ABSTRACT

This research is about the analysis of the effects of information Communication Technology on the profitability of Nakumatt which is the case study of this research. It has based on the problem statement where the supermarket is still uses Information Communication Technology in selling but no research to know its contribution on the profitability has been carried out, computation of net profit is not done periodically. The purpose of the study was to analyze the effects Information Communication Technology on the profitability of Nakumatt Supermarket. The study has also as objective establishing and assessing actual use of Information Communication Technology and understanding its correlation with Nakumatt's profitability. This field of activities attracted the attention of the researcher because retailing business in Rwanda is adopting modern technology which improves its effectiveness and their profit (UNCTAD, 2010). For selecting participants in this research I collected and analyzed data by the sample size of 260 respondents selected by using random sampling technique, data collected and discussed was used to formulate recommendations. The finding of the study indicated that respondents were satisfied in the use of Information Communication Technology in Nakumatt Supermarket and the staff appreciated that Information Communication Technology is a boosting to improve sales thus to increase profits, but recognize that they are sometimes slow and out of date. The supermarket should update its equipment's according to respondents and adapt newest technology like e-shopping, it should also use appropriate ratios in computing periodical profits on levels, the government should put more effort in developing Information Communication Technology infrastructure to encourage entrepreneurs. This is also an opportunity to coming generations to get involved in different researches, development of Information communication Technology use in business activities and especially its effects on business profits.