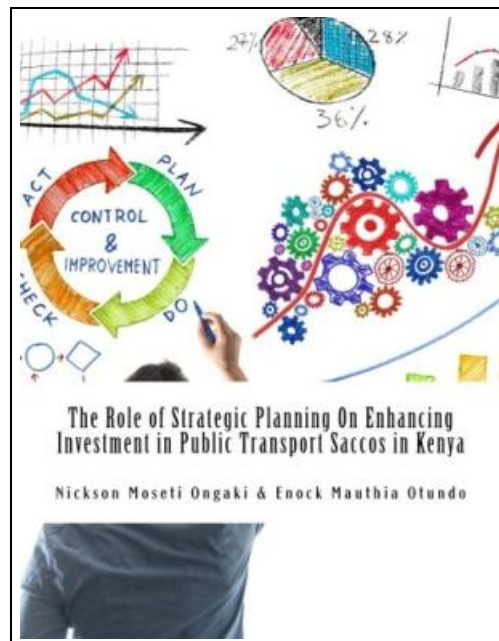


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THE ROLE OF STRATEGIC PLANNING ON ENHANCING INVESTMENT IN PUBLIC TRANSPORT



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Createspace, United States, 2015. Paperback. Book Condition: New. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.This study will seek to find out the effects of strategic planning on enhancing investments in public transport Saccos in Kenya. The study will also seek to find out recent changes in operation of public transport in Kenya for example new vehicles on the road, new safety rules and the registration of co-operative societies to replace the Matatu Welfare Associations in a new development which started from early 1990 s. Cooperatives are economic units by which members mobilize their financial resources through savings. It is estimated that this sector contributes about 20 to the gross Domestic Product. Although this sector is considered both economically and socially important, sectoral report indicates that nearly 2 of savings and Credit Cooperative Societies (SACCOs) collapse every year and about 6 of registered members withdraw their membership annually. Some SACCOs pay dividends which are as low as 3.5 . It is not clear why there is a deteriorating trend in most of the societies despite government s financial regulations being in operation since 2004 that were meant to help SACCOs achieve sustainability through growth and financial stability. The objective of this study was to assess the effect of government s financial regulations on investment performance in SACCOs in Nairobi County. The study adopted descriptive research design and purposive sampling method. The research adopted a self administered questionnaire which was used to collect quantitative data. The study units comprised 104 sacco societies of public transport in Nairobi County. The questionnaire was designed based on a Five Lickert scale. However, only 95 Saccos were actively in operation. The other 9 were either dormant or inactive. Therefore, 87 Saccos were randomly sampled and studies. The findings...



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