

**ASSESSING THE EFFECTS OF INFLATION ON PROFITABILITY IN THE
HOSPITALITY INDUSTRY IN KENYA; A CASE OF BRACKENHURST
CONFERENCE CENTRE, LIMURU**

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ABSTRACT

This study focused mostly on effects of inflation on profitability of the hospitality sector. The study evaluated and analyzed the effects of inflation on profitability of the hospitality sector with special reference to Brackenhurst conference centre. The study targeted the employees of Brackenhurst conference centre. The main objectives of the study were to establish the effects of inflation on profitability of the hospitality sector and a case study of Brackenhurst Conference Centre. Specific objectives would be to assess the effects of pricing strategy on the profitability in the hospitality industry, to assess the effects of inventory control on the profitability in the hospitality industry, to determine the effects of cost of operation on the profitability in the hospitality industry, to asses effect of interest rate on the profitability in the hospitality industry in Kenya. The target population was the entire workforce of Brackenhurst Conference Centre comprising of 80 employees whereby a sample size of 50 employees was selected. Descriptive research design to be used to analyze the data was both qualitative and quantitative. The data was further analyzed using statistical methods through charts and tables.