

**URBAN LOGISTICS PRACTICES AND DELIVERY
PERFORMANCE OF FAST FOOD OUTLETS IN NAIROBI
COUNTY**

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**A Research Project Submitted in Partial Fulfillment of the Requirement for the
Award of Degree in Master of Science in Logistic Supply Chain Management,
Faculty of Business and Management Sciences, University of Nairobi**

2022

DECLARATION

This research project is my original work and has not been presented for a degree in any other University



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Signature

10TH JULY, 2023

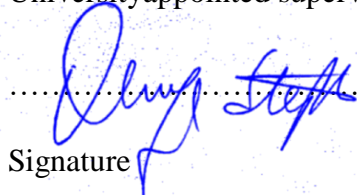
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D67/38135/2020

Supervisors' Declaration

This research project has been submitted for examination with our approval as University appointed supervisors.



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10/07/2023

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DEDICATION

This research work is devoted to my family. Their affection, care, and sacrifice are immeasurable, and I cannot thank them enough. I am also indebted to my friends who were continually there for me, providing emotional support and motivation. Their inspiring words and unwavering support kept me going, and I am indebted to them for their kindness. To conclude, I would like to convey my appreciation to every person who slotted their time to pitch in this research study. Your participation was vital in helping me achieve my research objectives, and I am grateful for your contribution.

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ABSTRACT

The research intended to look into the stimulus of urban logistics practices on the delivery of goods in Nairobi County, Kenya, using transactional cost theory and network theory as the foundation. A cross-sectional research design was utilized, with a sample of 50 fast food outlets designated from an audience of 100, Stratified random sampling was used. Organized surveys were used to obtain first-hand information., which were tested for validity and reliability, and examined by means of descriptive statistics and regression analysis. The research recognized that quick service restaurants took part in countless urban logistics practices, integrating collaboration with other firms, outsourcing critical final-mile logistical procedures, and implementing optimal procedures. Last mile logistics services outsourced included hiring third-party service providers, managing warehouses, and managing transportation, with reliability, experience, convenience, cost, management expertise, security and safety, geographical presence, flexibility, financial strength, and range of services considered as the most important vendor factors. The investigation found that urban logistics had a substantial beneficial control on functional efficacy, organizational standing, promptness of service delivery, and resource utilization by fast food outlets. The recommendations included improving cooperation across all stakeholders involved in the final mile logistics logistic network and good upstream planning to provide smoother and more efficient urban distribution. Additionally, the study proposed that policy makers in the Ministry of Trade formulate and implement guidelines to promote and support urban logistic practices among fast food outlets within Kenya.

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CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

The movement of goods is essential for the creation of worth. It is vital for the provision of commodities and has a straight influence on the efficiency of the budget by facilitating the flow of supplies within the supply network. As a result, there exists an intense connection between the need for mobility and GDP growth. (LOK, 2019).

Plunkett (2009) states. Transportation logistics includes operations such as transportation, inventory carrying, order management, and places of origin and delivery. Efficiency, which is providing capacities of goods as required by finale handlers at the least expensive price feasible, is the ultimate goal of in-store logistics.

The scope and composition of the demand for goods transit are influenced by logistical decisions, which aim to move items effectively through a logistic network. Modifications to the logistics system, such as the choice to consolidate storage facilities and increase timely delivery replenishing, have raised the requirement for smaller units to be delivered more often and the importance of time, dependability, and speed. (Jakubicek, 2010). The amplified need for goods in transit is primarily met by the road, whereas proportions of the overall market of all domestic merchandises in shipment by rail decreased as of 21% to 17% between the years 1995 to 2008 (European Commission, 2011). This is because many sectors have increased their reliance on road transportation as a result of the rising demand for small volume commodities flow occurs more frequently.

Logistics management techniques are used by high-performing businesses to cut expenses, boost their competitive edge, and improve functional efficiency. Studies show that companies that adopt logistics management approaches operate more profitably (Amin & Shahwan, 2020). Businesses that wish to flourish via enhanced performance must manage their transport logistics systems effectively to boost competence while reducing total expenses (Petkovski, Ristovska & Kozuharov, 2017). When merely seen as a way of obtaining tolerable assets, events connected to transport logistics, such as the transportation of commodities, are sometimes characterized as either incoming or outbound. Inbound logistics deals with supplies that are delivered into the organization, whereas outbound

logistics refers to activities taken after items have been manufactured all the way through to after-sales services. In both cases, transport logistics is relevant.

Therefore, there is ongoing conflict between efficient logistics and environmental growth in the products transportation sector. While there is an increasing desire to significantly reduce environmental effect, smaller consignments and shorter delivery windows make it more difficult to realize economies of scale in transportation operations. The biggest difficulty with this problem is in urban settings. Urban freight movement promotes industry and trade, two key drivers of wealth. (Wells, Peter. 2019).

There is an increasing number of people in Kenya who reside in metropolitan areas and require a good level of life. Despite accounting for approximately 20% to 30% of citywide road traffic, up to 50% of a city's total air pollution emissions might come from freight transportation., depending on the pollutant in question (Eggleston et al., 2000).

1.1.1 Urban Logistics Practices

Transportation of commodities, which states to all operations conceded out inside a municipal area for the aim of providing industry, trade, or retail, is an example of an activity that falls under the purview of urban logistics management approaches. Businesses may successfully meet customer expectations by utilizing logistics management tactics in addition to controlling demand unpredictability. As shown by a decline in revenue generating, the actuality of inadequate logistic management methods inside the organization has a detrimental influence on the establishment's reputation in the marketplace (Browne et al., 2018).

Logistics is the act of arrangement and carrying out the actual preservation and transportation of goods from their place of production to their final place of utilization. Urban logistics is the course of optimizing the logistics and transport undertakings in municipal extents taking into consideration the transportation setting, its crowding, safety, and energy savings. The purpose of logistics is to satisfy customer requirements in a timely, cost-effective way.

Urban logistic practices include partnership, outsourcing, technology and crowd sourced delivery. Partnership involves the alliance between dualistic separate commercial enterprises that combine their assets to accomplish a shared objective. This tactic helps

raise brand awareness, build and maintain enduring connections with other companies and reach wider audiences. Each relationship places different priority stages of the logistic network, thus helping the companies develop new abilities and learn from each other. In Nairobi fast food outlets partner with final-mile delivery personnel like Glovo Kenya, Jumia food and Uber eats to ease and make efficient the techniques for conveying food in Nairobi.

But leasing primarily concentrates on inbound logistics, which is concerned with obtaining and planning the inbound flow of supplies to manufacturing or assembly facilities, warehouses, or retail establishments. When a corporate dispenses some logistic tasks to an exterior source who is a third party, it is referred to as outsourcing logistics. Therefore, outsourcing as a logistic practice is essential as it reduces operation cost, encourages better use of company resources and improves customer service while expanding the market.

The logistics industry has been transformed by the use of mobile apps by last mile delivery agents as a result of the overwhelming amount of information available. This has resulted in increased transparency and consumer satisfaction, as customers can now easily track the status of their purchases in real-time, receiving updates from the moment their order is placed, through to when it is received and shipped. Additionally, customers are able to monitor the progress of their purchase at every step of the delivery process, which has further enhanced their overall shopping experience. Prior to making a purchase, customers can peruse comprehensive reviews of both the product and the company, thanks to the app. This level of service has raised the bar for customer satisfaction. (Helen Sabell, 2021)

Crowdsourcing logistics enables shippers, merchants, and grocery shops to work directly with temporary or part-time delivery drivers instead of going through middlemen. This process is an effective logistic practice as it increases timely, economical delivery and also improves product development as companies obtain ideas, products, or information by asking a huge number of individuals for their opinions.

1.1.2 Delivery Performance

Delivery performance refers to a company's capacity to reach, connect with, and provide services to end users. Assistance provided by businesses, in the form of intangible activities called services, not lead to ownership and cannot be stockpiled. The satisfaction level of customers is heavily influenced by the quality of service, leading to a requirement for customer-oriented services. This plays a key part in the performance overall of the organization as it positively impacts customer satisfaction and employee morale. Therefore, fast food outlets' competitiveness and sustainability depend on effective service delivery. Service delivery in logistics requires the development of necessary capabilities and the provision of competitive solutions to improve delivery performance. The evaluation of response time, flexibility, objective accomplishment, and efficiency is crucial for fast food outlets to achieve exceptional delivery performance. Logistics strategies, response rate, resource utilization, and planning support overall effectiveness. (Ojasalo & Gronroos, 2017; Galetzka, Pruyn, Verhoeven & Pieterse, 2006; Beamon & Balcik, 2015). This study has adopted the numeral of customers served, the resource efficiency, service excellence, organizational flexibility and response stretch as the parameters of measuring service delivery.

1.1.3 Fast Food Outlets

Quick service restaurants are spaces to purchase meals with a comparatively short cuisine, prepared or rapidly precooked menu, and carryout utilities. The fast food business is experiencing significant growth worldwide, with emerging markets like Asia and Africa contributing to the expansion of new business innovations. In Nairobi, the fast food industry is also expanding due to the growth of the middle class and the increasing number of tourists. Both global and local restaurant chains are investing millions of dollars to magnify their restaurant chain in Nairobi County. Quick service chain corporate is rapidly intensifying in the food industry, accounting for 47.8 percent of household spending, rendering to the National Restaurant Association of Kenya (NRAK). Due to the high-profile international meetings that were hosted in Nairobi between 2015 and 2016, KNBS estimates a rise in investment in the accommodation and foodstuff services industries. In 2016, the industry made up 0.8% of the GDP and contributed to job creation with 74.7 percent of total employment in the industry. The success of these fast food restaurant chains

has been attributed to their distinguishing trademark marketing and sanitary dispensation services, which provide a diversity of global and indigenous specialties. Additionally, the market has expanded to a larger client base inside Nairobi County and its close-by surrounding counties thanks to swift services, wrapping, online purchasing, and mobile delivery services.

1.2 Research Problem

Global research has shown a sturdy association amongst organizational success in the manufacturing sector and logistical performance. In order to satisfy client demands, logistics include the effective transportation of components, data, commodities, and services to the consumer from the manufacturer. Communications, infrastructure, inventory management, and transportation are just a few of the crucial logistical factors that must be managed well for the goods or services to reach the intended customers on schedule. Notwithstanding the benefits of urban logistics, companies may appear reluctant to collaborate with logistic partners because of challenges including risks associated with disparate distribution, expensive overhead expenses, and making crucial choices with active providers.

Locally, studies have shown the benefits of outsourcing services for third parties in logistics companies, including minimized operating expenses resulting in institutional and functional effectiveness. In-store logistics operations have also been found to have a significant impact on customer satisfaction in supermarkets. Overall, while the fast food industry in Nairobi has experienced significant growth, it remains vulnerable to internal and external macroeconomic shocks. Effective logistics management practices can contribute to improving performance in this industry. International analysis has shown a sturdy association amongst corporate achievement in the manufacturing part and logistical performance. In order to satisfy client demands, logistics include the effective transportation of components, data, commodities, and services from the production area to consumers. Communications, infrastructure, control of inventory, and transportation are just a few of the crucial logistical factors that must be managed well for the goods or services to reach the intended customers on schedule. Notwithstanding the benefits of urban logistics, businesses sometimes seem disinclined to labor with transportation

associates for the reason that of complications such dangers from uneven dispersal, overhead expense, and discussing vital verdicts with functional providers.

Studies conducted locally have demonstrated the advantages of contracting out logistics services to outside firms, including lower operating expenses that boost organizational and functional effectiveness. In-store logistics operations have also been found to have a significant impact on customer satisfaction in supermarkets. Overall, while the fast food industry in Nairobi has experienced significant growth, it remains vulnerable to internal and external macroeconomic shocks. Effective logistics management practices can contribute to improving performance in this industry. This research was intended to respond to the query: What are the urban logistics management practices of fast food outlets in Kenya, and how do these practices impact the delivery performance of fast food outlets in urban areas?

1.3 Objectives

The primary objective of the study was to determine how urban logistics processes approaches impacted the distribution of goods within Nairobi, Kenya.

The specific points are:

- i. To establish the scope of urban logistics practices in fast food outlets within Nairobi.
- ii. To determine the influence of urban logistic practices on delivery enactment of quick service restaurants within Nairobi.

1.4 Value of the Study

This shall underwrite the progress of theories and stratagems that can mend the enactment of the fast food industry and other related sectors. Furthermore, the research will offer valuable insights to government policy makers and regulatory bodies in the formulation of policies that support the expansion and evolution of the fast food sector in Kenya. Overall, the study has the capacity to support GDP growth and progress of the republic by enhancing the competitiveness of the fast food industry and increase employment opportunities for the youth.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This segment submits the assessment of works, which includes both theoretical and empirical writing. A portrayal of philosophies (transaction cost theory and network theory) that were used as the research's foundation makes up a theoretical assessment. Studies on quick service restaurant's urban logistics methods, service conveyance pointers, and the influence of service delivery on the effectiveness of quick service restaurants are all included in the empirical review.

2.2 Theoretical Framework

This segment describes a twofold hypotheses used in the research to explain urban logistic practices and their impact on service delivery in quick service restaurants. Transaction cost theory and network theory are the two theories.

2.2.1 Transaction Cost Theory

Therefore, it is important for fast food business establishments to carefully evaluate their capabilities and identify which logistics functions they could carry out internally and which ones they could outsource to external providers. This will help them to optimize their logistics operations and minimize their functional costs while ensuring high-quality service delivery to their customers.

Furthermore, the research will also explore the purpose of technology in last mile logistics for fast food chains. With the increasing adoption of technology in the fast food industry, it is important to examine how technology can be used to improve last mile logistics efficiency and customer satisfaction. This will require an exploration of the different technology solutions available for fast food businesses, such as mobile ordering, delivery tracking systems, and other digital platforms that can be used to optimize logistics operations.

Overall, this research will contribute to the prevailing form of familiarity on logistics practices in the fast food industry, providing valuable insights for business establishments, policy makers, and researchers alike. By improving the efficiency of last mile logistics, fast food businesses can enhance their competitiveness in the market and afford superior

services to their clientele, thereby contributing to the overall growth and development of the food service industry in Kenya.

This theory is essential in the setting of logistics practices because it describes the idea of the entire cost possession, which includes purchase costs, repair expenses, storage fees, service costs, and dispensation charges (Gyau & Spiller, 2008). Utmost retailing companies will suffer expenditures by shipping items from one location to another along the logistic network scheme (Brouthers, Brouthers, & Werner, 2003). As a result, a comprehensive assessment of these expenses is vital to recognize the trade-off incase enterprises should improve their functional enactment (Barratt & Oke, 2007). Philosophy is important in the research because it stresses the numerous operations within logistics that are effectively integrated in order to save expenditures and increase functional efficacy.

2.2.2 Network Theory

This can lead to a more efficient last mile logistics system, with shorter delivery times and increased customer satisfaction. The study will explore how network theory can be used to optimize the connectivity between fast food outlets and their logistics partners, by identifying key nodes in the logistic network and establishing strategic alliances and partnerships between them.

Moreover, the study will examine how social network analysis (SNA) can be applied to the study of last mile logistics in the fast food industry. SNA is a methodology that allows the analysis of social networks and the relationships between different nodes within a network. By applying SNA to the study of last mile logistics in the fast food industry, the study will be able to identify key players in the logistic network, their level of influence and their interconnections, thereby providing valuable insights for the optimization of last mile logistics operations.

In conclusion, this research will help us better comprehend last mile logistics operations in the fast food industry from a network theory and SNA perspective, providing valuable insights for the optimization of logistics operations and improving the competitiveness of fast food businesses. By leveraging the power of networks and strategic partnerships, fast food businesses in Kenya can enhance their logistics efficiency, reduce functional costs, and ultimately improve their overall performance and customer satisfaction.

2.3 Urban Logistics Practices

In addition to transport, infrastructure and communication are also critical aspects of urban logistics. The availability and condition of roads, highways, bridges, and other transportation facilities influence the effectiveness and efficiency of the logistics system. Poor infrastructure may result in increased transportation costs, delays, and damages to goods. Communication technology is also essential in ensuring effective coordination and collaboration between various stakeholders involved in urban logistics. It facilitates real-time data exchange and feedback, which helps to enhance the accuracy and timeliness of inventory management, scheduling, tracking, and monitoring of goods (Tofighi, Tomari & Mansouri, 2016).

Inventory management is another critical aspect of urban logistics, which involves the efficient and effective management of the movement of supplies from the place of manufacture to the end user. Proper inventory management helps to minimize the costs associated with holding and storing goods, while ensuring that adequate stocks are available to meet the demand of customers. This requires accurate forecasting of demand and supply, efficient order processing, material handling, and stock control.

In summary, urban logistics involves the acquisition, movement, and endowment of merchandises and services, and is essential for meeting the needs of customers in urban areas. It involves several aspects, including centralization, transport, infrastructure, communication, and inventory management. These aspects must be effectively managed to ensure that logistics operations are efficient, cost-effective, and responsive to the needs of customers.

Outsourcing logistics is a crucial module of urban logistics. According to Falagara Sigala and Wolkabinger (2019), this is the deliberate practice of external entities to convey tasks that are characteristically controlled by interior departments, resources, and employees. Grounded on benefits, perils, and rates, a quick service restaurant must magnificently choose which logistical facilities to source internally and which ones to outsource to third parties. Additionally, partnerships are a crucial urban logistical procedure that allow quick service food establishments to create tactical logistical ties with final mile provision personnel.

The administration of the inventory, which involves ordering supplies and services, comes last. Fast food restaurants are more responsive when their inventory is prepositioned. The method is used to calculate the quantity of products required based on certain stock levels and order frequency. Logistics divides planning for stocks into four categories. The following types are the news vendor, basic stock, regular evaluation, and dynamic lot-size models. To choose the model that is most appropriate for the circumstance, one should weigh the advantages and disadvantages of each model. (Falagara Sigala & Wolkabinger, 2019).

2.4 Delivery performance

Delivery performance refers to the scope to which an establishment's products and services meet customer expectations, indicating the competence of the logistic network in meeting customer needs. The measurement of performance ranges from the supplier to the customer, making it a vital metric in logistic network management. The distribution channel, vehicle schedule, and warehouse placement are all important considerations in delivery performance in a typical distribution mode. On-time delivery is crucial and acts as an indicator of customer service level. Flexibility in the delivery system can positively influence customer orders and satisfaction, hence should be considered when developing measurement matrices. Effective delivery performance leads to increased customer satisfaction and employee morale, giving fast food outlets a competitive edge. Continuous development of capabilities and solutions is necessary for achievement in logistics. The response time, flexibility, objective achievement, and efficiency are factors that can lead to delivery performance in fast food outlets. The study adopts order fulfillment rates, delivery lead time, delivery reliability, and customer satisfaction as parameters of measuring delivery performance.

2.5 Empirical Studies

The primary aim of urban logistics is to bid merchandises and services to clientele at the exact stint and abode while ensuring cost-effectiveness. However, there is a lack of literature on logistics service delivery, which necessitates the need for further research in this area. Previous studies have focused on factors affecting logistics management, including technological changes, logistics management practices, and organizational learning, and their stimulus on firm recital. These studies have contributed significantly to

knowledge building in urban logistics, but there is a gap in the understanding of delivery service performance in quick service outlets in Nairobi.

By examining, this study aims to close the knowledge gap service delivery performance of fast food outlets in Nairobi, paying specific attention to order completion rates, lead times for deliveries, dependability of deliveries, and client happiness. The findings will enhance the existing knowledge base by providing useful insights for quick service outlets on how to improve delivery performance and boost their competitive edge in the marketplace.

Juhász and Bányai (2018) observed that suppliers of final miles' services participate in urban logistics to either make a profit or for charitable reasons. The authors propose that quick service outlets could partner with these organizations to satisfy stakeholders' needs and enhance their public image. Additionally, these providers can also serve as customers when their services are outsourced. However, the study's findings were limited to a country outside Kenya, which may limit its generalizability to the Kenyan context.

Ndung'u and Were (2018) examined the essentials influence efficient logistics oversight within Kenya's industrial segment. Covering 46 logistics workers from Sameer Africa Limited's administration of logistics department, the study used a descriptive survey approach. The results showed that, when assessed based on production, technological advancements were the main factor impacting logistics oversight. The study gap, nevertheless, merely looked at the productivity as a performance metric example of Sameer Africa Limited.

Gitonga (2017) performed research to measure the influence of logistics administration practices on a functional enactment of Nairobi's rapidly expanding consumer product producers. The study employed a descriptive survey approach and stratified selection to reach a sample of 85 companies. According to the outcomes, logistics management techniques have a substantial influence on the performance of these enterprises. However, the exploration gap focused solely on fast-moving consumer goods manufacturers, and this study intends to address that gap by examining fast food outlets in Nairobi.

Similarly, Wanyoike and Mukolwe (2015) explored the impact of logistics administration methods on Mumias Sugar Company Limited's functional efficacy and used stratified sampling to select a sample size of 92 participants, including staff members from various

departments, farmer representatives, Authorities from the Kenya Sugar Board and the Ministry of Agriculture. The research revealed that operative administration of data flow and automation of warehousing activities significantly enhance a firm's core and peripheral processes. The research gap in this study is that it only focused on Mumias Sugar Company, and this study will explore logistics management practices in fast food outlets in Nairobi.

The study by Ristovska, Petkovski & Kozuharov (2017) investigated how logistics management strategies affect company efficiency. The experimental research involved 80 test subjects from various companies in the Macedonia. The findings revealed the importance of optimal management of logistics events, and the need to enhance logistics managers' skills to improve business efficiency, client satisfaction, and competitiveness. The research gap highlighted the necessity of investigating other regions/countries, different company sizes, and exploration of the interaction between the dimensions.

Olavarrieta and Ellinger (2004) emphasized the importance of agility in the marketplace for firms to survive and succeed in a dynamic environment. Logistics management has become a strategic worry about the efficacy of the firm and a crucial a sustained contributor to viable edge. The study found that combining logistical resources and organizational learning can result in superior performance.

Similarly, Wisner et al. (2011) argued that cost management and customer satisfaction are crucial for the logistic network system to remain successful. The study highlighted that logistics or logistic network management must satisfy consumer expectations for precision, timely delivery, fill rate, handling of concerns from clients, and overall contentment to advance superior performance.

Waweru et al. (2015) also accentuated the prominence of logistics management in meeting customer satisfaction. The study found that logistics management must fulfill timely delivery, fill rate, accuracy, and response to customer complaints to achieve superior performance.

According to the Japan Institute of Logistics System, logistics supervision as a running tactic contributes to corporate superior performance and profits. Chan (2003) stated that qualitative specs including client grievances, reaction time, in-time delivery, time interval, fill degree, and correctness define how well the oversight of logistic networks or logistics

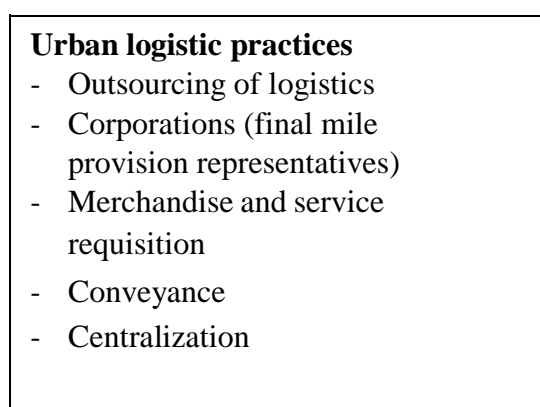
performs. The role of logistics providers is vital in refining the purposes of fast food outlets. They ease and adapt goods and services for intended customers, helping fast food outlets respond swiftly to specific response needs and providing additional services. Other logistics Services are included, including inventory management, packing, and ultimate delivery to the intended users. The use of integration can help fast food outlets minimize undesired inventories, thus improving response services.

The application of information technology is crucial in enabling establishments to surge harmonization and divulgence of numerous value-adding deeds with their associates and amongst efficacies inside of their peculiar systems. The development of internet knowledge offers momentous opportunities for charge reduction, increased rejoinder, flexibility, and improved rejoinder services. Information management is crucial in disaster control, and its speedy application can have a substantial influence on the value of the rejoinder. It assists in including accomplishments and supplying measurements. to enable fast food logistic networks to execute more fluidly. The use of data systems to track and smidgen customer needs can significantly surge the effectiveness of providing help and cut down on debris.

2.6 Conceptual Framework

The conceptual outline on which this investigation was built is presented in Figure 2.1. Fast food establishments' execution of services is a dependent component, while logistics practices are the independent factors. It provides the proposed relationship.

Independent variable



Dependent variable

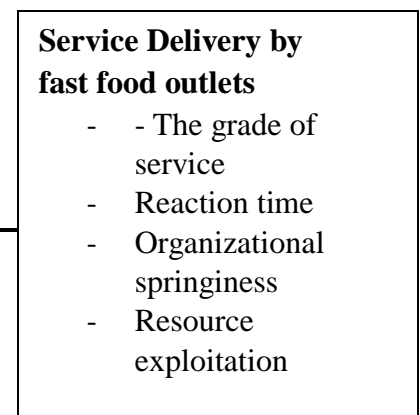


Figure 2.1: Conceptual Framework

Source: Author (2023)

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

This segment explicates demonstration and ways that were considered in the investigation, outlining the research strategy, design, record assortment techniques and tabling procedures.

3.2 Research Design

The investigator used a cross-sectional review method, which involves gathering data out of a populace sample, as explained by Kothari (2004). This research design aimed to identify all the characteristics present in the selected audience and establish cause-and-effect associations by deducing various variables from the potential outcomes.

3.3 Population of the Study

The author aimed every single licensed quick service restaurant within Nairobi, rendering the Pilot information from Nairobi County permitting offices shows that there are 100 registered fast food outlets within the Nairobi.

3.4 Sample design

The author made use of a stratified random sampling procedure to pick a subset that accurately represents the entire population.

The method of sampling is well-suited for research studies because it provides an equal opportunity for all members of the target population to be selected, conferring with Mugenda and Mugenda (2003). Furthermore, the stratified sampling procedures ensures that even small groups that might have been overlooked by other sampling approaches are involved in the research. In this particular research, a section of 50 participants was selected (as detailed in Appendix II), which represents 50% of the total populace. Mugenda & Mugenda (2003) assert that the sample gets more accurate and its sampling error decreases with increasing sample size.

3.5 Data Collection

The investigation make use of both main and subordinate quantitative figures. To gather information on urban logistics and delivery performance, a questionnaire was developed that covered all variables involved in the study. The form was alienated into four parts:

overall data in section A, information on research objective one in section B, and information on research objective two in section C. Participants were exclusively logistic network supervisors and operations supervisors of fast food outlets within Nairobi City who were deemed to be the most knowledgeable about the subject matter. The researcher used an online method to administer the questionnaire (google forms) as its more convenient in terms of time and also cost effective.

3.6 Data analysis

The record scrutiny method started with organizing the forms to define which ones were suitably packed and should be included for study. Following cataloging, raw data was coded and keyed in the Arithmetical software for social sciences (SPSS), which is used to generate the obligatory statistics. Both regression analysis and descriptive statistics were utilized to scrutinize the records. Using descriptive statistics, it was possible to ascertain the quantity and variety of logistical techniques employed by quick service restaurants as well as service delivery metrics for the closed-ended questions. Mean scores, frequency distributions, and percentages were employed as expressive statistics. The stimulus of urban logistics on fast food service delivery was determined using regression scrutiny. The regression replicas were of the following type:

$$\beta_0 + \beta_1 X + e = Y_1$$

$$\beta_0 + \beta_2 X + e = Y_2$$

$$\beta_0 + \beta_3 X + e = Y_3$$

$$\beta_0 + \beta_4 X + e = Y_4$$

In the above model, 'Y₁' represents functional efficiency urban logistics amid quick service restaurants, 'Y₂' represents reputation of quick service restaurants, 'Y₃' represents timeliness in service provision throughout delivery amid fast food outlets 'Y₄' represents resource utilization in fast food outlets, 'X' represents urban logistic practices, the constant is 'β₀' and the error term is 'e'. The aftermaths of the study were laid out in the manner of bar graphs, pie diagrams, and tables. Table 3.1 contains a synopsis of the info gathered and the analysis approach used. Table 3.1: Summary of Data Collection and Analysis procedures used.

Objective	Questions	Data analysis method
Contextual Data	Segment A	Descriptive statistics – Rates and percentages
To launch the extent of urban logistics practices in quick service restaurants within Nairobi.	Section B	Descriptive statistics –means, standard deviations, percentages and rates
To define the influence of urban logistic practices on provision enactment of quick service restaurants within Nairobi.	Section C	Regression analysis Inferential statistics

CHAPTER FOUR: DATA ANALYSIS, FINDINGS AND DISCUSSIONS

4.1 Introduction

The conclusions of records examination are discussed in this section. The research's objectives were to inspect the scope of urban logistics practices in Nairobi fast food outlets and the influence of urban logistics practices on delivery enactment of Nairobi fast food outlets. The study was conducted utilizing expressive figures such as mean scores, occurrences, and proportions. The association between urban logistic practices and delivery performance in fast food restaurants was established using correlation and regression analysis.

The chapter is broken into segments. These comprise the participation rate, basic information, descriptive analysis, regression analysis, and explanation of findings. This section investigates the depth in which quick service chain businesses have proliferated in Nairobi County. integrated urban logistic methods in their everyday operations in the descriptive study. A framework summary is provided in the regression evaluation, afterwards the evaluation of variance and coefficients of determination. In the vivid research, this section investigates the depth in which quick service establishment within Nairobi County have integrated urban logistic practices into their daily operations. In the regression evaluation, a framework encapsulation is provided, and there after the scrutiny of variance and coefficients of determination.

Following the typical overview, the examination of variance and coefficients of determination are shown.

4.2 Response Rate

The author dispersed fifty online forms to Nairobi County quick service chain businesses. A total of 42 forms were completed and feedback was provided. This amounted to 84% of the responses, which the researcher deemed a sufficient depiction of the target populace. This was influenced by Edwards, Clarke, and Kwan's (2002) recommendation of an 80% retort rate. Table 4.1 displays the rejoinder rate.

Table 4.1: Response Rate

Response Rate	Frequency	Percentage
Filled	42	84%
Not Filled	8	16%
Total	50	100%

Source: Author (2023)

4.3 General Information

The participants ' general information is shown in this section. The researcher talks about the role apprehended, sex, age, and length of employment. The results are displayed below.

4.3.1 Roles in the Organization

In Nairobi County, the participants were requested to list their roles in their different quick service chains. The study's findings are shown in Table 4.2.

Table 4.2: Roles in the Organization

Position	Frequency	Percentage
Logistic network officer	24	57.1
Operations Manager	12	28.6
General Manager	6	14.3
Total	42	100.0

Source: Research Findings (2023)

The statistics publicized that greatest of the participants (57.1%) held the position of Logistic Network Officer, and the second-largest group (28.6%) were Operations Managers, while only 14.3% were General Managers. Based on this information, it can be inferred that these participants were in the best position to understand how urban logistics practices impact the delivery performance of their fast food establishments. With their duties of managing the flow of goods and services, overseeing daily restaurant operations, or managing overall restaurant operations, the responses of Logistic Network Officers and Operations Managers can provide valuable insight into the consequence of urban logistics practices on the delivery enactment by quick service chain restaurants.

4.3.2 Gender of Participants

The gender information provided by the participants piqued the researcher's curiosity further. The study's conclusions are shown in table 4.3.

Table 4.3: Gender of Participants

Gender	Frequency	Percent
Male	28	66.7
Female	14	33.3
Total	42	100.0

Source: Research Findings (2023)

In accordance to the research outcomes, the mainstream of the participants (66.7%) were male, while 33.3% were female. These results suggest that the top management positions in quick service chain restaurants are occupied by both genders, but predominantly by males.

4.3.3 Age Bracket

The survey also aimed to define the participants' age range among the quick service chains in Nairobi County. In Table 4.4, the study's findings are summarized.

Table 4.4 Age Bracket

Age Bracket	Frequency	Percent
31-40 years	16	38.0
41-50 years	12	28.6
51-60 years	7	16.7
Less than 30 years	5	11.9
Over 60 years	2	4.8
Total	42	100.0

Source: Research Findings (2023)

Grounded on the verdicts of the study, the mainstream of the participants (38.0%) were amid the ages of 31-40 years, followed by 28.6% who were between 41-50 years old. Additionally, 16.7% of the participants were between the ages of 51-60, while only 4.8% were above 60 years old. These results suggest that the participants in the quick service chain industry were from assorted age groups, with a significant proportion falling in the 31-50 age bracket.

4.3.4 Working Period

The survey also aimed to determine how long the participants had worked for their various third-party logistics service providers. The outcomes *are shown in Table 4.5* below.

Table 4.5: Working Period

Working Period	Frequency	Percent
11-15 years	19	45.2
6-10 years	8	19.1
Less than 5 years	7	16.7
16-20 years	5	11.9
Over 20 years	3	7.1
Total	42	100.0

Source: Research Findings (2023)

The author's findings indicate that 45.2% of participants had spent between eleven and fifteen years working in their respective quick service chain restaurants. Furthermore, the second-largest group comprised individuals who had been in the workforce for between six and ten years, while simply 7.1% of the participants had been in the workforce for more than twenty years. These data suggest that most of the participants had significant operational practice in their particular establishments, which would enable them to realize the influence of logistic network assimilation on logistic network enactment. Overall, the findings suggest that the participants had a decent empathetic of the quick service chain industry's inner workings.

4.4 Urban Logistics Practices

The intention of the research was to assess the fast food chains' urban logistics techniques, concerns, and collaborations. The study first set out to determine if urban logistics are handled internally at fast food restaurants or are outsourced. Figure 4.4 provides the study results.

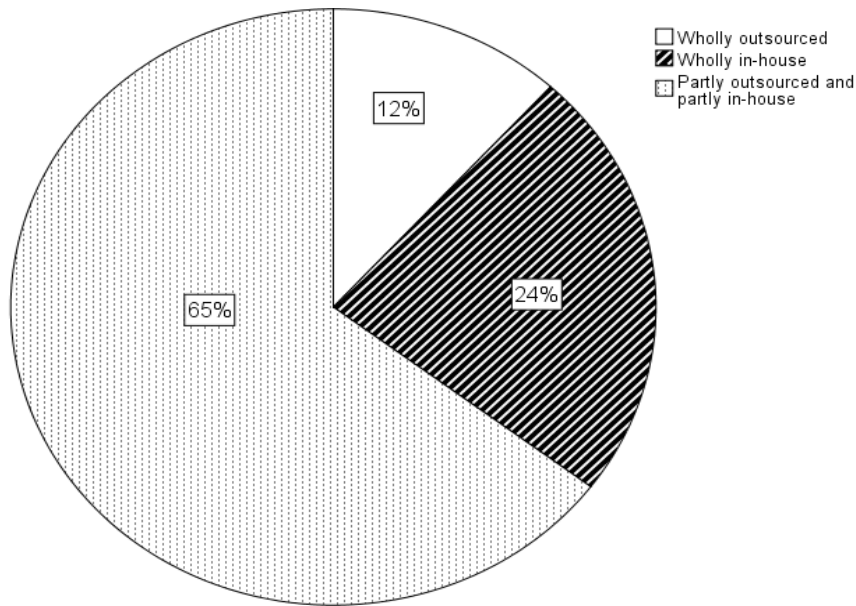


Figure 4.4: Logistics Outsourcing in the Organizations

4.4.1 Outsourcing of Urban Logistics

The goal of the investigation was to identify the urban logistic services that fast food restaurants contract out. The survey participants were given a list of urban logistic practices and asked to identify whether or not their companies outsourced. Table 4.6 presents the study's verdicts.

Table 4.6: Urban Logistic Services Outsourced

Urban logistic services	Yes		No	
	F	%	F	%
placing orders for goods and services	5	11.9	37	88.1
Utilizing outside logistical service providers	33	78.6	9	21.4
Material handling services	10	23.8	32	76.2
Warehousing management services	37	88.1	5	11.9
Management of information flow	3	7.1	39	92.9
Management of inventory	15	35.7	27	64.3
Management of transportation	39	92.9	3	7.1

The outcomes highlighted in Table 4.6 signpost that fast food outlets in Nairobi county mostly outsourced transportation management, warehousing supervision, and the hiring of outside logistical service providers. However, the study found that the administration of data course was the least outsourced urban logistic service. These findings align with the conclusions drawn by Peng et al. (2016), who suggested that fast food outlets tend to outsource logistical services for tasks where they lack sufficient in-house capabilities.

4.4.2 Factors Considered While Outsourcing of Urban Logistics Services

The investigation looked at the variables fast food restaurants took into account while outsourcing urban logistic services. Participants in the survey were asked to identify the notch to which certain aspects were taken into account by their firms. The organization's level of consideration of the above variables in choosing the urban logistic service provider was evaluated on a five-point Likert gauge. On a gauge of one to five (lower Degree to greater Degree), the rating was given. The results of the research's analysis of the replies using means, standard deviations, and other metrics are presented in Table 4.7.

Table 4.7: Factors Considered While Outsourcing of Urban Logistics Services

Factor	Mean	Std. Deviation
Familiarity	4.35	.799
Geographical Presence	4.06	.896
Rate of logistic utilities delivered	4.29	.963
Reliability / Dependability	4.46	.502
Security and safety	4.13	1.064
Convenience	4.33	1.183
Management expertise	4.28	.770
Flexibility in operations	3.44	1.410
Range of services	3.16	1.141
Financial strength	3.28	.978

The study's Table 4.7 presents results that demonstrate the factors fast food outlets prioritized when selecting urban logistics providers. Reliability, experience, convenience, cost, management expertise, security and safety, and geographical presence were considered to a great extent. Meanwhile, the factors of flexibility in operations, financial strength, and range of services were moderately considered. These findings align with Haakansson's (1987) network theory, which suggests that establishments pursue diverse aptitudes within their grids to enhance their locus and decrease expenses. Furthermore, these results support Oliver's (1990) view that inter-organizational associations highlight the significance of specialized relationships, trust building through recurring accommodating connections, and mutual adjustment of systems and routines through exchange processes.

4.4.3 Partnerships in Last Mile Logistics

The research looked at the scope to which fast food restaurants collaborated with various last mile service providers to offer urban logistic services. On a gauge of one to five (Very low Extent to Very Great Extent), study participants were asked to assess the degree to which their firms collaborated with other partners. Means and standard deviations were used in analysis. Table 4.8 highlights the research outcomes.

Table 4.8: Partnerships in Last Mile Logistic Services

Partners	Mean	Std. Deviation
Uber eats	4.16	1.016
Glovo	4.10	.964
Jumia foods	3.79	1.153
Yum Deliveries	1.99	1.086
Grubbys Kenya	2.34	.840
Ayazona	2.18	1.036
Take Eat Easy Kenya	3.91	.707
Jikoni Eats	3.79	.944

The survey found that fast food restaurants worked closely with Uber Eats, Glovo, Jumia Foods, and Jikoni Eats in terms of urban logistics. The fast food restaurants have limited partnerships with Grubbys Kenya, Ayazona, and Yum Deliveries.

4.4.4 Urban Logistics Practices

Investigations were made into the fast food establishments' use of urban logistics. The survey participants got requested to identify the scope to which their establishments had embraced each of the mentioned practices. Ratings oscillated from Very low magnitude to Very considerable magnitude on a scale of 1 to 5. The outcomes of the study are highlighted in Table 4.9 after means and standard deviations were considered in the scrutiny of the replies.

Table 4.9: urban Logistic Practices by fast food outlets

Practices	Mean	Std. Deviation
The fast food outlet employ logistics firms that offer diversified, discounted transportation services	4.29	.793
The fast food outlet records and documents all deliveries made	4.51	.738
The fast food outlet has capitalized profoundly in machinery to track and augment movement of goods to its customers.	3.88	.939
Several conveyance optimization replicas are pragmatic by the fast food outlet to guarantee that supplies reach the customers as fast as possible	3.91	.876

The study results presented in Table 4.9 demonstrate that fast food outlets extensively implemented two urban logistics practices, which are recording and documenting deliveries and utilizing logistics providers that offer diverse subsidized transportation services. However, the findings show that some urban logistics practices were only moderately adopted, such as using various optimization models to ensure speedy distribution and investing in technology to track and improve the movement of goods. Consequently, the study suggests that fast food outlets do not frequently invest in technology and rarely experiment with different transportation models.

4.4.5 Service Delivery

The dependent variable in the study was the service provided by fast food restaurants. Therefore, the aim of the investigation was to approximate the fast food restaurants that took part in it in terms of service delivery. Four criteria were used to evaluate the quality of the service: response time, organizational flexibility, resource use, and service quality. On a gauge of 1-5 (Very low Degree to Very Prodigious Degree), research participants were asked to rate the organization's achievement of the service delivery characteristics. The replies were examined using mean scores and standard deviations.

Table 4.10: Service Delivery among fast food outlets

Service delivery aspect	Mean	Std. Deviation
Flexibility/Functional efficacy –Charges in delivery as abridged	3.99	.702
Quality service/Repute - The fast food outlet stands out as a quality service provider	4.00	.829
Response time/Timeliness in delivery - The fast food outlet has consistently achieved timely delivery of food its customers	3.98	.589
Resource utilization	3.99	.702

Table 4.10's findings reveal that the examined fast food restaurants had achieved high levels of functional efficiency, reputation, on-time delivery, and resource utilization. According to the study's findings, the examined organizations provided high-quality services, as evidenced by their standing, promptness, effectiveness, and degree of resource utilization.

4.5 Effect of Urban Logistics on Service Delivery of fast food outlets

The purpose of the research was to ascertain how Nairobi's urban logistics affected the way that fast food establishments provided their services. The study used basic linear regression to achieve its goal. According to Collis and Hussey (2013), basic linear regression enables the estimate of a dependent variable's variance founded on the independent variable's variance. Thus, this can show if there is a substantial association amongst the independent and reliant variables. The functional effectiveness, reputation, resource utilization, and timeliness in service supply were the four service delivery indicators applied in the research to develop a simple linear regression model of urban logistics. For this, the rankings of urban logistical procedures were added. This section includes the conclusions. Table 4.11 highlights outcomes on the influence of urban logistics on functional efficacy.

Table 4.11: Effects of Urban Logistics on Functional Efficiency

R	R Square	Adjusted R Square		Std. Error of the Estimate		
.944	.912	.911		.246		
	Sum of Squares	df	Mean Square	F	Sig.	
Regression	41.982	1	41.982	712.566	.000	
Residual	4.009	66	.061			
Total	46.000	67				
	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
(Constant)	.383	.140			3.262	.001
Urban logistics	.967	.022	.944		27.185	.000

The model from the analysis in Table 4.11 is;

$$.462 + .875X = Y_1$$

In that Y_1 is functional efficacy of fast food outlets and X is urban logistic practices.

According to Table 4.11's findings, urban logistics accounts for 91.3% of the functional effectiveness of fast food restaurants in Nairobi ($r^2 = 0.912$). This means that 8.7% of functional efficacy was explained by additional factors that weren't contemplated by the model. In the research, the indicators of functional efficiency were the level of service quality, the number of customers, and customer happiness. These results show that the model has a strong explanatory capacity. The model was also statistically substantial, according to the statistics ($F = 712.566$, $p < 0.05$). These findings show that the model suited the data well. Additionally, according to the findings of the t test ($\beta = 0.875$, $t = 27.185$, $p < 0.05$), urban logistics had a statistically substantial influence on the functional effectiveness of quick service chain restaurants in Nairobi. These findings indicate that increasing urban logistics procedures by one unit would increase functional effectiveness by 0.875.

The outcomes of the influence of urban logistics on the reputations of the fast food outlets concerning service delivery are highlighted in Table 4.12.

Table 4.12: Effects of Urban Logistics on Reputation

R	R Square	Adjusted R Square		Std. Error of the Estimate		
.717	.514	.506		.582		
	Sum of Squares	Df	Mean Square	F	Sig.	
Regression	23.637	1	23.637	712.566	.000	
Residual	22.383	66	.339			
Total	46.000	67				
	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
(Constant)	1.641	.291			5.634	.000
Urban logistics	.622	.074	.717		8.348	.000

The model from the examination in Table 4.12 is;

$$1.641 + .622X = Y_2$$

In that X represents urban logistical procedures and Y_2 is the fast food restaurants' reputation for delivery performance.

According to the findings shown in Table 4.12, urban logistics accounts for 51.4% of the reputation of quick service restaurants in Nairobi with regard to delivery performance (r squared = 0.514). This suggests that additional factors beyond the scope of the model accounted for 48.6% of the reputation of fast food restaurants.

The results of this investigation suggest that the model's explanatory power was moderate. The model was statistically substantial, according to the statistics ($F = 69.697$, $p < 0.05$).

These results demonstrate the perspective in which the model fit the data. In addition, the outcomes of “t” test show that urban logistics had a statistical substantial impact on the standing of Regarding delivery performance, fast food establishments in Nairobi ($\beta = 0.622$, $t = 8.348$, $p < 0.05$). These findings indicate that a one-unit surge in urban logistical procedures would give a rise in a 0.622-unit improvement in the reputation of fast food restaurants.

The outcomes on the influence of urban logistic practices on timeliness in service delivery by the fast food outlets are highlighted in Table 4.13.

Table 4.13: Effects of Urban Logistics on Timeliness in delivery

R	R Square	Adjusted R Square	Std. Error of the Estimate		
.852	.726	.722	.437		
	Sum of Squares	Df	Mean Square	F	Sig.
Regression	34.312	1	34.402	174.967	.000
Residual	13.647	66	.191		
Total	47.000	67			
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.484	.124		44.208	.000
Urban logistics	.682	.052	.852	13.228	.000

The model from the analysis in Table 4.13 is; $Y_3 = 1.484 + .682X$

Urban logistic procedures are X and Y_3 timeliness of delivery by fast food restaurants.

According to the findings in Table 4.13, urban logistics accounts for 72.6% of the promptness of deliveries made by fast food restaurants in Nairobi (r squared = 0.726). This shows that there were additional factors that were not taken into account in the model that explained 27.4% of the timeliness in delivery by the fast food businesses. These results show that the model has a strong explanatory capacity. The model was statistically significant, according to the results ($F = 174.987$, $p < 0.05$), as well.

These outcomes demonstrate how well the model fit the data. Additionally, according to the findings of the t test ($\beta = 0.682$, $t = 13.228$, $p < 0.05$), urban logistics had a statistically substantial impact on the aptness of delivery by the quick service restaurants within Nairobi. These discoveries designate that a one-unit surge in urban logistics procedures shall result in a 0.682-unit improvement in the timeliness of delivery by fast food restaurants in Nairobi.

Table 4.14: Effects of Urban Logistics on level of resource utilization

R	R Square	Adjusted R Square	Std. Error of the Estimate		
.974	.949	.940	.597		
	Sum of Squares	Df	Mean Square	F	Sig.
Regression	24.502	1	24.502	84.687	.000
Residual	12.698	66	.154		
Total	46.000	67			
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.825	.925		1.973	.000
Urban logistics	.425	.134	.436	3.172	.001

The model from the analysis in Table 4.14 is; $Y_4 = 1.825 + .425X$

In that X represents urban logistical practices and Y_4 is the degree of resource use by fast food restaurants.

According to the findings in Table 4.14, urban logistics accounts for 62.6% of the level of resource use by fast food restaurants in Nairobi ($r^2 = 0.949$). This shows that the fast food restaurants used resources at a level that was 37.4% more than what other features beyond the scope of the model stated. These results show that the model has a strong explanatory capacity.

The model was statistically significant, according to the results ($F = 84.687$, $p < 0.05$), as well. These outcomes demonstrate how well the model fit the data. Additionally, according to the findings of the t test ($\beta = 0.425$, $t = 3.172$, $p < 0.05$), urban logistics had a statistically significant impact on how much Nairobi's fast food shops used resources. These findings demonstrate that increasing urban logistics methods by a single unit shall lead to a 0.425 surge in the rate of resource use by Nairobi's fast food restaurants.

CHAPTER FIVE: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

The synopsis of this investigation outcomes concerning urban logistic practices and service delivery in fast food outlets in Nairobi is discussed in this section. Above and beyond, this division discusses the deductions and the commendations.

5.2 Summary of Findings

According to research, few fast food restaurants said that logistics absorbed more than 50% of their budget, while most claimed that it accounted for less than 50% of their spending plan. The study found that the majority of fast food restaurants outsourced some of their logistics operations while still carrying out a chunk of them organically. There were a small number of companies who completely outsourced their urban logistics and some that completely handled it internally. Hiring third-party service providers, managing warehouses, and managing transportation were the urban logistic activities that fast food restaurants primarily outsourced.

When outsourcing urban logistics services, fast food restaurants took into account a range of supplier parameters, notably reliability, experience, convenience, rates of logistics services delivered, management expertise, security and safety, geographical presence, flexibility in operations, financial strength and range of services. The aspects put into consideration by the fast food outlets to a modest degree while subcontracting urban logistics services from purveyors included tractability in procedures, financial strength and range of services.

In line with the study, fast food restaurants adopted a number of urban logistical practices, including tracking and documenting all deliveries made, using logistic companies that offer discounted and varied transportation services, utilizing a number of transport optimization models to ensure that supplies reach customers as quickly as possible, and heavily investing in technology to monitor and improve the movement of goods to its customers. Also, the majority of fast food restaurants used logistic businesses that offered discounted and varied transportation services and did needs assessments prior to using any logistic service to determine whether it would fulfill the goal.

The research found that urban logistics had a numerical meaningful impact on the functional effectiveness of fast food outlets in Nairobi. This has to do with how fast food outlets deliver their services. Furthermore, the outcomes exhibited that urban logistics had a substantial statistical influence on Nairobi's fast food restaurants' reputation for providing its consumers with goods and services. Urban logistics was discovered to have a statistically substantial impact on the timeliness of service conveyance by the fast food shops in Nairobi, according to study results. In addition, the study's findings showed that urban logistics had a statistically significant impact on the amount of resources used by Nairobi's fast food outlets.

5.3 Conclusion

The survey comes to the conclusion that the fast food outlets in Nairobi have adopted urban logistics practices in their delivery performance that include outsourcing some crucial urban logistics services, colluding with different establishments, and implementing best practices that could augment their capacity to quickly address customer needs. The majority of urban logistics services are outsourced, including transportation management, warehouse management, and engagement of outside service providers. The fast food outlets took into account a variety of supplier factors when outsourcing these urban logistics services, including vendor dependability, experience, convenience, rate of logistics services delivered, management expertise, security, geographical presence, functional flexibility, financial stability, and range of services.

The research also drew a deduction that fast food restaurants within Kenya participated in a variety of urban logistics collaborations. Uber Eats, Glovo, Jumia Foods, Jikoni Eats, Grubbys Kenya, Ayazona, and Yum Deliveries are the most popular delivery services that the fast food restaurants work with. The fast food outlets also adopted a number of urban logistic practices, such as documenting and recording all deliveries made, using logistic companies that offer discounted and varied transportation services, utilizing a number of transport optimization models to guarantee that supplies delivery to the customers as swiftly as possible, and heavily investing in technology to monitor and improve the movement of goods to its customers. However still, before using any logistic service, the

majority of fast food restaurants often completed evaluations to determine if it would accomplish the goal and utilized logistic firms that offered various and discounted transportation services. The research also draws the conclusion that the fast food restaurants evaluated have achieved functional efficiency, repute, a good degree of resource utilization, and timeliness in service delivery. The study's conclusion regarding how urban logistics affects the service provided by fast food restaurants in Nairobi is that urban logistics are crucial for functional effectiveness, reputation, resource utilization, and timeliness in service supply.

5.4 Recommendations

The report provides the subsequent suggestions based on its findings. To begin, the report proposes early partaking of all players in the urban logistic network development procedure to recover synchronization. Furthermore, the report advises good upstream planning to provide smoother and more efficient urban distribution.

The research proposes that the policy makers in the Ministry of Trade, Kenya ought to articulate and administer the guidelines so as to back and endorse urban logistic practices among fast food outlets in Kenya. The policy makers of the respective fast food outlets should correspondingly convey all-encompassing guidelines that reassure urban logistics practices that have been assumed. The plans articulated amid fast food outlets by the planners should concentrate most on partnerships and outsourcing as it would critically augment enactment.

The report also proposes that the logistic network be effectively choreographed, communicated, and planned at every point to offer reduced expenses and increase productivity, especially when foreseeing urban deliveries. This would allow fast food restaurants to assure on-time delivery while also cutting expenses and guaranteeing functional efficacy.

5.5 Limitations of the Study

The investigation focuses on urban logistical techniques and service delivery among Nairobi quick service outlets. The study offered significant information on fast food establishments' urban logistics strategies in Nairobi and how these techniques connect to service delivery during customer requirement satisfaction. The survey, however, was limited to fast food restaurants in Nairobi, and so may not accurately represent the scenario in other regions of the nation. Whilst the majority of fast food restaurants are located in Nairobi and have their headquarters there, there are multiple small fast food restaurants that do not have offices there. These should be taken into account when extrapolating the findings of this study to other fast food restaurants throughout the county. Conversely, the survey only looked at fast food restaurants and excluded urban logistical suppliers. Incorporation of these would have given the study with in-depth insights on the influence of urban logistics in fast food service delivery.

5.6 Suggestions for Further Study

This investigation proposes more investigation to overcome the shortcomings of the current study. Initially, the report suggests include fast food restaurants that are not headquartered in Nairobi. This would give insight into the urban logistics issues faced by fast food restaurants in rural areas of the republic. Second, the research suggests expanding the research to include urban logistics providers with the purpose of better comprehending the role they play in affecting service delivery among food outlets.

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APPENDICES

APPENDIX I: Questionnaire

The only goal of this questionnaire is to gather information on the correlation between fast food businesses' functional efficiency and logistical procedures in Nairobi County. The information composed here will be handled with the utmost confidentiality and will only be used for educational drives.

Please complete this questionnaire by marking the appropriate space with a “ ✓ ” where it applies.

SECTION A: GENERAL INFORMATION

1. Name of the Establishment:
2. Address/Location of the establishment:
3. Year of establishment:
4. What is your position in this establishment?
 - a) General Manager ()
 - b) Operations Manager ()
 - c) Logistic network officer ()
 - d) Other (specify).....
5. Respondent's gender: Male () Female ()

SECTION B: LAST MILE LOGISTICS PRACTICES

1. Are last mile logistics in this establishment outsourced or conducted in-house?

Wholly outsourced [] Wholly in-house []

Partly outsourced and partly in-house []

2. In this establishment indicate whether the below listed last mile logistics services are outsourced or not.

Last mile logistic practices	Yes	No
Ordering of materials and services		
Hiring of third-party service providers for logistics		
Material handling services		
Management of information flow		
Management of inventory		
Management of transportation		

3. If this company outsources last mile logistic services, how much does it take into account the variables given below when choosing the last mile logistic service provider? Rate using the scale below; Very low Degree (1), Low Degree (2), Moderate Degree (3), Great Degree (4), and Very Great Degree (5).

Partner	1	2	3	4	5
Familiarity					
Convenience					
Cost of logistic services provided					
Financial strength					
Reliability / Dependability					
Flexibility in operations					
Security and safety					
Geographical presence					
Management expertise					
Other:					

4. How closely has the fast food restaurant cooperated with the aforementioned last-mile logistics service companies to offer services? Rate using the scale below; Very low Degree (1), Low Degree (2), Moderate Degree (3), Great Degree (4), and Very Great Degree (5).

Partner	1	2	3	4	5
Uber eats					
Glovo					
Jumia foods					
Yum Deliveries					
Grubbys Kenya					
Ayazona					
Take Eat Easy Kenya					
Jikoni Eats					

5. How far has this fast food restaurant used the aforementioned logistical practices? Please grade by this scale: 1 = Very Low Degree, 2 = Low, 3 = Moderate, 4 = Great, and 5 = Very Great.

Last mile logistic practices	1	2	3	4	5
The fast food outlet uses logistic companies that provide subsidized and diverse transportation services					
The fast food outlet records and documents all deliveries made					
The fast food outlet has invested heavily in technology to track and enhance movement of goods to its customers.					
Various transport optimization models are applied by the fast food outlet to ensure that supplies reach the customers as fast as possible					

SECTION C: SERVICE DELIVERY

1. Describe the degree to which the fast food restaurant has succeeded in providing the following service delivery elements. Please grade by this scale:

1 = Very Low Degree, 2 = Low, 3 = Moderate, 4 = Great, and 5 = Very Great.

Service delivery aspect	1	2	3	4	5
Functional efficiency –Costs in delivery as reduced					
Reputation - The fast food outlet has a reputation as a quality service provider					
Timeliness in service provision - The fast food outlet has consistently achieved timely delivery of food its customers					

Thank you for your participation

APPENDIX II: Fast Food Outlets in Nairobi

1. Kentucky Fried Chicken (KFC)
2. Cold Stone Creamery
3. Steers
4. Debonair Pizza
5. Subway
6. Snack Attack
7. Galitos
8. Chicken Inn
9. Bakers Inn
10. Domino's Pizza
11. Teriyaki Japan
12. Pizza Hut
13. Planet Yogurt
14. Spurs (Golden Spur Steak Ranch Restaurant)
15. Al-Baik
16. Burger King
17. Flame Flavours
18. Koreana Chicken
19. Mc Fries
20. Peppinos
21. Kenchic
22. Mugg n Bean
23. Bobos
24. Rocomama – Village market
25. Urban Eatery
26. Artcaffe
27. Hardees Kenya
28. The Mug
29. Naked Pizza
30. Chick King
31. Grill Shack

32. Urban Eatery
33. Nairobi Street Kitchen
34. Pablo's pizzeria and eatery
35. Shokudo Kilimani
36. Jakoni
37. BBROOD Sarit Centre Shop
38. BBROOD Adlife
39. BBROOD Village Market
40. J's Burgers & Ribs
41. Bird Exchange – NSK
42. Nood – NSK
43. Si Senor – NSK
44. Buttr'd Buns – NSK
45. Fire & Dough – NSK
46. Social Rooftop Bar – NSK
47. Beer & Bones – NSK
48. Spilt Milk – NSK
49. Wasp and Sprout
50. Tin Roof Cafe Langata

Source: Nairobi county council (2021)