

**EFFECTS OF PHYSICAL DISTRIBUTION ON PERFORMANCE OF GRAIN
MILLING FIRMS IN KENYA. A CASE STUDY OF ALPHA GRAIN
MILLERS NAIROBI**

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REQUIREMENT FOR THE AWARD OF THE DIPLOMA OF PURCHASING
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DECLARATION

This project is my original work and has not been presented for the award in any other University or institution. No part of this research should be reproduced without the author's consent or that of the Management University of Africa.

Signature..... Date

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DSM/10/00063/1/21

This project/project has been submitted for examination with my approval as University Supervisor.

Signature..... Date

Mr. Amyson Jakom

The Management University of Africa

DEDICATION

This project is dedicated to my family members and friends who have always encouraged me and have been there for me and my employer who has facilitated my studies. May God accord them good health, joy, peace, long life and above all, God's everlasting love.

ACKNOWLEDGEMENT

This research Project is a result of support from several sources; first I would like to give praise and honour to the almighty God for giving me sufficient grace and power to write this project. I would also like to thank my supervisor Mr. Amyson Jakom whose comments and advice have been very useful to me. Lastly I would like to acknowledge the entity of the Management University of Africa for the good and conducive learning environment during my study period thanks a lot and God bless you.

TABLE OF CONTENTS

DECLARATION	ii
DEDICATION.....	iii
ACKNOWLEDGEMENT.....	iv
LIST OF TABLES.....	vii
LIST OF FIGURES.....	viii
OPERATIONAL DEFINITION OF TERMS	ix
LIST OF ABBREVIATIONS.....	x
ABSTRACT	xi
CHAPTER ONE.....	1
INTRODUCTION	1
1.0 Introduction	1
1.1 Background to the Study	1
1.2 Problem statement.....	5
1.3 Objectives of the Study	6
1.3.1 General Objective	6
1.3.2 Specific Objectives	6
1.4 Research questions.....	7
1.5 Significance of the Study	7
1.6 Scope of the Study	8
CHAPTER TWO.....	9
LITERATURE REVIEW	9
2.0 Introduction	9
2.1 Theoretical Literature Review	9
2.2 Empirical Literature Review	14
2.3 Summary and Research gaps.....	19
2.4 Conceptual Framework.....	21
2.5 Operationalization of Variables.....	21
CHAPTER THREE.....	23
RESEARCH METHODOLOGY.....	23
3.0 Introduction	23
3.1 Research design	23
3.2 Target Population.....	23
3.3 Sample and Sampling Technique	24
3.4 Instruments	24
3.5 Reliability and Validity	25

3.6 Data Collection Procedure	25
3.7 Data Analysis and Presentation	25
3.8 Ethical Considerations	25
3.9 Chapter Summary	26
CHAPTER FOUR	27
DATA ANALYSIS, PRESENTATION AND INTERPRETATION OF FINDINGS	27
4.1 Introduction	27
4.2 Presentation of Findings.....	27
4.2 Limitations of the Study.....	40
4.3 Chapter Summary	40
CHAPTER FIVE	41
SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS.....	41
5.0 Introduction	41
5.1 Summary of Findings.....	41
5.2 Recommendations.....	42
5.3 Conclusion.....	43
REFERENCES.....	45
APPENDIX I: QUESTIONNAIRES	49
APPENDIX II: RESEARCH BUDGET	53
APPENDIX III: RESEARCH PROJECT TIME PLAN	54

LIST OF TABLES

Table 3.1	Target Population	19
Table 3.2	Sample size	19
Table 4.1	Response Rate	32
Table 4.2	Gender of the Respondents.....	33
Table 4.3	Age Response.....	34
Table 4.4	Highest Level of Education	35
Table 4.5	Working Experience.....	36
Table 4.6	Effect of Inventory management.....	37
Table 4.7	Rating of Inventory management.....	38
Table 4.8	Effect of Customer service	39
Table 4.9	Rating of Customer service	40
Table 4.10	Effect of Packaging	41
Table 4.11	Rating of packaging	42
Table 4.12	Effect of Information Sharing.....	43
Table 4.13	Rating of Information Sharing	44

LIST OF FIGURES

Figure 2.1	Conceptual Frameworks.....	21
Figure 4.1	Response Rate	32
Figure 4.2	Gender of the Respondents.....	33
Figure 4.3	Age Response.....	34
Figure 4.4	Highest Level of Education	35
Figure 4.5	Working Experience.....	36
Figure 4.6	Effect of Inventory management.....	37
Figure 4.7	Rating of Inventory management.....	38
Figure 4.8	Effect of Customer service	39
Figure 4.9	Rating of Customer service	40
Figure 4.10	Effect of Packaging.....	41
Figure 4.11	Rating of packaging	42
Figure 4.12	Effect of Information Sharing.....	43
Figure 4.13	Rating of Information Sharing	44

OPERATIONAL DEFINITION OF TERMS

Customer service	Customer service combination of activities/strategies offered by retailers in an effort to increase service quality
Inventory management	Inventory management the recording and monitoring of stock level, forecasting future demand and deciding on when and how to order
Packaging	Packaging containing and protecting, Products for distribution, storage, sale and use, packaging also refers to the process of design evaluation and production of packages
Physical Distribution	Physical Distribution activities involved in planning, implementing, and controlling the physical flow of raw materials, in-process inventory, and finished goods from point-of-origin to point of consumption

LIST OF ABBREVIATIONS

IMF:	International Monetary Fund
FDI:	Foreign Direct Investments
GDP:	Gross Domestic Product
UNCTAD:	United Nations Conference on Trade and Development
TNC:	Transnational Corporations
MNCs:	Multinational Corporations
WIPS:	World Investment Prospects Survey

ABSTRACT

The general objective of this study was to establish Effects of physical distribution on performance of grain milling firms in Kenya, a case study of alpha grain millers Nairobi companies Specific Objectives; to find out the effects of inventory management on the performance of alpha grain millers Nairobi. To determine the effects of customer service on the performance of alpha grain millers Nairobi. To establish the effects of packaging on the performance of alpha grain millers Nairobi. Significance of the Study was to Management of Alpha Grain Millers Nairobi, policy makers, other flour milling companies and future researchers. Theoretical Literature Review was on three theories namely System Theory by Easton (1965), Diffusion of Innovation Theory by Gabriel Tarde in 1903, and Scientific Management Theory and Quality management theory in procurement. The Research design for the study was a descriptive study. The target population of the study mainly derived from the staff of Alpha grain millers Nairobi. The research used target population of 111 persons. From the target population of 111 individuals 40% yield a sample size of 45 respondents. A sample is a proportion of the target population that is representative of the whole population from which it is drawn in order to generalize the research findings. The study will use primary data which was collected with the help a structured questionnaire. The use of the primary data was to establish the Effects of physical distribution on performance of grain milling firms in Kenya. The questionnaire was administered to 6 respondents not in the study sample so as to establish whether the questionnaire measures what it purports to measure. Primary data collected was coded and analyzed with the help of the Statistical Package for Social Sciences (SPSS). The analysis used descriptive statistics such as mean scores and standard deviations. The results were presented using tables, graphs and charts for ease of understanding. From the analysis 79% accepted that Inventory management affects physical distribution on performance of grain milling firms while the remaining being the minority of 21% stated that inventory management does not affect the physical distribution on performance of grain milling firms in Kenya. 94% of the respondents said that customer service has an effect on physical distribution on performance of grain milling firms in Kenya. While 6% had a different opinion saying that staff customer service has insignificant effects on Physical distribution on performance of grain milling firms in Kenya. The findings indicate that 71% of the respondents agreed that packaging affect the physical distribution on performance of grain milling firms whereas 29% of the respondents disagreed. The study suggestions are in accordance with the varied results of the research. Notably, all the independent factors substantially impact the performance of Flour Milling Companies in Nairobi, Kenya. The advice of the research is that management should increase the information sharing system of the firms. Based on the study results, the research proposes that, Management of manufacturing enterprises should regularly expose its workers to training in order to develop their abilities on inventory management. Training staff helps workers to comprehend the existing inventory systems which when employed will assist the firm decrease on expenses connected with maintaining inventory. Alpha grain millers Nairobi could consider adoption of a vendor controlled inventory to lessen instances of stock-out situations, boost the levels of customer services and save costs owing to an increase in inventory turns.

CHAPTER ONE

INTRODUCTION

1.0 Introduction

This chapter comprised the background of the study, statement of the problem which was the main focus of the study and the objectives behind it. It also entails research questions, justification of the study and the scope of the study.

1.1 Background to the Study

Physical distribution has grown in importance as a result of both demand and force pressures, including global force and distribution networks caused by globalization frugality, superior records generation (IT) and the appearance of thee-trade society, assiduity restructuring, combinations and accessions, advanced client support anticipation, and lowering price and perimeters (Xiao Hong et al,). To operate, dealers and manufacturers have always felt compelled to fleshly distribute goods because goods are of little value to guests until they are "located in a temporal and spatial environment so as to offer(guests) the opportunity to witness the fleshly and internal attributes associated with power," resulting in consumer delight and overall performance (Fraizer,).

Gaedeke and Tootelian (1983) describe fleshly distribution as all activities involved in planning, analyzing, and managing the influx of raw materials, in-system stock, and finished items from a point of origin to a factor of input. Client support, force control, material handling, transportation, warehousing, and garage are the primary conditioning. A major feature of channel functionality has been observed to be fleshly dispersion (Coughlan, Anderson, Stern & El- ansary 2006). Marketers have traditionally looked at a fashion nominated fleshly distribution when planning for the delivery of products to guests, which refers to the sports used to move finished particulars from directors to final guests, which is critical for income and profit maximization for associations, resulting in increased overall performance. Each channel firm and the method in which channel connections are coordinated throughout time will be prompted by fleshly distribution capabilities (Giunipero,

2018). The previous patron pride level, as well as the client's steal decision from physical distribution, are extremely important to entrepreneurs and the company's growth effect.

Physical distribution is useful since it affects the consumer without detaining them through quick and high-quality delivery. Guests get a personal look at how the distribution system works (Garavelli, 2020). As a result, it acts as a middleman between buyers and producers. For performance fleshly distribution inflexibility, which is a company's capacity to adapt stock, packaging, storage, and transportation of physical products to meet consumer requirements, is ineluctable as a pointer of agency overall performance (mür, 2022). As a result, inflexibility in the fleshly distribution system becomes the primary player in the employer and overall performance survival system.

Physical distribution makes commodities and wares movable and provides well-timed and unique efficacy to promote price-driven pricing based on the least-cost principle. SCM sports performances are influenced by distribution, which, in turn, has an impact on product and commerce (Kahia & George 2014). The transportation price appeared as a circumscribe of the object request value of distribution fluctuates with varying diligence in the logistics system. According to Knemeyer & Murphy (2020), distribution price clearly occupies a fully small part of trade and is less sounded for bones products with small volume, low weight, and inordinate figure; for those big, heavy, and coffee-valued products, distribution occupies a fully huge a part of trade and impacts income redundantly, and thus it is further appeared. Outside of an organization's walls, a new form of business competition is defined by how well organizations link their operations with their supply chain partners; suppliers, distributors, wholesalers, retailers, and end customers (Petrovic-Lazarevic et al. 2017).

Being able to form marketable business relationships with visitors, suppliers, and other strategic partners based on trust and long-term commitment will be a critical competitive criterion in the start of operations (Mattson 2021). As a result of this, as well as rudiments such as shorter product lifecycles and consumer prospects, agencies have requested that they spend and pay extra attention to their relationships with

guests and suppliers. As a result, the demand for products can only be met by delivering items and services in a timely and cost-effective manner via flexible fleshly distribution (Kahia and George 2014).

As the United States' economic system evolved from pastoral agrarian frugality to bucolic municipal frugality, the transforming relevance and increasing complexity of distribution carrier possibilities were more connected in business literature (downtime 2019). According to (Mensah et al 2014), the force chain operation exercise, which includes physical distribution, has had a significant impact on KCL's business overall performance and has resulted in substantiation in KCL's revenue performance over time in Ghana (2020-2022). In a study done in Mumias Sugar Company, delivery control and fleshly distribution techniques allowed for a quick and significant supply of commodities and raw materials, resulting in improved functional performance (Mukolwe,). Nonetheless, in channel studies in the marketing literature, a shockingly small amount of attention has been dedicated to fleshly distribution functions (Fraizer, 2019). The current investigation was designed to analyze the benefits of physical distribution conditioning on association performance in nascence grain millers in Nairobi because of the lack of attention to physical distribution in channels exploration in grain milling companies.

1.1.2 Performance

Throughout history, several authors and experimenters have pursued colorful delineations of enterprise performance. According to Istanbul (2013), an organization's performance is defined as its competitiveness, which is achieved by achieving a specific level of effectiveness and productivity that assures a long-term demand presence. Elkordy (2014) stated that performance refers to an organization's capacity to run profitably and remain competitive in the marketplace.

Measuring an institution's success over time is a depiction of quantification of the outcomes of colored conditioning accepted inside that association (Juma & Okibo, 2022). To be acknowledged as a performance dimension, the relationship between objects, performance measurements, and association findings, as well as the application of the performance standards, must be understood. Performance is evaluated in most modern organizations using three different techniques.

The first method is to employ a balanced score card, which was established in the early 2020s by two Harvard University specialists, Kaplan and Norton. The fundamental goal of the balanced score card is to allow an organization to re-state and implement its marketing strategy (Maria, Florica and Catalina, 2012). The Deming model, which emphasizes the detection of deviations in the product process and their correction, is another ultramodern way to evaluating organizational performance (Martins, 2015). The third way is based on the BALDRIGE model, which states that the standards used to assess an association's success must be derived from business strategy and that they must have access to relevant data. The Balance Score Card Model was utilized in the current study to assess performance. The approach is comprised on four viewpoints: fiscal, internal company process, client, and literacy and growth perspectives. The balance score card approach was appropriate since it covers both the financial and non-financial components of an organization's success.

1.1.3 Flour Milling Companies

Flour milling is a growing industry that uses a combination of modern technology and traditional methods to create a wide range of flours. Flour is a key ingredient in a wide range of meals and snacks, including galettes, biscuits, and chuck. Flour milling enterprises in modern nations such as the United Kingdom are self-sufficient and have a positive trade balance (Njoku & Kalu, 2015). Their factories operate 24 hours a day, seven days a week as continual inflow activities. Their flour milling prowess has kept them as the largest single domestic wheat stoner.

Artificial sludge millers are the dominant miller category in the country with intermediate to high capacity, according to a report provided by the United States Agency for International Development (USAID)(2017), followed by small manufactories. Although the precise number of millers in the tiny facilities is unknown, the installed capacity for sludge is believed to be 1, 77 million tons per year. Millers in Kenya sell a lot of their products on the local market (Njoku & Kalu, 2015).

In Kenya, there are around 20- 25 millers, 18 of which have a big capacity and the rest have a medium capacity. The city of Nairobi is home to 16 of these millers. The largest and oldest grain miller in Kenya is Unga Effects Limited. Wheat, sludge milling, breast feeding goods, and marketable porridge product are among the many

things it affects. Nairobi Flours Mills Limited comes in second. The Cereal Millers Association, which advocates grain milling assiduity, is a millers' organization.

1.1.4 Alpha Grain Millers Ltd

Alpha Grain Millers LTD is a milling company that has been in business for the past seven years, producing KIFARU mulling flour. Our headquarters are in Nairobi Embakasi, off Mombasa Road on North Airport Road. Athi River, off Namanga Road, also has a branch. The firm was founded on September 14th, 2019. It was founded with the goal of meeting Kenya's need for high-quality grain products. It makes a variety of goods, including sludge mess, home baking flour, and by-products such as bran and beast feeds. We are constantly striving to satisfy our clients' needs as quickly as possible, thanks to our highly motivated and capable pool.

We use high-grade sewage and wheat grain that we purchase at a premium to produce high-quality final goods. We work closely with our suppliers, both domestic and international. From wheat and sludge procurement to flour milling, product creation, quality control, and negotiations, Alpha Grain Millers is a request focused and client familiar organization with a dedicated and hard-working platoon of well-trained people. They were able to make a favorable impression on the request as a result of this. The Kifaruru product has gained in popularity in a short period of time and is now a favorite in many families. This is owing to the high level of quality that customers have grown to expect and identify with.

1.2 Problem statement

Due to its rapidly growing population and the fact that flour is used to make the majority of the country's staple meals, Kenyans consume a lot of flour. Because agriculture is Kenya's major source of lucrative income, flour milling assiduity shines, as the crop's grains must be transformed to flour (Mahulo, 2015). According to US Department of Agriculture data, sludge is Kenya's highest grain product, followed by wheat and rice, with sludge being the most popular grain product chief food. Nonetheless, the functioning of these milling businesses is generally defined by stealthy force chain operation.

Physical distribution ensures that goods and services are available when and where the client requires them, and that they are delivered in safe circumstances. However,

due to advances in technological development and global marketing, the process is not without challenges, as many business people still demand acceptable physical distribution installations, resulting in product damage prior to arrival at their destination, as well as high distribution costs that have an impact on their deal volumes. Demand and supplier performance concerns are significant with constrained distribution systems, as they lead to the loss of transactions, guests' goodwill, and expediting charges, all of which lead to long-term discussions on association performance. Because it connects the association with its guests, the effectiveness of distribution logistics has a significant impact on the overall performance of the organization (Sansoraraj and Chen, 2017) Despite the importance of physical distribution, many organizations lack customer prospects in this area (Kahia, 2014). Despite this, physical distribution functions have received very little attention in the marketing literature when it comes to channel exploration (Fraizer, 2019). These altogether has inspired the need of the current study on the effects of physical distribution on organization performance at alpha Grain Millers Nairobi.

1.3 Objectives of the Study

1.3.1 General Objective

The general objective of this study is to establish the Effects of physical distribution on performance of grain milling firms in Kenya, a case study of alpha grain millers Nairobi.

1.3.2 Specific Objectives

The study was guided by the following specific objectives:

- i. To find out the effects of inventory management on the performance of alpha grain millers Nairobi
- ii. To determine the effects of customer service on the performance of alpha grain millers Nairobi
- iii. To establish the effects of packaging on the performance of alpha grain millers Nairobi
- iv. To find out the effects of information sharing on the performance of alpha grain millers Nairobi

1.4 Research questions

The study sought to answer the following research questions:

- i. What are the effects of inventory management on the performance of Alpha grain millers Nairobi?
- ii. What are effects of customer service on the performance of Alpha grain millers Nairobi?
- iii. What are the effects of packaging on the performance of Alpha grain millers Nairobi?
- iv. How does information sharing on the performance of alpha grain millers Nairobi?

1.5 Significance of the Study

1.5.1 Management of Alpha Grain Millers Nairobi

The study was expected to assess the effect physical distribution activities on organization performance at Alpha grain millers Nairobi in order to address any shortcoming of these activities on organization performance. This study would help the organization and procurement department to understand the essence of implementing physical distribution activities effectively as this will guarantee their performance.

1.5.2 Policy Makers

The research will help policy makers understand well the role of physical distribution on organization performance .In terms of knowledge advancement the study is significant because the findings will trigger more researches in the same area of study either as criticism of the findings or expansion on the same and lastly other organizations will benefit from the study because they will know the best way to manage their organization in order to be efficient and effective in terms of delivery schedules.

1.5.3 Other Flour Milling companies

The research is of importance to the management of Flour Milling companies. It provides them with more insight on supply chain management practices and how they affect performance. The study is of importance to policy makers geared towards

improving efficiency and effectiveness of supply chain management practices and performance of Flour Mills in Nairobi, Kenya. Other researchers who have an interest in this study will benefit as well because the research was the foundation on which further research can be done.

1.5.4 Future Researchers

This study gives background information to research organizations and other researchers interested in doing more research in this area. Individual researchers will be able to discover gaps in present research and do research in these areas as a result of this study, and other researchers working in this field will be able to better define it.

1.6 Scope of the Study

The study focused on Effects of physical distribution on performance of grain milling firms in Kenya, a case study of alpha grain millers Nairobi located at Nairobi Embakasi on North Airport Road, off Mombasa road. The target population was 111 employees with managerial hierarchy of top middle and support staff. The study was conducted within February 2022 to April 2022.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter discusses the theoretical review, the empirical literature review, the summary and research gaps to be filled by the study and the conceptual framework.

2.1 Theoretical Literature Review

2.1.1 System Theory by Easton (1965)

Easton made a proposal for a system (1965). There are two types of systems: open and uncontrolled. An open system is one in which trade occurs with the landscape via the interchange of knowledge and materials. To put it another way, organizations like government ministries are open systems that engage with external factors such as other government agencies, visitors, and suppliers on a daily basis. On the downside, there is no interchange of information or matter with the external landscape in an unconstrained system (Kyeremeh & Dza, 2018).

The open system notion examines the links between diverse individuals and departments inside a corporation, as well as the association's interaction with its surrounding environment. Kast and Rosenzweig (2011) use the notion open system proposal to say that an association is a system created by an energetic input- affair, where the energy from the affair reactivates the system. Another aspect of the open system approach is the impact of changes within a company. Changes in one area of the association have an influence on the entire association. The primary role of an association operation is to serve as a connection between the many subsystems that make up the organizational system (Kast & Rosenzweig, 2011).

The systems concept is significant to the current study because it makes it easier to comprehend how milling firms' systems work till the final products are made and supplied to consumers/guests. It aids in the comprehension of a system's dynamics, restrictions, and principles, which are applied at each stage of the flour product till the final result is created. The variable information sharing is supported by the prepositions of systems proposal. Information sharing and establishment performance

are influenced by the type of the establishment, its operating systems, and its surroundings, all of which have an impact on firm performance.

2.1.2 Diffusion of Innovation Theory by Gabriel Tarde in 1903

Gabriel Tarde initially proposed the Proximity of Innovation Theory in 1903, and Rogers later popularized it (1957). The proposal is widely regarded as a valuable transformation model capable of bringing about technical innovation. The proposal also emphasizes the need of peer networking and communication in the relinquishment process.

The process of borrowing new ideas, products, or practices is referred to as proximity of innovation (Rogers, 2020). When a commodity new has to be promoted, Rogers emphasized that an initial large number of individuals are receptive to the concept, and as the knowledge spreads, more and more people become open to it, resulting in the establishment of a critical mass. After a considerable number of people have grown accustomed to the new concept, it spreads across the population until it achieves achromatism. Rogers distinguishes five tiers of invention adopters: originators, early adopters, early maturity, late maturity, and dalliers.

When it comes to this idea, peer networks are critical. It refers to the critical mass that early adopters and innovators have created. These two groups of people act as study leaders, ensuring that a proposal is carried out or succeeds. They're crucial because they may be thought of as change agents who influence their peers through communication, networking, and/or serving as role models.

The proposal aids in providing more insight into the sorts of inventions that exist within the milling assiduity, as well as how businesses draw from the many inventions in technology. In addition, a deeper knowledge of the penalties that firms suffer when they fail to borrow inventions is provided. The relationship between force chain operating techniques and association performance is supported by the Proximity of Innovation Theory.

2.1.3 Scientific Management Theory

The proposal mostly involves Fredrick Taylor's workshop. In the late 19th and early 20th centuries, Fredrick Taylor pioneered the technique of slice-edge control; Taylor was always striving to replace rule-of-thumb management with real-timed compliances, leading to the most effective clever exercise, Watson (2021). Instead of giving them private discretion in their jobs, he advocated the systematic training of humans in the one heinous activity. He also felt that the burden can be distributed unevenly within the colorful help and control with control appearing the technology and the mortal humans performing the labor, with each institution performing the function for which it was created stylishly.

Taylor's most heinous legacy was the idea of breaking a difficult job down into subtasks and maximizing the performance of the subtasks as a result of his assist watch, which assessed time trials (Osborne, M.J & Rubinstein, 2020) To begin, there is a want to grow technical know-how in order to update old rule-of-thumb techniques, pay and precise rates linked with the accomplishment of the most beneficial solicitations, and measurements of hard work performance and affair. Failure to benefit from these should result in a loss of income. Second, mortal beings must be scientifically determined and taught persons in order to obtain high-quality commodities. Eventually, oil and responsibility will be shared equally between everyone, with command and control working together in close interdependence. According to Watson (2021), medical manipulation is critical in important store operations because it aims to improve ways of storage and distribution while also reducing waste and inefficiency in task garage sports. This is especially true in the public sector, where there is a constant call for uniformity of treatment, chronicity of strategies, and public accountability for operations. In this example, scientific control might ensure adherence to certain rules and plans, as well as the preservation of specific operational statistics.

2.1.4 Quality management theory in procurement

Quality, according to Heizer & Render, is the capacity of a service or product to meet the needs of the customer or stoner. Excellence, client desire, high-quality as cost, consumer impression, and relinquishment to expectation are all examples of quality. Hansen (2022) bemoaned the fact that the idea of quality has remained divided and vague in literature and practice until recently. Fine planning, OK manipulation, lovely

guarantee, and fine augmentation are believed to be four abecedarian complements. The focus of exceptional operations is no longer just on product/carrier quality, but also on the acquisition strategy. To get more consistent excellent, the quality operation concept recognizes continuous improvement and applies friendly assurance and manipulation of methods and goods. By inventing a method for satisfying production management, the operation of statistical strategies, initially presented in 1924, Walter A. Shewhart took a major step closer to exceptional control. This provided relief for his ongoing research on statistical extraordinary manipulation.

Edwards (2014) Deming later brought out statistical procedural control methods in the United States during World War II, effectively improving affable in the manufacturing of weapons and other strategically essential items. The value of fine (COQ) interpretation has become such a significant part of performing marketable business that corporations have followed it to predict the probable lucrative burdens of advertising a product. This is wrong. TQM encompasses a wide range of approaches, including the plan, do, check, and act round pier model, which provides an organization with a framework for continuous improvement. Quality, in its most basic form, is making the purchaser/ consumer content material with their precise/provider, and it is the procurement administrator's obligation to ensure that first-class recognition is used to each selection location. The European Foundation for Friendly Control (EFQM) provides a paradigm of excellence that leads to improved business outcomes. The concept is entirely based on the premise that a company may solve complex problems by including everyone in the ongoing improvement of its strategies. The importance of help 'engagement for establishing key relationships between an organization and its employees has piqued the interest of human investors.

One of the most powerful regulators for achieving increased performance is slinging the innovative and visionary and direction of the organization (Mullins, 2022) When the purchasing department is looking to obtain chemicals from suppliers, they will be guided by the manufacturing department, research and development, or the first-class department. This will need a greater amount of information about the object to be sourced, such as a physical description, dimensions measurements, chemical composition, performance parameters, and criteria to meet, or possibly the product's trademark call (Stieglitz, 2022). The shopping branch should be aware of the physical

characteristics of the item they are required to reference. The reason why the high-quality control concept in procurement is pertinent to this investigation is because it allows for the identification of many stakeholder impulses. There may be a stopgap that performance, effectiveness, and responsibilities were enlarged with the assistance of defining the openings and restrictions they encounter. Quality, according to Heizer & Render, is the capacity of a service or product to meet the needs of the customer or stoner. Excellence, client desire, high-quality as cost, consumer impression, and relinquishment to expectation are all examples of quality. Hansen (2022) bemoaned the fact that the idea of quality has remained divided and vague in literature and practice until recently. Fine planning, OK manipulation, lovely guarantee, and fine augmentation are believed to be four abecedarian complements. The focus of exceptional operations is no longer just on product/carrier quality, but also on the acquisition strategy. To get more consistent excellent, the quality operation concept recognizes continuous improvement and applies friendly assurance and manipulation of methods and goods. By inventing a method for satisfying production management, the operation of statistical strategies, initially presented in 1924, Walter A. Shewhart took a major step closer to exceptional control. This provided relief for his ongoing research on statistical extraordinary manipulation.

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2.2 Empirical Literature Review

2.2.1 Effects of inventory management on organization performance

In a world of ferocious competition powered by globalization, consumer awareness, and technological advancement, pots that are keen to achieve large-scale success should always emphasize their carrier vacuity, since buyers may easily redirect their gaze somewhere else (Sharma, 2019). The recording and monitoring of stock stage, predicting upcoming demand, and selecting when and how to order are all things that supplies represent (Adeyemi and Salami, 2022). Due to large amounts of stock, it's critical to implement modern strategies to successfully manipulate supplies in order to avoid lost deals, changing manufacturing freight prices, redundant time figures, and sub-contracting, meaningless cost of income, and back order consequences during peak demand periods (Chen, 2022).

Effective control of force has full-size possibilities for perfecting the effectiveness of agencies, according to Bloomberg, Lemay, and Hanna (2021), and pots that utilize clinical stock control methods have a large aggressive edge inside the request.

Furthermore, Alo (2022) discovered that it is redundantly cost-effective for businesses to deliver an extremely large volume of items in each product cycle and secure them for future usage. Because mishandling of force affects a company's survival, stock control and manipulation are critical to its success (Sprague and Wacker, 2017).

An excessive amount of force takes up physical space, adds to the budgetary load, and increases the risk of damage, corruption, and loss. In this scenario, Womack et al(2020cock)'s product concept has been related to lower supply. On the other hand, too little stock frequently interrupts production processes and increases the risk of poor customer support.

According to Magad and Amos (2019), the major goal of stock operation is to improve customer service. According to Kothari (2018), the aim of force control is to improve product performance, which is unrelated to the function of product management; yet, maintaining a force enables for successful substance operation. According to Magad and Amos (2019), the most essential challenge to address while designing stock policy is figure reduction. As a result, the goal of force control is to reduce stock investment. Advanced directorial efficacy in all intended regions of activity is one advantage of precise force manipulation. To protect the everyday and planned direction of manufacture against the arbitrary disruption of running out of accessories, stock operation is required at many locations within a facility or outside beyond one location of a delivery network.

2.2.2 Effects of customer service on organization performance

Client service (CS) is an astronomically defined set of conditions or techniques supplied by merchants in an effort to improve service quality, i.e. a more pleasurable shopping experience (Howard ell, 2020). An increase in carrier fine conditioning client satisfaction, which is a check result of other relevant overall performance metrics such as hand delight, invention, and figure advantages (Yaacob, 2014). As a result, businesses compete for advertising space in the prospect of customer service to increase their revenue, profitability, and company proportion, which has been enough of the importance of customer courtship and to educate deals pressure (Hooley, 2022).

Client support is a set of conditioning techniques aimed at enhancing patron pride, that is, the force of service provided before, during, and after the sale to ensure that the services or goods match the client's expectations.

According to the gospel of exceptional control, which stresses the importance of improvement initiated by and for guests themselves (Sousa, 2020), the practice of customer awareness is usually seen as an important aspect of TQM. Pots with strong exercise on patron attention circulate beyond the ideal of delivering away services and items that fulfill purchaser expectation and want as a result of this important TQM attribute (Verhoef and Lemon, 2013). The importance of customer focus throughout the entire supply chain, including locating suitable suppliers, designing goods in accordance with customer expectations, timely delivery to the client, reasonably priced products, and effective after-sales service, is a recommendation that remains unwavering in fleshly distribution and pot growth. To put it another way, becoming a customer-focused business necessitates the company continually improving all of the operations involved (Tajeddini et al. 2013).

With the introduction of the dreadful influence of rivalry, client service operations become crucial in any marketable organization (Sakwa & Oloko, 2014). This necessitates the reduction of all control functions to a single common denominator, carrier operation. (Sakwa and Oloko 2014) further argue that, more than ever before, customer service is at the heart of all financial conditioning and is a key asset that may set a firm apart from the competition in this day of incredible technology dependency. According to Gupta(2012), guests who have awful provider experiences typically inform their musketeers and own family members about the unpleasant experience in order to counsel them down consumer support has effective courting on organizational culture (Hassan 2013).

2.2.3 Effects of packaging on organization performance

According to Sajuyigbe (2013), packaging is a crucial aspect of the branding process since it helps to communicate a company's image and identity. According to Rundh (2022), bringing a client's attention closer to a certain totem increases its image and enhances consumer understanding of the product. In addition, packaging communicates a distinct pricing to wares (Underwood, 2020; Silayoi, & Speece, 2017), packaging serves as an instrument for isolation, allowing visitors to select a

product from a large number of similar wares, and packaging encourages client purchasing behavior (Wells, Farley & Armstrong, 2017).

It acts as a protective and promotional device to romanticize a product in order to pique the customer's interest. Packaging is often so important that it costs more than the product itself in order to get customers to buy it. Diana(2022) thinks that most buyers select on a product based on its packing before purchasing it. So it's natural to conclude that appealing packaging is necessary to entice first-time purchasers to purchase your items.

Packaging may also distinguish one product totem from another totem since product packaging can include enterprise names, totems, and the agency's color scheme; it aids visitors in identifying the product because it stands beside some of the competition's items in store closets. Packaging is also important for displaying information about the product outside of the store. Instructions on how to use or create the product might also be included in the box.

Packaging is defined by Kottler (2020) as "all accoutrements items utilized for the confinement, protection, careful transit, and gift of things." The defense is packaging. Packaging also refers to the manner of design evaluation and product of programs, as well as wares for distribution, garage, commerce, and usage. Packaging is a well-coordinated scheme for preparing information for safe, pleasant, efficient, and effective bargaining with, shipping, distribution, storage, merchandising, input and restoration, exercise, or disposal, all while optimizing customer numbers, deals, and profit (Saghir, 2021). Despite the fact that packaging is thought to have a large impact on the effectiveness of logistical systems (Twede, 2018; Ebeling, 2020; Lockamy, 2015) and sports such as manufacturing, distribution, storehouse, and handling at some point in the delivery chain, many packaging-dependent freights are frequently overlooked by packaging contrivers (Twede, 2018).

The bones included in the aspects of the packaging contrivance inside the force chain are nicely characterized as packaging logistical conditioning. The sports correspond to fulfilling safe, comfortable, green, and effective management with, shipping, distribution, storehouse, merchandising, input and mending, exercise or disposal, and related data, all while maximizing purchaser value, deals, and profit, resulting in

overall employer performance. Johnson is a well-known figure in (2022). Packaging for products must be in such a way that it is suitable for talking with guests and is visible amongst other analogous wares available in stores, attracting at the same time as advertising and marketing addresses from wares, packaging impels the product to talk and itself donation; packaging gives the body, soul, and mind to the product (Pantin- Sohier, 2019).

2.2.4 Information Sharing and Performance

Fawcett et al. (2017) performed research on information sharing and force chain performance. The study's major goal was to see how information technology might be utilized to improve force chain efficiency. For data collection, the research utilized large-scale check and semi-structured interviews, as well as the retrogression model. According to the experimenters' results, most businesses do not benefit from information sharing since many businesses put a high priority on connection while overlooking the accessibility notion. It was also discovered that, despite the fact that information sharing having the potential to improve association performance, it is unsuitable to do so since getting connection correctly is a major barrier for businesses.

When connectivity and amenability are coupled, they are considered as a useful instrument for information exchange that may improve company performance. The research found that information sharing is constrained by two factors: connection and amenability. These restrictions were stated to have an influence on functional performance and to be necessary for the establishment of true information sharing capacity. In general, knowledge sharing has a positive impact on business performance. The researchers proposed that future research be focused on evaluating the advantages of connectedness in information exchange. Unlike the present research, which evaluated performance using the balanced score card methodology, the previous study focused on functional performance. The previous research by Fawcett et al. (2017) was based on profitability, but this one was based on performance (in line with the balanced score card model).

By conducting a research on company culture and performance, Murphy et al. (2013) contributed to our understanding of the benefits of organizational culture on

performance. The study's goal was to clarify certain elements of institution culture, provide insight into its impact on performance, and examine culture on a theoretical level, with an emphasis on its benefits and limitations. The research dissected a group of individual instances into 302 organizational units based on actual evidence. The operationalization of culture intensity was driven by the unique culture proposition. Theorized relationships were investigated using structural modeling and hierarchical regression analysis. Structural equation modeling findings show that culture influences collaboration, performance, and cooperation, according to the research. The performance of a comparable association was positively improved by information exchange and commerce in an association.

Khodakarani and Chan (2014) investigated how CRM supports customer knowledge generation and its influence on performance. A four-stage process of socialization, instantiation, combination, and internalization is used to generate and extend client knowledge. According to the survey, businesses should develop socialization with their customers via relationships involving individuals and groups in which people are free to express their opinions. Once the information is obtained, instantiation occurs, in which the wordless knowledge is transformed into a more comprehensible form that is easier to consume. Instantiation makes it simple for businesses to share their expertise with visitors through tutorials and product information on their websites. The data is also transformed into more complicated and unambiguous knowledge. Individuals should be able to identify and utilize the information that they believe is relevant to them as the last step in the process.

2.3 Summary and Research gaps

Computers may assist stock control in determining the optimal quantity of goods to store and deliver in order to meet druggies' requirements. This may be done by a computer analyzing force variables (stock categories, call for, and shipment dates) (Lwiki, Ojera and Mugenda, 2013). This kind of country mile is referred to as a transnational organizational records contrivance (IOS), using electronic records cloverleaf (EDI) as an example (Hill and Scudder, 2021). The electronic data interchange, or EDI, is a mechanism that allows direct communication between agencies without the need for human interaction. The stock operation has been

transformed by this generation. The global data cloverleaf association describes EDI as "the movement of grounded records from one computer machine to another, using digital methods, under specified communication rules" (Jessop, 2019). With the EDI system connecting the shopping for business with its suppliers, a loss may occur when a requirement occurs and communication is transmitted from the genuine vacation place without the risk of corruption in the direction. It's a broad that has been developed to connect disconnected systems, such as the multitude of systems in the world of marketable enterprise as an example, an enterprise with all of its purchasing and dealing partners (including its providers, logistics providers, storehouse drivers, guests, and so on.) in the supply chain gets electronically linked to all of the druggies within the system (Acharya, 2013). Enterprises perceive EDI as a device for perfecting edge rather than a device for facilitating force chain integration, according to (Hill and Scudder, 2021). As a result, EDI remains vital because it facilitates common and automated data transfers required for high levels of integration and cooperation in the supply chain, hence enhancing the physical distribution of products. Even said, without the use of force chain sports, the operation of EDI will actually accelerate the current system.

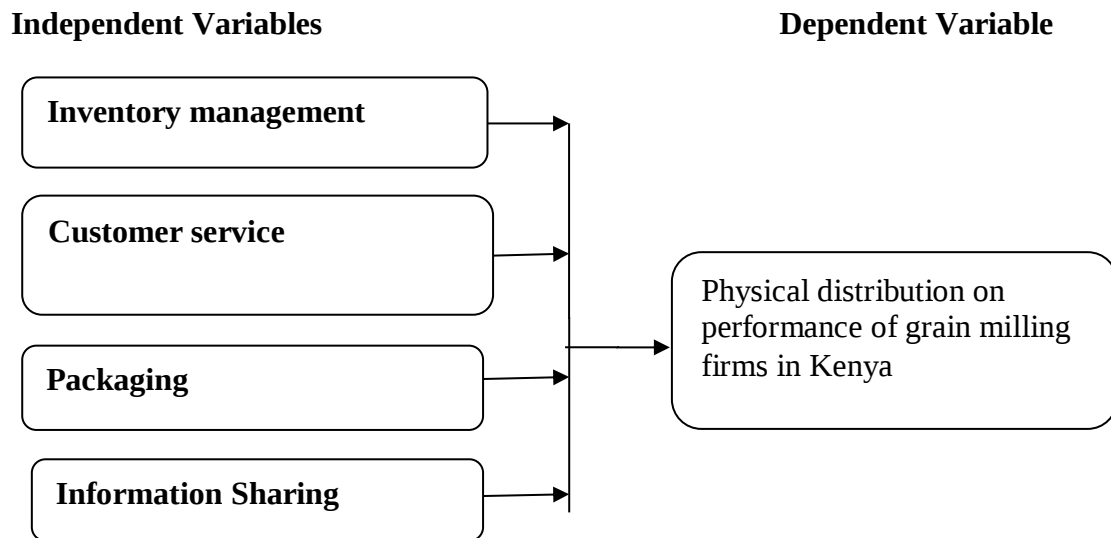
Another technology utilized in stock operation is the digital factor of trade, or EPOS (Acharya 2013). The purpose of EPOS is to forget and seize information about items purchased. An EPOS device validates tests and generates real-time transaction reports, charges transactions, and sends out detrained inter-shop dispatches. It allows goods to be restricted to demand, minimizes the risk of fungus and degradation of shares, reduces the risk of theft, and provides customers with records. This leads to improved customer service and, as a result, improved financial overall performance (Lysons, 2020). Bar-coding is an example of another technology.

A Spare Force Operation Machine enables a distributor to fulfill or surpass guests' expectations for product availability while also increasing the amount of each item, maximizing the distributor's economic benefits (Hill and Scudder, 2021) On the one hand, the costs of preserving force, which comprise capital freights (hobbyhorse or occasion) and the fleshly figure, are the most heinous (garage, insurance and corruption). In recent years, certain structures in the field of operations have been established to cope with the problem of surplus stock. Control familiar systems

include just-in-time (JIT), materials condition planning structures (MRP), and agency useful resource planning (ERP). Simply-In-Time is a term that refers to a set of waste-reduction strategies. Those massive techniques include the whole force chain, as well as distinct styles of force operation, such as Strategic Supplier Partnership.

2.4 Conceptual Framework

Figure 2.1 Conceptual Framework



Source: Author (2022)

2.5 Operationalization of Variables

2.5.1 Physical Distribution

Physical Distribution activities involved in planning, implementing, and controlling the physical flow of raw materials, in-process inventory, and finished goods from point-of-origin to point of consumption

2.5.2 Inventory management

Inventory management the recording and monitoring of stock level, forecasting future demand and deciding on when and how to order

2.5.3 Customer service

Customer service combination of activities/strategies offered by retailers in an effort to increase service quality

2.5.4 Packaging

Packaging containing and protecting, Products for distribution, storage, sale and use, packaging also refers to the process of design evaluation and production of packages

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter discusses the research methodology that was used to achieve the objectives set for this study. This included the research design, the target population sample size of the study, validity of sample, reliability, data collection instruments, data analysis technique.

3.1 Research design

The study was conducted using a descriptive research approach. According to (Salaria, 2012), descriptive research is concerned with gathering data about current conditions or situations in order to describe and interpret them. This research approach entails more than just collecting and tabulating data; it also entails accurate analysis, interpretation, comparisons, and the discovery of patterns and linkages. In her work Effects of physical distribution on performance of grain milling enterprises in Kenya, Kenya, Chege (2012) employed the design. This approach was chosen because it enabled the researcher to make conclusions on the effects of physical distribution on grain milling business performance in Kenya.

3.2 Target Population

Lyon (2015) defines target population as a universal collection of all members of an actual or hypothetical group of people, events, or objects to whom an investigator seeks to generalize the findings. The study's target demographic was mostly made up of Alpha grain millers Nairobi employees. A target population of 111 people was employed in the study.

Table 3.1 Target Population

Category	Target Population	Percentage
Top Management	4	4
Middle Management	9	9
Support Staff	98	87
Total	111	100

3.3 Sample and Sampling Technique

(Mugenda & Mugenda, 2012) define sampling technique as a systematic process of picking people to reflect the wider group from which they were chosen. To cover the whole population, the researcher utilized a stratified sample strategy. Writers did study on sample size in order to aid researchers in sampling design so that error could be decreased and a better degree of confidence in the estimate could be achieved. According to Kothari (2020), a sample size of 30% to 40% may be considered. As a result, the research suggests that this study sampled 40% of the overall population of workers in the firm. 62 percent of the target population of 111 people results in a sample size of 45 people. A sample is a subset of the target population that is typical of the whole population from which the study results are extrapolated.

Table 3.2 Sample Population

Category	Target Population	Sample population	Percentage
Top Management	4	3	4
Middle Management	9	9	9
Support Staff	98	57	87
Total	111	69	100

3.4 Instruments

The research relied on original data gathered using a standardized questionnaire. The main data was used to determine the effects of physical dispersion on grain milling

business performance in Kenya. The Alpha grain millers Nairobi employees or other people with similar responsibilities were the study's responders. The questionnaire began with an introduction that explained the study's subject and goal. The questionnaire was administered using the drop and choose approach, which allowed respondents to fill out the questions at their leisure.

3.5 Reliability and Validity

Harper (2012) argues that for a questionnaire to produce useful results, it must have validity and reliability. If the questionnaire can actually test what it is intended for, it refers to validity, whereas, reliability measures the relevance. To test the reliability and validity of the questionnaire, a pretest was carried out. The questionnaire was administered to 6 respondents not in the study sample so as to establish whether the questionnaire measures what it purports to measure.

3.6 Data Collection Procedure

Questionnaires give a high degree of data uniformity and acceptance of generic information among any community, according to Chandran (2012). They are useful in a descriptive study where there is need to quickly and easily get information from people in a non-threatening way. Primary data was collected using questionnaires which contained closed and open ended questions and also liker-scale type of questions to determine the factors affecting employee relations in the private security industry.

3.7 Data Analysis and Presentation

The Statistical Package for Social Sciences was used to code and analyze the primary data gathered (SPSS). Descriptive statistics such as mean scores and standard deviations were employed in the study. To determine the impact of the procurement process on county government performance, inferential statistics such as correlation and regression analysis were used. To make the findings easier to grasp, we used tables, graphs, and charts.

3.8 Ethical Considerations

3.8.1 Informed Consent

Before beginning the investigation, the researcher paid a pre-visit to the organization

to get information from the management, and the researcher was briefed by the management on the scope and nature of the information sought.

3.8.2 Voluntary Participation

The study was optional, and no one was forced to participate. However, the researcher took the time to explain to the respondents the relevance of the research to them and the research, and any cooperation was much welcomed.

3.8.3 Confidentiality

All data that was collected in the organization was only for education purpose and no information was reproduced without the consent of the organization and the researcher.

3.8.4 Privacy

The respondents was assured that the information they shared was confidential and was all respondents was not allowed to give their personal details and all information was coded

3.8.5 Anonymity

It is difficult to link data or information back to the research person from whom it was acquired under a "strictly anonymous" study design. In other words, no one, not even the researcher, can link the data to a specific study participant. The study design entailed creating a code tying the subject's identity to a pseudonym, since the subject's identity may be tracked back to the data. A written permission form was gathered, and this consent form had to be segregated from the data that the subject provided.

3.9 Chapter Summary

This chapter focuses on the study's research strategy and procedures for collecting data. The researcher covered the study design, data sources and types, sample design, data collecting methods and equipment, data collection processes, and data analysis in this chapter, In addition, the study's ethical considerations.

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION AND INTERPRETATION OF FINDINGS

4.1 Introduction

This chapter presents the data analysis and presentation of the research data from the respondents who filled the questionnaires. In this regard, the investigation on the factors affecting physical distribution on performance of grain milling firms with reference to Alpha grain millers Nairobi was well exhausted since the information given was reliable.

4.2 Presentation of Findings

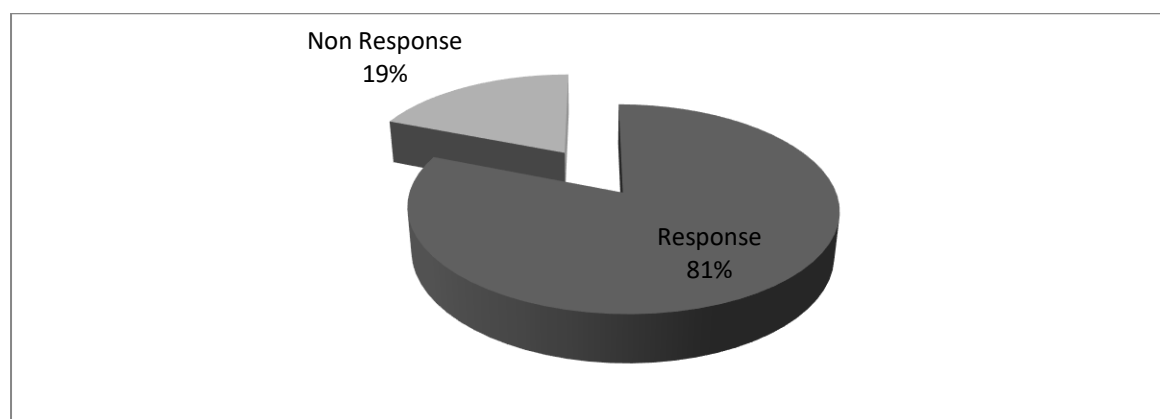
4.2.1 Response Rate

Table 4.1 Response Rate Analysis

Category	Frequency	Percentage
Response	56	81
Non Response	13	19
Total	69	100

Source: Author (2022)

Figure 4.1 Response Rate Analyses



Source: Author (2022)

From table 4.1 and figure 4.1 the duly filled questionnaires were equivalent of 81% of the total questionnaires administered while 19% was composed of that which were not well filled. This indicates that this percentage was comprehensive enough to base the project on.

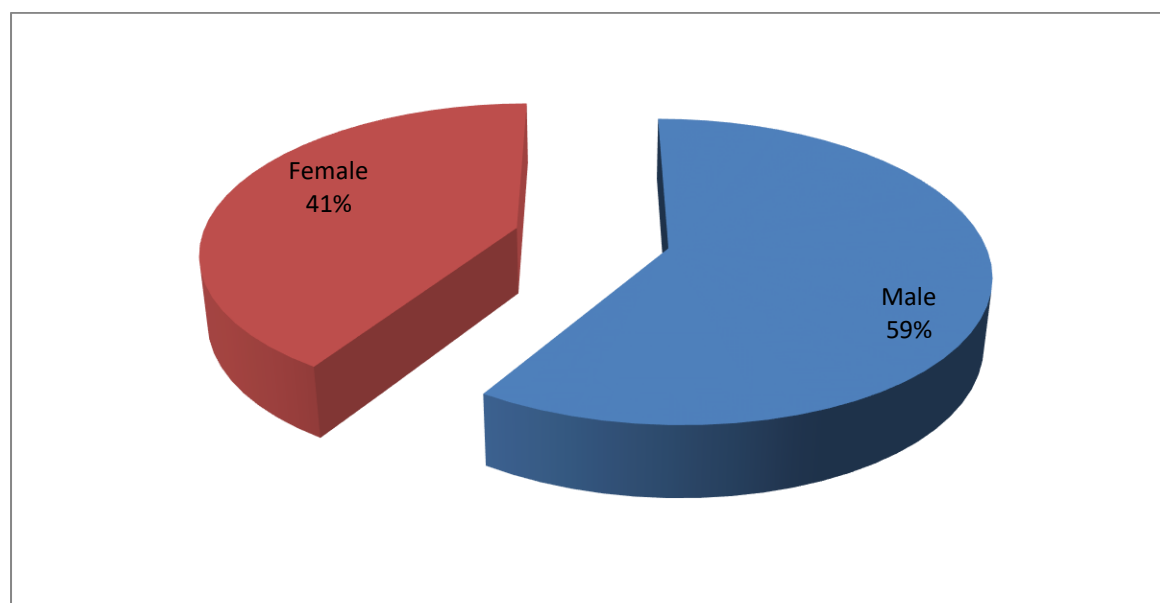
4.2.2 Gender Analysis

Table 4.2 Gender Analysis

Gender	Frequency	Percentage
Male	32	59
Female	23	41
Total	55	100

Source: Author (2022)

Figure 4.2 Gender Analysis



Source: Author (2022)

Out of the respondents who participated in the table 4.2 and figure 4.2 shows that Males made up 59% of the responses, while females made up 41%. This suggested that Alpha grain millers Nairobi have more male workers than female employees.

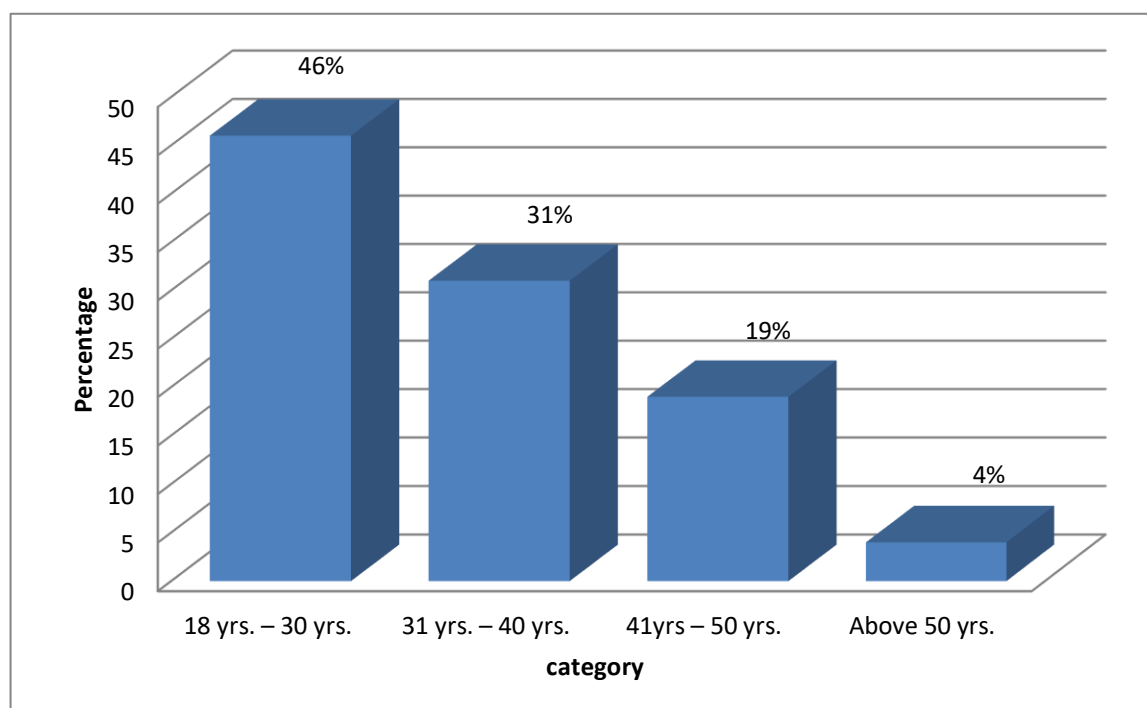
4.2.3 Age of Respondents

Table 4.3 Data on Ages of Respondents

Category	Frequency	Percentage
18 yrs. – 30 yrs.	25	46
31 yrs. – 40 yrs.	17	31
41yrs – 50 yrs.	11	19
Above 50 yrs.	2	4
Total	55	100

Source: Author (2022)

Figure 4.3 Data on Ages of Respondents



Source: Author (2022)

From the table 4.3 and figure 4.3 shows that majority of the respondents were between 18 and 30 years with 46%, those who aged between 31 – 40 years were 31%, those aged between 41-50 years were 19% and the remaining 4% were aged above 50 years. This showed that majority of the respondents in the Alpha grain millers Nairobi were between 18 and 30 years.

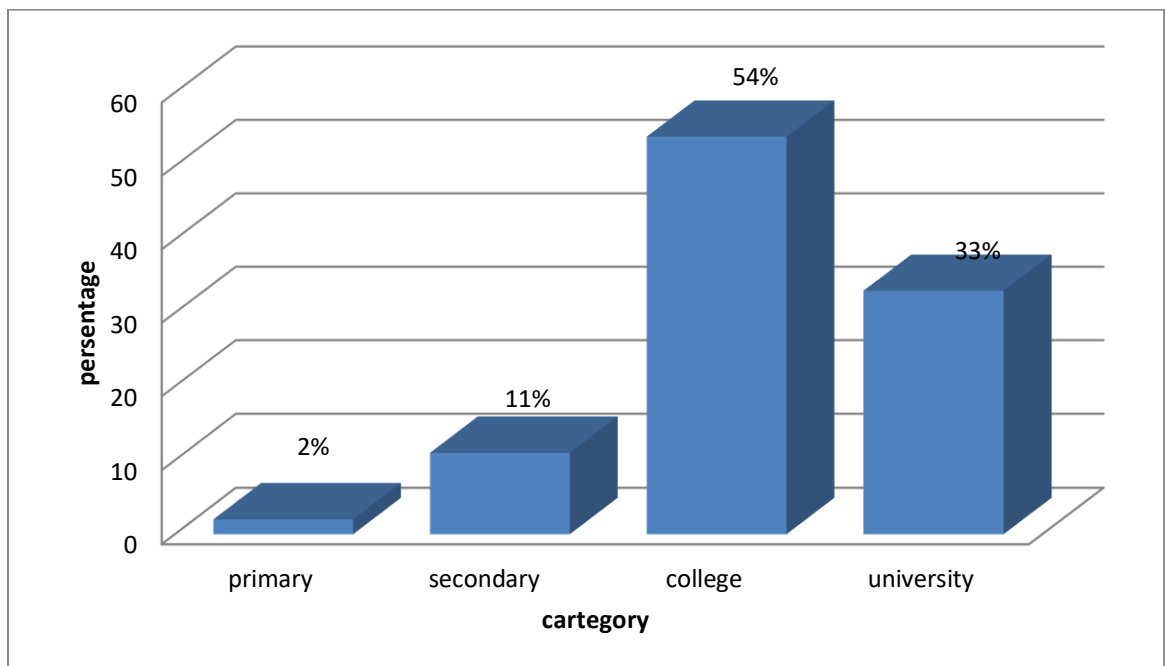
4.2.4 Highest Educational Level

Table 4.4 Analysis on Highest Educational Level

Level of Education	Frequency	Percentage
Primary	1	2
Secondary	6	11
College	30	54
University	18	33
Total	55	100

Source: Author (2022)

Figure 4.4 Analyses on Highest Educational Level



Source: Author (2022)

The table 4.4 and figure 4.4 The majority of respondents (54%) have a college degree, followed by 33 percent who have a university education, 11 percent who have a secondary education, and the remaining 2% who have an elementary education. This indicated that the majority of the respondents had college credentials and were well-educated.

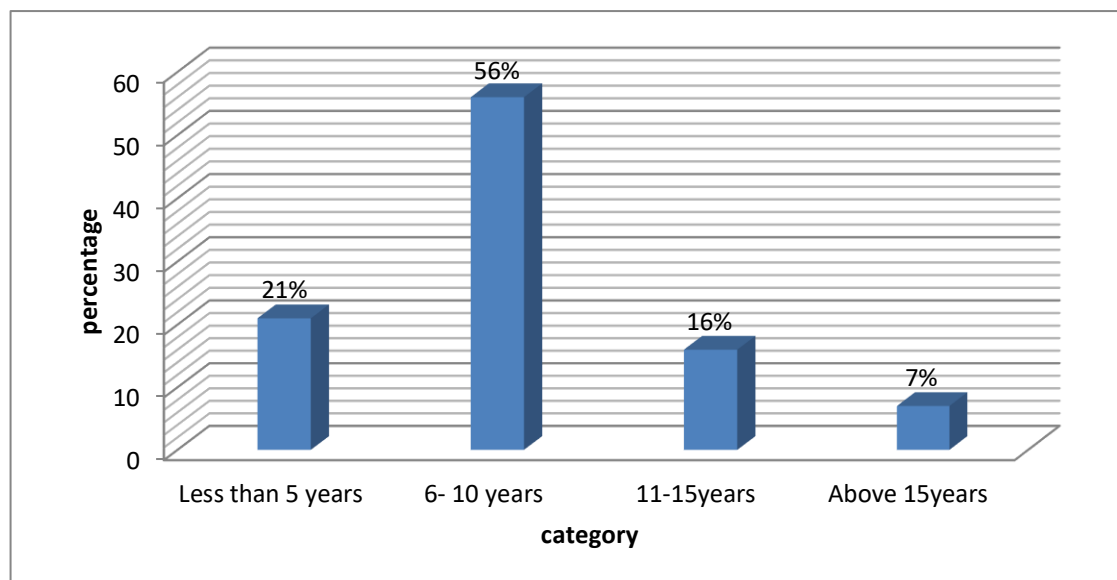
4.2.5 Experience level

Table 4.5 Analysis of Experience level

Experience level	Frequency	Percentage
Less than 5 years	12	21
6- 10 years	31	56
11-15years	9	16
Above 15years	3	7
Total	55	100

Source: Author (2022)

Figure 4.5 Analysis of Experience level



Source: Author (2022)

From the table 4.5 and figure 4.5 According to the findings, the majority of respondents (56%) have job experience of 6 to 10 years, 21% have work experience of less than five years, 7% have work experience of more than 15 years, and the remaining 16% have work experience of 11 to 15 years. This revealed that the bulk of the respondents had 6 to 10 years of job experience.

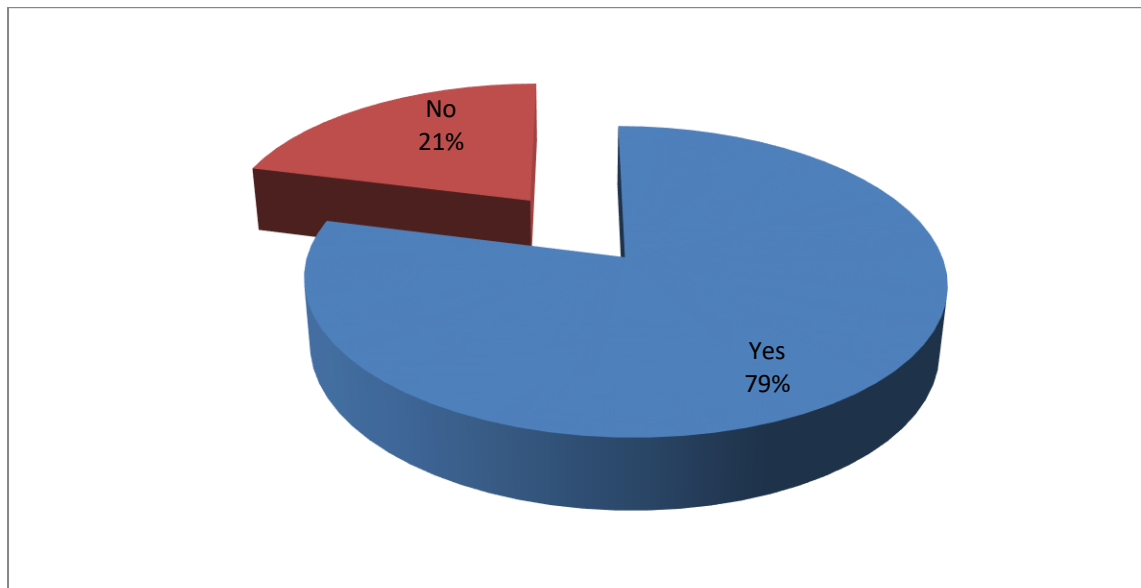
4.2.6 Inventory management

Table 4.6 Does inventory management affect physical distribution on performance of grain milling firms in Kenya

Category	Frequency	Percentage
Yes	43	79
No	12	21
Total	55	100

Source: Author (2022)

Figure 4.6 Does inventory management affect physical distribution on performance of grain milling firms in Kenya



Source: Author (2022)

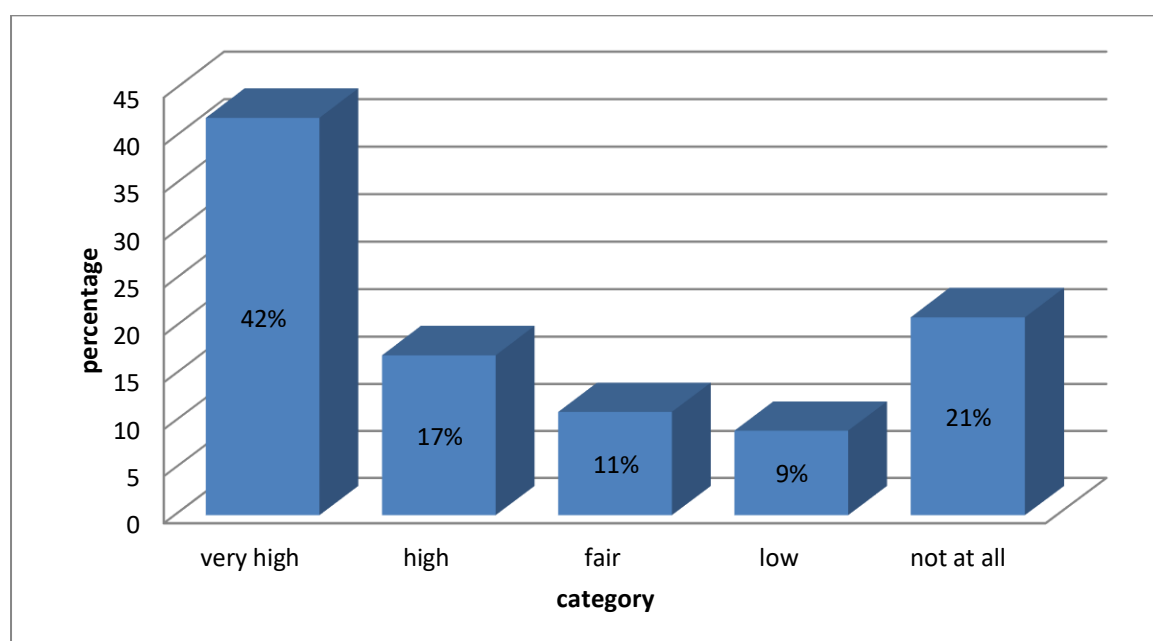
Table 4.6 and figure 4.6 indicates the effects of inventory management on physical distribution on performance of grain milling firms in Kenya. From the analysis 79% accepted that Inventory management affects physical distribution on performance of grain milling firms while the remaining being the minority of 21% stated that inventory management does not affect the physical distribution on performance of grain milling firms in Kenya. Based on the findings majority of the respondents were of the opinion that inventory management is a factor to be considered when it comes to physical distribution on performance of grain milling firms in Kenya.

Table 4.7 Rating of inventory management effects on physical distribution on performance of grain milling firms in Kenya

Category	Frequency	Percentage
Very high	23	42
High	9	17
Fair	6	11
Low	5	9
Not at all	12	21
Total	55	100

Source: Author (2022)

Figure 4.7 Rating of inventory management effects on physical distribution on performance of grain milling firms in Kenya.



Source: Author (2022)

Table 4.7 and figure 4.7 indicates the rating of inventory management affects physical distribution on performance of grain milling firms in Kenya. From the analysis 42% rated very high, 12% 11% and 9% rated high, fair and low respectively and respondents represented by 21% stated that Inventory management does not affects physical distribution on performance of grain milling firms in Kenya . Based on the analysis it can be concluded that inventory management affects the physical distribution on performance of grain milling firms at a very high rate as inferred by 42% of the total respondents.

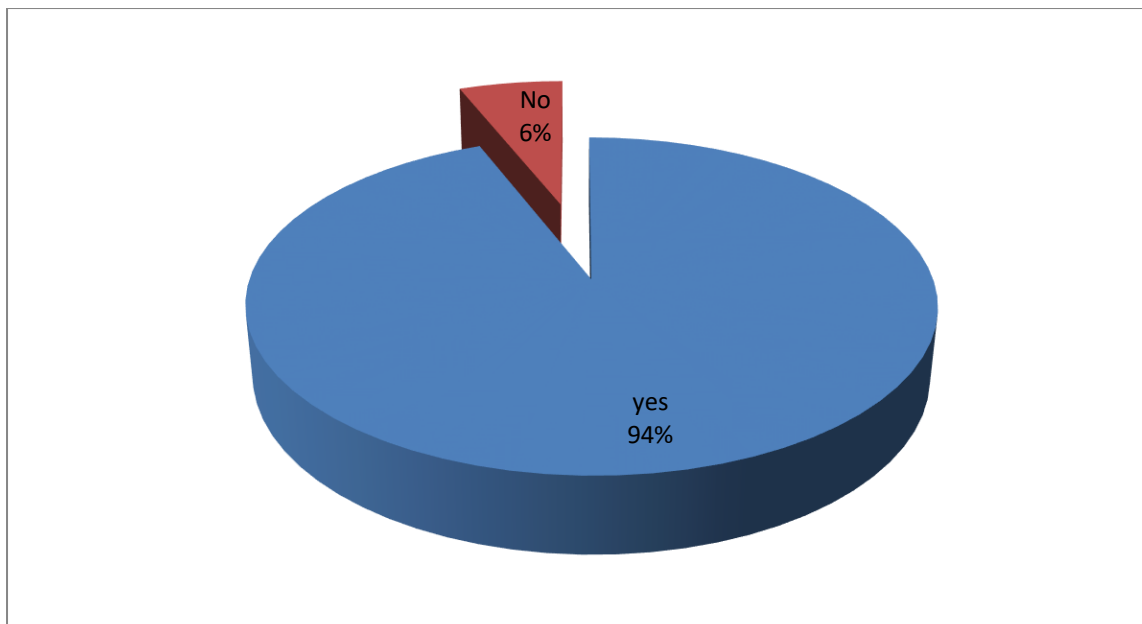
4.2.7 Customer service

Table 4.8 whether customer service affects physical distribution on performance of grain milling firms in Kenya

Category	Frequency	Percentage
Yes	52	94
No	3	6
Total	55	100

Source: Author (2022)

Figure 4.8 whether customer service affects physical distribution on performance of grain milling firms in Kenya



Source: Author (2022)

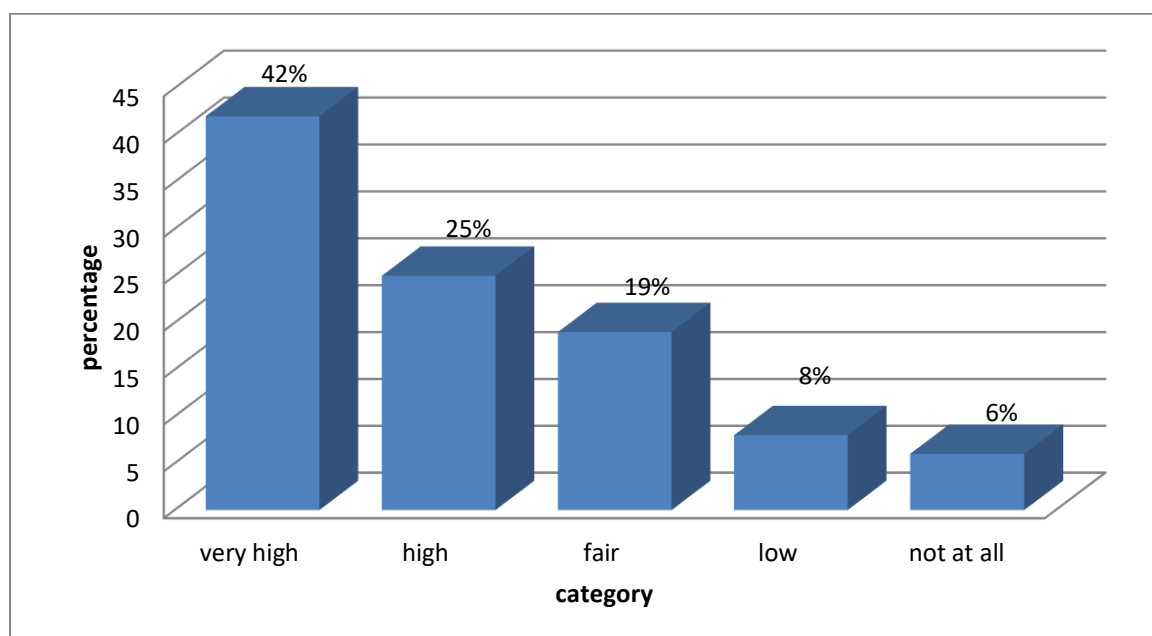
The figure 4.8 and table 4.8 above shows that 94% of the respondents said that customer service has an effect on physical distribution on performance of grain milling firms in Kenya. While 6% had a different opinion saying that staff customer service has insignificant effects on Physical distribution on performance of grain milling firms in Kenya. This showed that staff customer service has effect the on Physical distribution on performance of grain milling firms in Kenya.

Table 4.9 rating of staff customer service has an effect on Physical distribution on performance of grain milling firms in Kenya

Category	Frequency	Percentage
Very High	23	42
High	14	25
Fair	10	19
Low	4	8
Not at all	3	6
Total	55	100

Source: Author (2022)

Figure4.9 rating of customer service have an effect on physical distribution on performance of grain milling firms in Kenya



Source: Author (2022)

Table 4.9 and figure 4.9 indicates the rating of customer service effects on Physical distribution on performance of grain milling firms in Kenya. From the analysis 42% rated very high, 25% 19% 8% and 6% rated high, fair low and not at all respectively. Based on the analysis it can be concluded that customer service has an effect on Physical distribution on performance of grain milling firms at a very high rate as inferred by 42% of the total respondents.

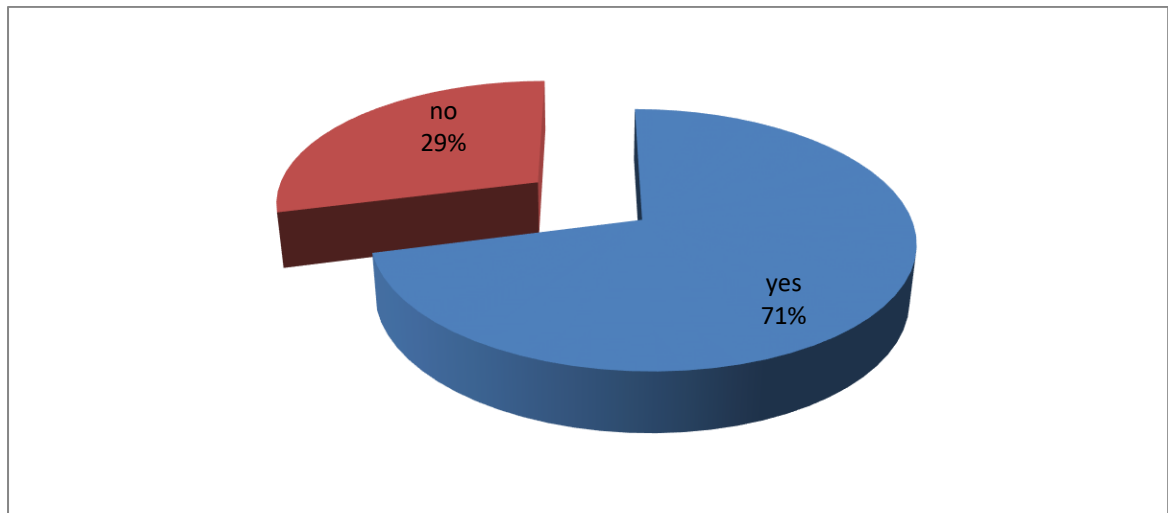
4.2.10 Packaging

Table 4.10 Whether Packaging affects physical distribution on performance of grain milling firms in Kenya

Category	Frequency	Percentage
Yes	39	71
No	16	29
Total	55	100

Source: Author (2022)

Figure 4.10 Whether packaging affects physical distribution on performance of grain milling firms in Kenya



Source: Author (2022)

Analysis from the table 4.10 and figure 4.10 above indicates that 71% of the respondents agreed that packaging affect the physical distribution on performance of grain milling firms whereas 29% of the respondents disagreed. Majority of the respondents agreed that packaging affect the physical distribution on performance of grain milling firms in Kenya.

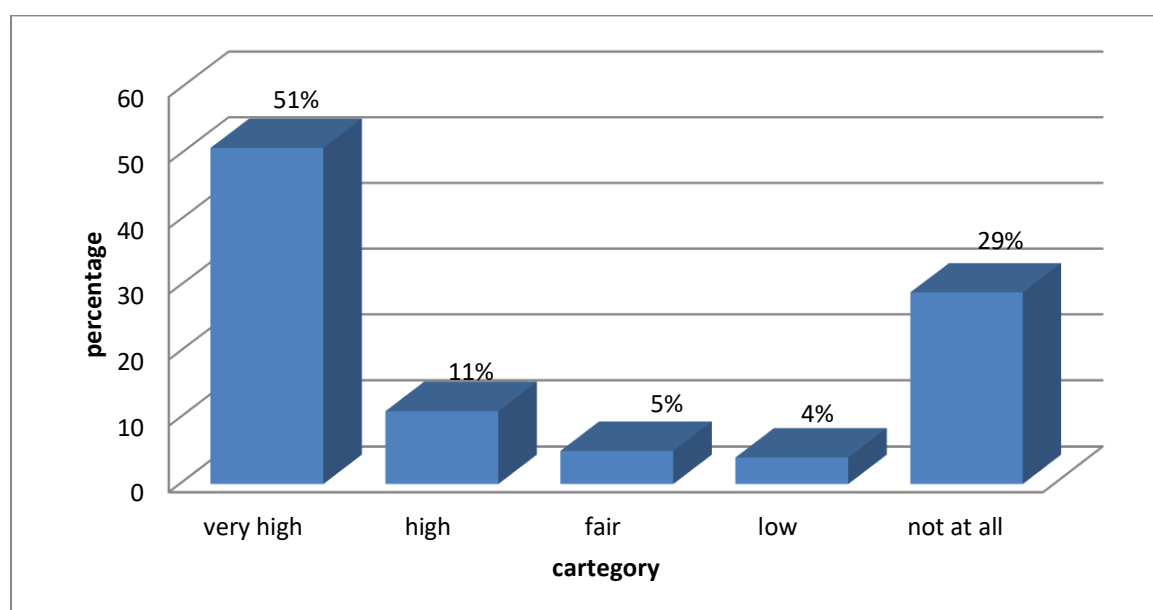
4.2.11 Extent of Packaging

Table 4.11 Extent to which packaging affects physical distribution on performance of grain milling firms in Kenya

Category	Frequency	Percentage
Very high	28	51
High	6	11
Fair	3	5
Low	2	4
Not at all	16	29
Total	55	100

Source: Author (2022)

Figure 4.11 Extents to which packaging physical distribution on performance of grain milling firms in Kenya



Source: Author (2022)

Analysis from the above table 4.11 and figure 4.11 indicates that 51% of the respondents agreed that packaging affects Physical distribution on performance of grain milling firms in a very high extent, 11% high extent, 5% fair extent and 4% low extent and 29% of the responded packaging that doesn't affect Physical distribution on performance of grain milling firms in Kenya. This showed that packaging is key determinant in the influence of Physical distribution on performance of grain milling firms in Kenya.

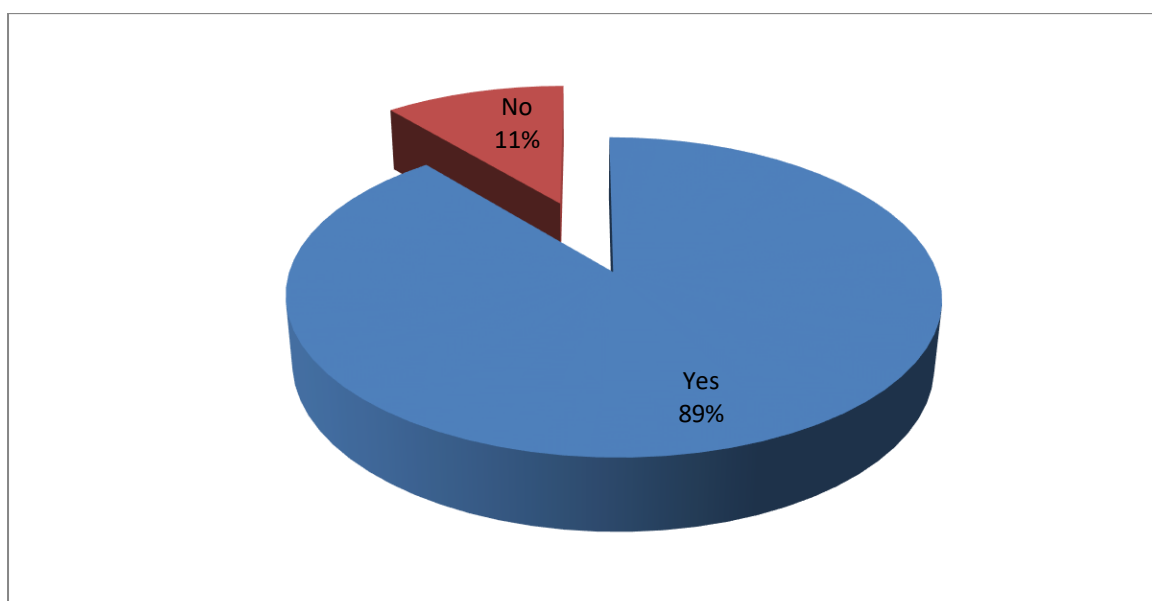
4.2.10 Information Sharing

Table 4.12 Whether Information Sharing affects physical distribution on performance of grain milling firms in Kenya

Category	Frequency	Percentage
Yes	49	89
No	6	11
Total	55	100

Source: Author, (2022)

Figure 4.12 Whether Information Sharing affects physical distribution on performance of grain milling firms in Kenya



Source: Author, (2022).

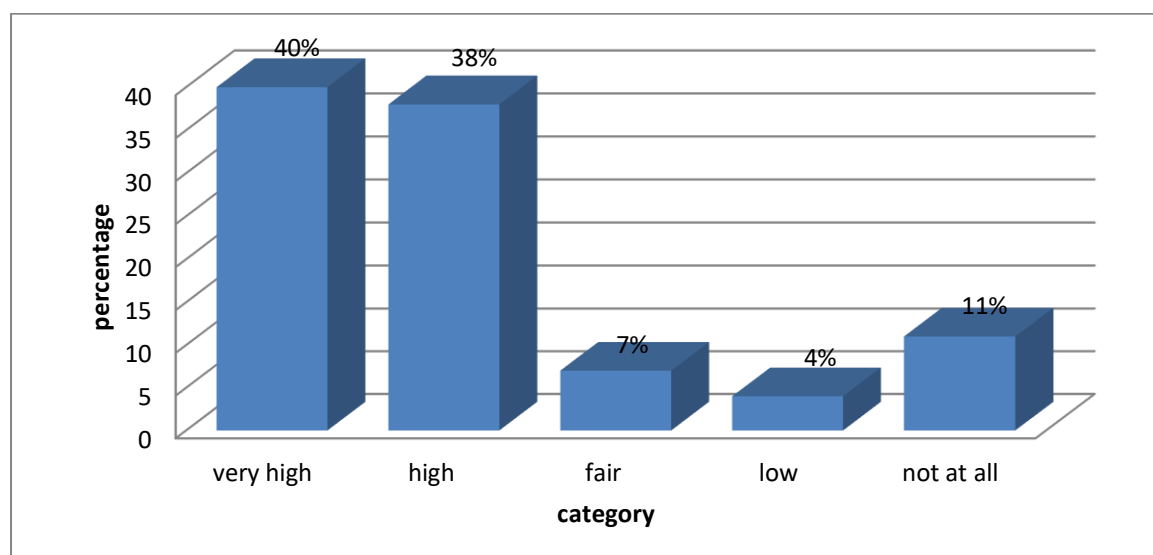
From the findings on table 4.12 and figure 4.12 it is clear that 89% of the sampled population agreed that Information Sharing does affect physical distribution on performance of grain milling firms while 11% of the total respondents disagreed that it does not affect the Physical distribution on performance of grain milling firms in Kenya

Table 4.13 Extend to which Information Sharing affects physical distribution on performance of grain milling firms in Kenya

Category	Frequency	Percentage
Very high	22	40
High	21	38
Fair	4	7
Low	2	4
Not at All	6	11
Total	55	100

Source: Author, (2022)

Figure 4.13 Extend to which Information Sharing affects Physical distribution on performance of grain milling firms in Kenya



Source: Author, (2022)

Table 4.13 and Figure 4.13 indicates the extent to which Information Sharing affects the physical distribution on performance of grain milling firms in Kenya. The rating of effect as being very high got a 40% response while majority response contributed to rating of effect as being high by responding by 38%. The rating of the effect as being fair was 7%. 4% of the respondent rated Information Sharing as low while the respondents at 11% rated Information Sharing has no influence in affecting physical distribution on performance of grain milling firms in Kenya. By comparing the response it can be concluded that the effect is high.

4.2 Limitations of the Study

4.2.1 Bureaucracy

Organizations have a variety of processes that are publicly specified to manage the movement of persons into and out of the organization. However, certain processes are frequently too tiresome for visitors/researchers to tolerate. Long processes and rules were supposed to be followed in this situation. Despite these obstacles, the researcher was fully prepared to follow all requirements in order to conduct a successful research project.

4.2.2 Inaccessibility to the Company

The researcher was first refused entry due to the university's rigorous restrictions regarding outside researchers and, in particular, private research initiatives. This was owing to a long history of investigating and revealing inefficiencies in a variety of companies. However, the researcher overcame this obstacle by using an introduction letter from Management University of Africa that explained the goal of the study in order to acquire entry.

4.2.3 Lack of Cooperation

Despite this, the researcher faced difficulties due to a lack of collaboration. Some members of this organization's employees had regrettably refused to take part in the study for a variety of reasons that were not entirely genuine. As a consequence, many responders would have been unable to supply the information. To overcome this obstacle, the researcher had to reassure the respondents that this survey was only for academic purposes.

4.3 Chapter Summary

Data analysis was the topic of this chapter. The chapter begins by introducing information from the respondents in terms of gender, years of job experience, and educational level. The chapter was further divided into quantitative analysis, which focused on explaining the study's aims and limits.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

This chapter summarizes, discusses and makes conclusions on the findings of this study in relation to the objectives put forward in chapter one. It also discusses the recommendations for further research as well as recommendations for policy and practice.

5.1 Summary of Findings

5.1.1 To what extent does inventory management influencing physical distribution on performance of grain milling firms in Kenya?

The analysis of findings showed that 42 rated veritably grandly, 12 11 and 9 rated high, fair and low independently and repliers represented by 21 stated that Inventory operation doesn't affect affects physical distribution on performance of grain milling enterprises in Kenya. Grounded on the analysis it can be concluded that force operation affects the physical distribution on performance of grain milling enterprises in Kenya at a veritably high rate as inferred by 42 of the total repliers.

5.1.2 What is the influence of customer service on physical distribution on performance of grain milling firms in Kenya?

The analysis of data showed that 42 rated veritably grandly, 25 19 8 and 6 rated high, fair low and not at all independently. Grounded on the analysis it can be concluded that client service has an effect on Physical distribution on performance of grain milling enterprises in Kenya at a veritably high rate as inferred by 42 of the total repliers.

5.1.3 How does packaging affect physical distribution on performance of grain milling firms in Kenya?

The analysis of findings indicates that 51 of the repliers agreed that packaging affects Physical distribution on performance of grain milling enterprises in Kenya in a veritably high extent, 11 high extent, 5 fair extent and 4 low extent and 29 of the responded packaging that does n't affect Physical distribution on performance of

grain milling enterprises in Kenya. This showed that packaging is crucial determinant in the influence of Physical distribution on performance of grain milling enterprises in Kenya.

5.2.4 To determine effects of Information Sharing on physical distribution on performance of grain milling firms in Kenya.

The findings indicates the extent to which Information Participating affects the relationship between supplier and buyer, the standing of effect as being veritably high got a 40 response while maturity response contributed to standing of effect as being high by responding by 38. The standing of the effect as being fair was 7. 4 of the replier rated Information Participating as low while the repliers at 11 rated Information Participating has no influence in affecting Physical distribution on performance of grain milling enterprises in Kenya. By comparing the response it can be concluded that the effect is high.

5.2 Recommendations

The study's suggestions are in accordance with the study's colorful findings. All of the independent factors, in particular, have a substantial impact on the success of Flour Milling Companies in Nairobi, Kenya. Client connection operations considerably boost the performance of flour milling companies in Nairobi County, Kenya, according to the research. The report concludes that Flour businesses should continue to improve their customer relationship operations in order to promote client loyalty and, as a result, company profitability.

The research also found that sharing information is important in predicting the success of flour milling companies in Nairobi County, Kenya. The study's conclusion is that operations should improve their company's information sharing mechanism. A well-informed hand has a feeling of belonging inside the organization and, as a result, seeks to improve and feed performance.

Based on the results, the investigation suggests that manufacturing businesses subject their employees to training on a regular basis in order to improve their force operating skills. Staff training allows employees to have a better understanding of current force methods, which, when implemented, will help the organization save money on labor

expenditures. Grain millers with a bad reputation Nairobi could explore using a seller-managed force to minimize the frequency of stock-eschewal circumstances, boost client service situations, and save costs by increasing force turns, lowering safety stock situations, and reducing transparency in force chain operations. The vendor operating force also aids in the development of a long-term secure connection between the supplier and the customer, resulting in more pious visitors and thus secured transactions. Nascence grain millers' merchandisers and agents in the rotation and distribution to improve the effectiveness of the establishment's services, Nairobi should be taught in client service strategy and transportation logistics strategy.

The research found that outsourcing had a considerable impact on the performance of flour milling companies in Nairobi County, Kenya. According to the report, flour milling enterprises should focus on their core competencies and outsource processes and services for which they are not fully qualified. As a result, they will be able to focus on their core competencies, ultimately improving the performance of Flour Milling Companies.

5.3 Conclusion

Based on the data, the research determined that force operation refers to a consumer's recollection of a commercial. Commercials are implacable methods for delicately imitated enterprises, and they vary from product commercials in stressing the importance of commercial values. When customers purchase things from a firm, they are not just purchasing products but also accepting the company's ideals. Force operations are a collection of values that reflect a commercial, and a good force operation not only assists firms in increasing information participation, but also encourages customers to make repeat purchases. Consumers have a more positive perception of the brand in terms of quality, value, satisfaction, and retention.

Based on the outcomes of the research, it was established that product quality, as well as service quality, cannot be defined objectively and is a personal word. Similar services of comparable quality are regarded differently since it is entirely based on the individual's perception of the service difficulty. To fully comprehend the quality of services, their determinants must be connected, since they may determine the level of service provided to a customer.

Packaging is an ethical issue, especially when it is placed in an advanced position to indicate superior quality. This is due to visitors' perceptions that superior quality is related with superior packaging. Raised Packaging may influence guests' purchasing decisions by shifting visitors to the dispatches that they can expect to get for the plutocrat, since they're paying for advanced Packaging. Packaging may be used to persuade visitors to consent to new points of isolation. Low packaging will attract and persuade visitors to purchase the company's product and advanced packaging will attract and induce guests to buy the company's product and advanced packaging will assist a firm obtain a competitive edge in the request. Packaging will result in a high-quality picture.

Challengers provide circular Information Participating or services goods that compete laterally; it supports the association's competitive strategy, which is an initial response to requests and services/ products with regard to challengers. Most organizations dedicate significant emphasis to their strategic capabilities and methods in which they intend to accomplish a variety of goals, including technology, cost leadership, customer focus, and action. In a competitive scenario, each competitor behaves differently, with some being quicker to respond to the visitors' loyalty than others. Some opponents only respond to certain sorts of investments, while others respond quickly and vehemently to any action made.

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APPENDIX I: QUESTIONNAIRES

Please fill in the questionnaire as diligently as you can. Tick in the appropriate box where the question requires you to do so, where the space is provided. Please fill in your answer.

SECTION A: GENERAL INFORMATION

1. Gender of respondent

Male ☐

Female ☐

2. Age of respondent

18-29 ☐

30-39 ☐

40-39 ☐

50 and above ☐

3. Period of service

Less than 3 years { }

4-6 years { }

7-9 years { }

10 years and above { }

4. Educational Background

Primary ☐

Secondary ☐

College ☐

University ☐

5. What is your position in the organization?

Senior management ☐

Middle management ☐

Support staff ☐

SECTION B: INVENTORY MANAGEMENT

6. Do inventory management influence physical distribution on performance of grain milling firms in Kenya?

Yes ☐

No ☐

Give reasons to your answer above.

.....
.....
.....
.....

7. To what extent do inventory management influence physical distribution on performance of grain milling firms in Kenya?

Very high extent ☐

High extent ☐

Low extent ☐

Very low extent ☐

None at all ☐

Give reasons to your answer above.

.....
.....
.....

SECTION C: CUSTOMER SERVICE

8. Does customer service influence physical distribution on performance of grain milling firms in Kenya?

Yes ☐

No ☐

Explain

.....
.....
.....
.....

9. In what ways does customer service influence physical distribution on performance of grain milling firms in Kenya?

- Very high extent ☐
- High extent ☐
- Low extent ☐
- Very low extent ☐
- None at all ☐

Give reasons to your answer above.

.....

.....

.....

SECTION D: PACKAGING

10. Does packaging affect physical distribution on performance of grain milling firms in Kenya?

Yes ☐

No ☐

Explain

.....

.....

11. How does packaging influence physical distribution on performance of grain milling firms in Kenya?

Very high extent ☐

High extent ☐

Low extent ☐

Very low extent ☐

None at all ☐

Give reasons to your answer above.

.....

.....

SECTION E: INFORMATION SHARING

12. Does Information Sharing influence physical distribution on performance of grain milling firms in Kenya?

Yes ☐

No ☐

Explain

.....
.....

13. In what ways does Information Sharing influence physical distribution on performance of grain milling firms in Kenya?

Very high extent ☐

High extent ☐

Low extent ☐

Very low extent ☐

None at all ☐

Give reasons to your answer above.

.....
.....

THANK YOU FOR YOUR COOPERATION. GOD BLESS YOU

APPENDIX II: RESEARCH BUDGET

NO	ACTIVITY	BUDGET (IN KSH)
1	Purchase of Stationery	490.00
2	Travelling Expenses	1900.00
3	Communication Expenses	500.00
4	Analysis of Report	500.00
5	Miscellaneous	800.00
6	Printing of The Three copies of The Report	900.00
7	Printing & of the two copies and CD	1500.00
8	Hardcover bidding and CD	2022
	TOTALS	8590.00

Source: Author (2022)

APPENDIX III: RESEARCH PROJECT TIME PLAN

	February				March				April			
ACTIVITIES	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4
Project writing												
Questionnaire pre-testing												
Getting authorization												
Data collection												
Data Analysis												
Report writing												
Defense and submission of project.												

Source: Author (2022)