with a focus on WANDERJOY Limited. The specific objectives were to determine the effects of Value stream management on the performance of WANDERJOY Limited document the extent to which Value stream management has been adopted WANDERJOY Limited and find out the challenges faced by WANDERJOY Limited in their pursuit to implement Value stream management. This research problem was studied through the use of a descriptive research design. A descriptive study is concerned with finding out the what, where and how of a phenomenon. The target population of this study was 62 employees of WANDERJOY Limited based at the head office comprising of 2 top management employees, 20 middle level management employees and 40 lower level management staff who deal directly with the day to day operations of the company. The study utilized census. The study utilized primary data and questionnaires were used as the main instrument of data collection from the staff members .The questionnaires were collected after one week for analysis. A pilot study covering 3 assistant managers not covered in the sampled population was done to appraise soundness of the instruments. To enhance validity the researcher consulted the supervisor for verification and appraisal of the instruments. The data collected from the primary sources was systematically organized in a manner to facilitate analysis. Frequency tables and charts have been used to present these findings. All respondents confirmed that WANDERJOY Limited has engaged value stream management. The respondents agree that to a large extent value stream management contributes to a reduction in waste and increased customer value. It was also revealed that the biggest challenge to value stream management in WANDERJOY Limited is employees resistance to change and lack of top management support..The study further revealed that Value stream management contributes significantly to the profitability, customer and sales volume. Based on the findings, the study recommends that the Management and Leadership of WANDERJOY Limited needs to ensure effective implementation of value stream, management for increased profitability, sales volume and customer retention. The study also recommends that management ensures employees are trained so as embrace change and that there is interface with existing systems The study recommends that same study be carried out in other organisations so as to benchmark the findings