

**FINANCIAL FACTORS AFFECTING PERFORMANCE OF LOGISTICS COMPANIES  
IN MOMBASA COUNTY, KENYA**

**BY**

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## **DEDICATION**

I dedicate this work to my amazing family, my beloved parents and siblings for their prayers and unending support during the study not forgetting Ignatius Monari, Ftma Hussein, Abdiaziz Mohamed and Abdirahman Maalim.

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## ABSTRACT

Logistics (Sic. Clearing and forwarding companies) have become an essential niche playing a vital role in economic prosperity of any Nation state that they operate in. Logistics is the management of the flow of goods between the point of origin and the point of consumption. In order to meet some requirements, of customers or corporations. The resources managed in logistics can include physical items, such as food, materials, animals, equipment and liquids, as well as abstract items such as time, information, particles and energy. The logistics of physical items usually involves the integration of information flow, material handling, production, packaging, inventory, transportation, warehousing and often security. The complexity of logistics can be modeled , analyzed, visualized and optimized by dedicated simulation software. The minimization of the use of r resources is a common motivation in logistics for import and export. The study seeks to analyze financial factors affecting the performance of logistics companies in Mombasa County, Kenya and determine their viability. This will be undertaken through a review of literature in order to set out key research questions, scope, theoretical framework and conclusion. The target population will be 56. The study will use descriptive design methodology which involves collection of data will be collected using questionnaires because the latter responses are gathered in a standardized way and are more objective. After collection of data, it will be analyzed using Ms – Excel program and then presented in percentages using Bar and Pie Charts. Finally, the study's hypothesis is that; financial resources are a critical factor in the performance of any logistic company. The study will recommend further areas of research.

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