

**FACTORS AFFECTING EXPORTING OF LOCALLY MANUFACTURED
GOODS IN KENYA: A CASE STUDY OF METSEC CABLES LIMITED
KENYA**

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ABSTRACT

The research study was aimed at assessing the factors affecting export of locally manufactured goods in Kenya. Specific objectives of the study were; finance, government policy, competition and technology. The study covered a population of 96 persons in the organization and used descriptive research design and stratified random sampling. Data was analyzed using graphs, pie charts, and table diagrams depending on the technique.