

FACTORS AFFECTING PRODUCT QUALITY IMPROVEMENT IN  
ASSET MANAGEMENT COMPANIES IN KENYA: A CASE  
STUDY OF ICEA LION ASSET MANAGEMENT (ILAM)

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## **ABSTRACT**

This research will review several concepts relating to quality. It will review the policies that may have been adopted versus what should be used. The objective of this research is to examine the factors affecting product quality improvement within the organization.

In this study, we will describe the evolution of quality improvement methods using analyzed data from various sources in a bid to find a way to gain competitive advantage in a dynamic economy. The significance of the study is to enable one to understand importance of quality, to understand the quality improvement policies adopted, to determine the appropriate approach used when assessing quality and to enable one to apply the knowledge acquired in the theoretical study of quality management. Lastly, it will assist anyone wishing to expound on the topic.