

**FACTORS INFLUENCING THE EXPORT OF HORTICULTURAL PRODUCTS BY  
HORTICULTURAL FIRMS IN NAIROBI, KENYA**

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## ABSTRACT

This study sought to determine the factors influencing exporting of horticultural products and to establish challenges facing exportation of horticultural products by horticultural firms in Nairobi, Kenya. The design of this research was descriptive survey research. Data was collected using both the structured and unstructured questions in a questionnaire to collect the primary data. The population for this study was based on the 35 horticultural products (both vegetables and cut flowers) exporting firms Kenya with the main concentration being on those with offices located in Nairobi and its environs. Quantitative data presentation was done by the use of pie charts, bar charts and graphs, percentages and frequency tables. Descriptive statistics such as means, standard deviation and frequency distribution were used to analyze quantitative data. Qualitative data was analyzed using content analysis and was presented in prose form. The study found a major influence to exportation of horticultural products is for firms to gain competitive advantage over their competitors as well as in the international markets domain with a positive influence on current and future export performance and so companies allocate more attention and resources in order to export their products to foreign markets. The study also found that firms are able to give better quality products and services when the international market sets certain standards on quality of goods expected. The other important factors influencing the exportation of horticultural products are global market competition, competitive advantage of a firm, legally imposed exchange controls, access to suitable distribution channels and intensity of competition. The study also found that much as the horticultural firms may perform well in the local market there should be focus more on exportation to tap the foreign market to ensure they earn higher profits, influence economic growth of national industries, increase foreign exchange reserves, enhance societal prosperity, improve productivity and create employment opportunities.