

Example of report on doing business in kenya

[Sociology](#), [Population](#)



1. 0

EXECUTIVE SUMMARY

Kenya is a country in Eastern Africa, adjoining the Indian Ocean sandwiched between Somalia and Tanzania. Its official name is the Republic of Kenya, and its head of state is the president. Kenya has a population of approximately 40, 000, 000 people. Official language in Kenya is English. The official currency in Kenya is the Kenya Shilling. Nairobi is the capital city of Kenya. The Kenyan population is heterogeneous, consisting of seven main ethnic groups.

2. 0

CUSTOMS & COURTESIES

2. 1

Communication and Greetings

Handshakes are the main greeting in dealing. When meeting somebody for the first instance the handshake is brief. A handshake amongst persons with a personal rapport is long. When meeting an elder or somebody of high status, clasp the right wrist with the left hand as an individual shakes hands to show respect. Lowering your eyes is a symbol of respect when greeting somebody of a higher status or somebody who is evidently older. Muslim women/men seldom shake hands with men/women. The woman always extends her hand first before a handshake. The most regular greeting is “How are you?” which is said just before the handshake. After shaking hands, it is customary to enquire about the family, the health, business of the person (Hamilton & Hamilton, 2011).

2. 2

Offensive Gestures and Interpersonal Communication Styles

Skipping or rushing through the questions asked immediately after shaking hands is the height of poor etiquette. Kenyans do not typically indicate with a finger but may project their chin or indicate using their lips to show their direction. During conversations an individual should not raise his/her tone of voice unnecessarily. Kenyans do not face up to a co-worker directly about a problem. Kenyans would rather go through a conciliatory peer to tackle any problems. Do not be emotional when in public. Kenyans perceive manifestations of emotion as an indication of weakness. Avoid blunt statements for they are rude to Kenyans.

2. 3

Appropriate Dress

During formal meetings men dress in a collared shirt, a dark suit, black shoes and a tie. In the countryside, people adorn their Sunday best when attending momentous occasions. The formal dress code for women is a shirt, knee length skirt or loose trousers and low heels.

2. 4

Formal Meetings of Men and Women

Formal meetings of men and women take place in a quiet environment. The meetings usually commence with a formal greeting. During formal meetings, address people by their titles followed by their surname. It is imperative to look at the person addressing the meeting in the eyes. This portrays interest in the subject and builds an environment of trust. The exchanging of

business cards takes place during meetings and there is no protocol for exchanging business cards (Hamilton & Hamilton, 2011).

2. 5

Punctuality

Individuals are supposed to be on time for the meeting but rarely do people keep time, this mainly because people live at a slower pace. High traffic jams experienced within the city contribute immensely to people being late. When running late it is courteous to call the reception leave a notice. Kenyans have a flexible attitude towards time; they tend not to schedule a precise time to end meetings.

2. 6

Decision making styles

In Kenya, people in authority are responsible for decision making. Kenya is a democratic society; most of the decisions are as a result of a consensus. The decisions are as a result of achieving consensus, but the barer of the highest office or the elders are responsible for accenting the decisions.

2. 7

Collective or Individualist Society

Kenyans enjoy working together towards the achievement of set goals and objectives. This culture is as a result of the philosophy of Harambee which encourage Kenyans to pull resources together in order to achieve the specified objectives.

3. 0

ATTITUDES/VALUE & RELIGION

3. 1

Political Aspects

A written constitution is used to govern Kenya. Kenya is a democratic nation and its head of state is a president. The legislature makes the laws and the Judiciary implements the laws. Kenya is a multi party state, and election of political leaders takes place through a secret ballot. Kenyans affiliate themselves to the political party which comprise of key leaders from an individual's ethnic community. The people of Kenya are politically aware for they watch the news and/or read the newspaper daily.

3. 2

Religious Aspects

The mainstream population is Christian, but there is also a significant Muslim minority. Christians and Muslims incorporate customary practices into their own religions building unique combinations to suit their needs. There is no friction between religions this is mainly because people respect each other's religion.

3. 3

Competitiveness or Cooperative Behaviours

People respect an intricate blend of competitiveness and cooperative behaviours. This is mainly because they believe that competition is vital to improving standards, whereas cooperation is vital to the achievement and maintenance of set standards.

4. 0

ECONOMY

4. 1

Major Products and Services

In Kenya agriculture forms the backbone of the economy. Tea and coffee are the main cash crops and they grow in the highlands. Recently Kenya is making a significant effort moving to an industrial and manufacturing economy. Kenya has an effective securities exchange and a variety of large corporations, which operate in Kenya. Kenya has a decent road network which has enhanced the accessibility of rural areas hence their development. Kenya has a well established telecommunication network, guarantying effective communication throughout the country. The effective telecommunication network enhanced the grown of the ICT sector in Kenya (Hamilton & Hamilton, 2011).

Tourism is the chief foreign exchange contributor in Kenya. This is because the tourism sector is developing as a result of government commitment to the improving the sector. The liberalisation of tourism in Kenya enhances the growth of the tourism industry. The diversification of tourist generating markets is critical to improving the growth of the tourism industry. Kenya has its own national courier, which enables tourists to fly into Kenya.

4. 2

Media Entertainment

Most of Kenyans listen to the Radio. This is mainly because it is affordable and can use batteries. However with the current improvement of the

electricity network Kenyans are also taking up the culture of watching television. People in the urban areas are also inculcating the internet into their lifestyles. They are using the internet for a variety of purposes such as education, information, working, and entertainment among others.

Reference

Hamilton, H & Hamilton, M. (2011). A Guide to Investigating and Doing Business in Kenya.