As an overview, this research project focused on the challenges of achieving employees' optimum performance in an industry. It specifically addressed a case study of the glass industry in Nairobi, Kenya. The study investigated the current levels of employees' performance in the glass industry and the background variables that influence their performance. This project contains five chapters. Chapter one gives an introduction and background to the study. It also highlights the statement of the problem, objectives of the study, research questions, significance and scope of the study. Chapter two covers review of literature. This contains an introduction, conceptual framework, relevant publications and textbooks by authors and research studies conducted in the field of employees' performance. The review also addresses challenges and gaps between previous and current research. Chapter three covers the methodology of the study. It highlights the type of research design that was employed in the study, the population and the sample targeted, sampling and data collection procedures and data analysis. Chapter four covers the data analysis and presentation. The Interpretation of this data analysis is also provided in relation to the objectives of the study. Chapter five gives the findings and conclusions based on the analysis in chapter four. It also gives the recommendations put forth by the researcher and suggestions for further research. The limitations encountered during the research exercise are also provided in this chapter. Lastly, the project contains the appendices which include: a questionnaire, the project plan and a budget that had been set by the researcher at the proposal stage.