

**ANALYSING CHALLENGES FACING SAVINGS AND CREDIT COOPERATIVES  
SOCIETIES IN PROFITABILITY AREA IN KENYA**

**(.A CASE STUDY OF METROPOLITAN NATIONAL LTD SACCO)**

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## ABSTRACT

The purpose of the study was to analyze factors affecting the profitability of saccos in Kenya. To determine the influence of technology, market competition, government policies, and price level changes on the growth of saccos in the country. The study adopted a descriptive research design which will seek to establish factors associated with certain occurrences, outcomes, conditions or types of behavior. It also enabled the researcher to answer the questions of how, who, where, why, what and which. The target population was 78 and stratified random sampling technique was used to arrive at a sample size of 18. Questionnaires were used to collect Data which was analyzed quantitatively and qualitatively. The findings were that; Majority of the respondents comprising 38% said that market competition affects the growth of saccos, 64% of the total respondents indicated that IT affected the growth of saccos , while 46% of the total respondents felt to the contrary. Basing on the study results, it can be concluded that technology affects growth of saccos. 62% of the total respondents said that price level changes affects the growth of saccos, The recommendations were that; High-end Information and Communication Technology (ICT) have been proposed by the majority of the respondents. Reliable machinery and communication channels should be maintained to see to it that there is a success in the management of saccos. The sacco members should work together to elect leaders who will be able to represent their interest in terms of legislation and creating a good environment for saccos to operate effectively.