

**FACTORS AFFECTING GROWTH ON INSURANCE BROKERAGES IN  
KENYA.A CASE OF MAJANI INSURANCE BROKERAGES.**



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## ABSTRACT

The main aim of the proposed study was to investigate the factors growth of insurance brokerages in Kenya with specific reference of Majani Insurance Brokerages. The study sought to explore on its objective which was to find out how finance, government policy, technology, competition and training affect growth of insurance brokerages in Kenya. The study was of important to the management of the insurance sector and other researchers. Limitations of the study included suspicion, the sensitivity of the study and some respondents not returning the questioners on time. The researcher used the descriptive study design to describe the characterization of variables in a clear and understandable manner. The target population was 80 respondents and sample sizes of 64 was used and questionnaires which was structured and unstructured will be used to collect data. Both quantitative and qualitative analyses was adopted to analyze the findings that was realized during the study. The research study brought the understanding that the mentioned factors affects the growth of insurance brokerages in Kenya.. It's for this reasons that the study made the following recommendations to the study: There is need for cooperatives to watch their competitors/rivals across the street and plan on how to compete them. The research study recommends that management should be trained on business management skills which will enhance their capacity to gain more knowledge on saving. There is need for the government to provide a stable economic and political environment and prudent regulation of the financial system. There is need to customize information system to meet specific needs and culture of insurance brokerages in Kenya. Finally the insurance brokerages in Kenya should set good plan of how to raise enough finance for the running of the organizations.