

**GENERIC STRATEGIES AND OPERATIONAL PERFORMANCE OF TAXI-HAILING  
COMPANIES IN NAIROBI CITY COUNTY, KENYA**

**ABUGA WINNIE KEMUNTO**

**D53/CTY/PT/28599/2018**

**A RESEARCH PROJECT SUBMITTED TO THE SCHOOL OF BUSINESS,  
ECONOMICS AND TOURISM IN PARTIAL COMPLETION OF THE AWARD OF A  
MASTERS DEGREE IN BUSINESS ADMINISTRATION (STRATEGIC  
MANAGEMENT OPTION) AT KENYATTA UNIVERSITY**

**JUNE, 2023**

## DECLARATION

This research project is my original work, and has not been presented for award of any degree in any other university

Signature 

Date 6/06/2022

Abugo Winnie Komunto

DS/CTA/PT/28599/2018

This research project has been submitted for examination with my approval as the University supervisor

Signature 

Date: 7/06/2023

Dr. Reuben Njuguna

Department of Business Administration

School of Business, Economics and Tourism

Kenyatta University

## ABSTRACT

In business, performance measurement is essential as a method for continuous improvement and a tool for boosting a company's performance and output while reducing expenses. Cost leadership, differentiation, and concentration are generic ideas that assist gain competitive advantage. Companies must develop methods to increase their profitability and market share. The expansion of taxi-hailing services' customer base has resulted in an increase in transactions, prompting the adoption of the above-mentioned general practices in adjusting their strategies to meet their current and long-term needs. This research aims to investigate the effect of generic tactics on the operational performance of taxi-hailing companies in Kenya. The investigation will be driven by the idea of contingency and Porter's notion of generic tactics. This research will use a descriptive approach. Kenyan taxi-hailing services registered with the National Transport and Safety Authority will comprise the study's target population. Utilizing self-administered questionnaires to collect main data. Participants will be recruited for the research by proportional stratified sampling. A sample size of 500 taxi-hailing businesses will represent the three strata. The use multiple regression analysis will determine the nature and magnitude of correlations among the two variables. The features of the variables will be described using descriptive statistics.