

FACTORS INFLUENCING SUCCESSFUL IMPLEMENTATION OF AUTOMATED SYSTEMS IN SMALL BUSINESSES: A CASE STUDY OF TUMAINI SUPERMARKET, EMBAKASI DIVISION, NAIROBI COUNTY

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ABSTRACT

Adoption of technology is perceived to increase efficiency and effectiveness of business processes thereby increasing productivity. This research therefore sought to identify the factors influencing the successful implantation of automated in small business using a case study of Tumaini Supermarket, Embakasi, Nairobi County. The specific objectives of the study were; to fine if management at Tumaini Supermarket understood the implications of implanting an automated system, to investigate if the contract between Tumaini Supermarket and the system vendor address all system implementation and support issues and to explores if Tumaini staffs were given adequate training on how to use the. The study would be significant to SME mangers' in ICT adoption to improve performance of their business operations. The study will also be significant to policy and decision makers as the study hope it will provide information on measures to improve ICT adoption among SMEs. Thirdly, the study will be significant to researchers as it will suggest areas of further study on ICT and the SME sector. The study adopted a descriptive research design and a case study approach of Tumaini supermarket. The sample size was 36 personal from the supermarket. Primary data was collected using structured questionnaires, which had both open and closed ended (SPSS) and presented in tables, pie chart and the perceived implications of adopting an automated system were improved customer service. The main factor that management considered in adopting the automated system was competitive and advantage. Barriers of automation included high costs. The major challenge experienced with the automated system was breakdown. The automated system was an in-house developed system and the form of support received from the system vendor was system maintenance. The system vendor did comply with the support contract to extent of 40 percent. Study findings showed that employees had received training in automated systems. This form of training was presented through on job training. However, the frequency of training was observed to be low as per staff responses. Main theme of training in Tumaini Supermarket trouble shooting of system. The linear regression analysis findings how that contract support is most significant factor with a positive beta value of $r = 0.522$, followed by staff training was positive $r = 0.393$ and least contributing factor was management awareness with a positive of $r = 0.186$. the study recommends SMEs to seek advisory services on the adoption of ICT in regard to dealing with contract limitation; SMEs management should seek knowledge and awareness on ICT technology in the market to assist in identifying the most appropriate system for their business and SMEs enterprise to engage staff in frequent and adequate business automation. The study suggests for further research on environmental factors influencing adoption of automation system in SMEs.