

**FACTORS AFFECTING DISTRIBUTION OF PRODUCTS IN MANUFACTURING
INDUSTRIES IN KENYA: A CASE STUDY OF NAIROBI BOTTLERS COMPANY
LIMITED**

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ABSTRACT

The purpose of the study was to determine the factors affecting distribution of products in manufacturing industries in Kenya, with reference to Nairobi Bottlers Company. The objective was to find out how the independent variables had influence in distribution of products. The study sought to establish the effect of Cost of Operation, Competition, and Information Technology and Product Quality. **The Findings of the Study will benefit the Nairobi Bottlers, Government of Kenya and other researchers to appreciate the role played by distribution.**The researcher used descriptive research design since it does involve collection and analysis of quantitative data. It's also deals with science of describing the most important characteristics of a given population and samples. The target populations, a population size of 140 were drawn from different departments such as finance, procurement and warehouse and to get the sample size of 70 respondents. Questionnaires were used as data collection instruments, qualitative and quantitative analysis methods were applied to analyses the generated statistics and presented as figures and tables. It was found out a majority of 65% of the respondents indicated that the Cost of Operation did affect the distribution of products 63% of the respondents stated that competition affected distribution of products other 37% felt that competition did not affect. A majority of the respondents 70% indicated that Information Technology did affect the distribution of products. The study also established that 72% of the respondents stated that Product Quality affected the distribution of products.

The researcher recommended that the institution should incorporate al the set procurement policies in its procurement regulation. Based on findings of the study, the Company should offer its employees regular Competition on technology so as to meet the demands of a changing business environment. Based on the findings of the study, it was recommended that the company should focus on information Technology thus enabling them to store, process, gather, retrieve and analyze the information from the production entity to distribution department.