

**FACTORS AFFECTING WAREHOUSING OPERATION IN RETAIL
ORGANIZATION IN KENYA: A CASE STUDY OF UCHUMI SUPERMARKET**

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ABSTRACT

The purpose of the study is to establish factors affecting warehousing operation in retail organization in Kenya with specific reference to Uchumi supermarket at Westland's branch in Nairobi. The specific objectives of the study are: to evaluate the effect of competition on warehouse operation in retail organization, to assess the effect of location on warehouse operation in retail organization, to establish the effects of cost of materials in the warehousing operation in retail organization, to find out the effects of nature of products on warehousing operation in retail organization and finally to determine the effects of quality of goods and services in warehousing operation in retail organizations

The study will use descriptive research design, which was the most applicable for the study, as the study focuses on describing independent variables. This scientific method of investigation involves collection and analysis of data in-order to describe a phenomenon in its current condition or status. The target population in Uchumi supermarket at Westland's branch is 60 employees. The researcher will use stratified sampling method in the study. This ensures that the entire population will be represented. The sample size will be 30 employees from the target population in the research study; the researcher will use stratified and simple random sampling. The study findings will be analyzed using quantitative and qualitative analysis. In addition, secondary data will be collected from previous research work, journals, newspapers, textbooks and magazines.