ASSESSMENT OF THE IMPACT OF FOREIGN DIRECT INVESTMENT ON THE GROWTH OF SELECTED FLOWER FIRMS IN NAIVASHA, KENYA

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DECLARATION

This research project is my original work and has not been presented for a degree in any other university. No part or the entire research project may be reproduced without the prior permission of Kenyatta University or the author.

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This research project has been presented for examination with my approval as University supervisor.

Supervisor ................................................ Date: 10/6/2013

Mr. Fredrick W.S. Ndede

This proposal has been submitted for review with my approval as Chairman, Department of Accounting

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ABSTRACT

The study was undertaken to assess the impact of foreign direct investment on the growth of selected flower firms in Naivasha, Kenya. The broad objective of the study was to assess the impact of FDI on the growth of selected flower firms in Naivasha, Kenya. More specifically, it sought to assess the relationship between technology transfer, technical assistance and capital investment and growth of the flower firms. The research design method used was sample survey since its inexpensive and accurate. The population of study consisted of 16 flower firms in Naivasha where there was evidence of FDI. Stratified random sampling and purposive sampling was used in this study. The sample size consisted of 48 respondents. The main data collection instruments were the questionnaires that were administered by the researcher to the respondents the results obtained were then analysed using descriptive analysis and presented in form of tables, charts and graphs. The analysis of the results lead to conclude that FDI influence on technology transfer, capital investment and technical assistance lead to growth of the selected flower firms in Naivasha, Kenya. However for this to occur, it would be recommended that the firm should have the capability of absorbing the new technology, favourable organisation culture, government and investment policies should be put in place.