

**FACTORS INFLUENCING IMPLEMENTATION OF LOGISTICS SYSTEMS IN  
MANUFACTURING FIRMS IN KENYA: A CASE STUDY OF BOBMILL LIMITED**

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## ABSTRACT

The main purpose of the study was to establish challenges that face implementation of logistics systems in manufacturing companies: A case study of bob mill limited of Kenya was used to research on this idea. The objectives of this research were to investigate the effect of technology, delivery time, organization culture, and employee motivation on logistics systems in manufacturing firms. The study will be of significant to the management of Bob mill Limited of Kenya, the government and other researchers.

The study adopted a descriptive research design. This study targeted 90 employees of Bob mill limited of Kenya and sample size was 45 members of the same. A stratified random sampling method was used to pick a sample of respondents who were provided with questionnaires. The population was then stratified and the size of each stratum was determined. Questionnaires were first pre-tested to determine validity and reliability before using them in the actual study. Secondary data involved information from the text books and the researcher analyzed the information by tabulation using tables, pie chart. Both qualitative and quantitative analyses were used.

Analysis from technology indicated a response of 86% for those who agreed while 14% of them disagreed. Respondents who said that delivery time affects the implementation of logistics management in manufacturing firms were 80% whereas 20% of the respondents disagreed with the rest. Analysis from Organizational Culture was indicated by the response of 71% for those who agreed while 29% of them indicated that they disagree .Those who agreed that motivation affects implementation of logistics systems in manufacturing firms were 74% while 26% disagreed affect the organization.

It was recommended that the Organization should carry out further research on technology, delivery time of goods, organization culture and motivation which will help the Organization in future to get more information and how to improve implementation of logistics systems in manufacturing firms to widen the scope and target more customers on the basis of age and gender.