

**INFRASTRUCTURE LEVELS AND DEVELOPMENT OF MARKETS IN KAMPALA  
A CASE STUDY OF KAMWOKYA MARKET**

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**A RESEARCH REPORT SUBMITTED TO THE COLLEGE OF ECONOMICS AND  
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## **DEDICATION**

I dedicate this work to my supervisor and sponsor for the financial assistance accorded to me during the course.

### **DECLARATION.**

I, Nagumya Lydia, do hereby declare that this research report on notice is of my own initiative. Therefore it is original and has never been presented by any student at this university or elsewhere for some or related award.


Nagumya Lydia.

Signature:.....*Nydia*.....

Date:.....*10/12/2015*.....

## APPROVAL

This is to certify that this research report by Nagumya Lydia Reg no BBA /40230/131/DU has  
been done under my supervision as a university supervisor.

Signed   
Mr. Ruteganda Michael  
Supervisor.

  
Date

### **ACKNOWLEDGEMENTS**

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## TABLE OF CONTENT

### Contents

DEDICATION .....	i
DECLARATION. ....	ii
APPROVAL .....	iii
ACKNOWLEDGEMENTS .....	iv
ABSTRACT .....	viii
<b>CHAPTER ONE .....</b>	<b>1</b>
<b>INTRODUCTION. ....</b>	<b>1</b>
1.0 DEFINITION OF MARKET. ....	2
1.1 SCOPE OF MARKETING. ....	2
1.2. TYPES OF MARKETS. ....	2
1.2.1. FINANCIAL MARKETS. ....	2
1.2.2. Commodity markets. ....	2
<b>CHAPTER TWO .....</b>	<b>5</b>
<b>LITERATURE REVIEW .....</b>	<b>5</b>
2.0. WHEN THE MARKET STARTED. ....	5
2.1. NATURE OF OWNERSHIP. ....	5
2.2. HOW THE MARKET IS ORGANIZED. ....	5
2.3. SOURCES OF COMMODITIES. ....	5
2.4. PROBLEMS FACED DURING ESTABLISHMENT. ....	6
2.5. INITIAL ACHIEVEMENTS. ....	6
<b>CHAPTER THREE .....</b>	<b>8</b>
<b>METHODOLOGY .....</b>	<b>8</b>
3.1 Introduction .....	8
3.2 Research design .....	8



3.3 Study Population .....	8
3.4 Sampling design .....	8
3.6. Sample size .....	9
3.7 Data collection.....	9
3.7. 1 Primary Data .....	9
3.7.2 Secondary Data .....	9
3.8. Data collection instruments .....	9
3.8.1 Questionnaire .....	9
3.8.2. Interview guide .....	10
3.9. Data processing, analysis and presentation .....	10
<b>CHAPTER FOUR .....</b>	<b>11</b>
<b>DATA ANALYSIS AND PRESENTATION .....</b>	<b>11</b>
4.0 Management and organization of the market.....	11
4.2 The organization of the market.....	11
4.3.0 Management structure .....	12
4.3.1 The marketing manager .....	12
4.3.2 Chairman .....	12
4.3.3 Secretary .....	12
4.3.4 Treasure .....	12
4.4.1 Rules and regulations.....	12
4.4.3 The role of markets in relation to other business units .....	13
<b>CHAPTER FIVE.....</b>	<b>14</b>
<b>RECOMMENDATION AND CONCLUSION .....</b>	<b>14</b>
5.0 Price determination.....	14
5.1 PROBLEMS FACED WHEN COLLECTING INFORMATION .....	20
5.2 Future prospects of the market .....	21
5.2.1 Expansion plans.....	21
5.2.2 Sheltering.....	21

5.2.3 Training ..... 21

5.2.4 Fencing ..... 21

Conclusion ..... 22

Recommendation ..... 23

REFERENCES ..... 25

APPENDICES..... 26

GROSSARY ..... 26

APPENDIX II; ABBREVIATIONS ..... 28

Questionnaire..... 29



## **ABSTRACT**

This work is research which is compulsory for third year students offering bachelors in business administration. This paper is based on selected topics in the student's field of study.

It tests student's ability to correct express him / herself in English to his readers and to articulate his views collected from the field in a reasonable manner. This paper introduces the student his profession the problems encountered and how they can be solved.

**Objectives of this research were to examine the factors influencing the development of markets in Kampala in today operations of Kamwokya market.**

- a. To examine the factors influencing the development of markets.
- b. To identify the problems faced by the market area in day today activities.
- c. To identify the contribution after the establishment of the market.

(i). Time for carrying out research was too short respondents were sometimes unwilling to give me some information and accessibility to some documents about market operations.

In carrying out research / employed the primary methods of data collection. The above methods were supplemented by secondary sources where documents were consulted during the research process. The respondents were interviewed during market hours despite the problems encountered during the research process the research report was non the less completed as scheduled.

## **CHAPTER ONE**

### **INTRODUCTION.**

The research report is about the factors influencing the development of markets with special reference to Kamwokya market. This market is located on Kira road in kamwokya area.

This booklet is organized in seven chapters and each chapter discusses exhaustively one issue to the market.

The first chapter discusses the definition of a market pointing out different kinds /types of markets in particular it also examines the role of markets in Kampala and Uganda in general.

Chapter two of this booklet discusses the historical background of kamwokya market in general and problems in particular.

Chapter three examines the geographical location of the market, factors, advantages and disadvantages of the location.

Chapter four examines the management of the market as well as factors influencing the development of market in Kampala with reference to Kamwokya market.

Chapter five discusses the price determination and the six chapter discusses the problems being faced by the market area and the last chapter puts forward the market future plans for the next three years.

## **1.0 DEFINITION OF MARKET.**

A market is a place where goods and services are sold and bought. Commodities sold in the market include, potatoes, clothes, household utensils, bananas Irish potatoes, fruits like mangoes to mention but a few.

## **1.1 SCOPE OF MARKETING.**

This chapter concerns the scope of marketing of Kamwokya market that is defining market giving out the concept of marketing qualities and duties of a good market, importance of the market. Definition of a market and the relationship of marketing and society.

## **1.2. TYPES OF MARKETS.**

It identifies two types of markets financial market and commodity markets.

### **1.2.1. FINANCIAL MARKETS.**

A financial market is a place where money is bought and sold. It is a place where money is bought and sold. It is a place where individuals with money savings avail it to those in need of it for purposes of investment.

Financial markets are classified in two groups.

- a. Money markets this is where money is traded for a very short term financial markets.
- b. Capital market which are long-term financial markets.

### **1.2.2. Commodity markets.**

These are markets which carryout trading in goods and services.

## **1.3. THE ROLE PLAYED BY MARKETS IN UGANDA.**

The markets improve on the government revenue by taxes which are paid by vendors inform of market dues. These taxes are remitted to city council.



**Supply commodities.**

These market supply and sell commodities to people at cheap and affordable prices. The goods and services are important to lives of people (essentials).

**Foreign exchange.**

The market in the case of financial market provides foreign exchange of currencies of different countries at affordable rates which encourage trade.

**Employment**

The markets provide employment to vendors who operate their activities in the market.

**1.4. THE RELATIONSHIP BETWEEN MARKETING AND SOCIETY.**

The markets provide goods and services to people at affordable prices. The markets provide and sell food stuffs which improve on the welfare and nutrition of the population so that they on the welfare and nutrition of the population. So that they have balanced deity in Uganda.

The market should provide and sell commodities which are highly demanded by the people who buy from the market in order to meet the demands of the customers.

The market should not make society to suffer from social impacts created by a business which does not participate in solving their problem. It is that relationship that brings social responsibility by the business.

The vendors should not be mistreated by government and should pay their taxes in time and the government expects them in time.

Workers in the market expected affair pay from management and should give fair wage to workers in time.

The markets should utilize the available resources efficiently and fully to provide the required goods and services to people who come to the market and the surrounding area.

The management of the market should make sure the shareholders are offered fair return from the market operations. This is important in making decisions and it is because of that relationship that brings social responsibility of the business since the society benefits in many ways including employment.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0. WHEN THE MARKET STARTED.**

Kamwokya market was started and established in 1964 by a man called HAJJI YAKUBU SEMWAMI. it was started in co-ordination with Kampala city council and registered as a market by law of Uganda .

When it started it was not organized since everyone had no defined stall until when it was built in 1987 and stalls allocated to venders according to the rent paid

#### **2.1. NATURE OF OWNERSHIP.**

This market was privatized where it was sold to one person who is in charge of collecting taxes from all commodities entering the markets.

It is being managed K.M.V as (kamwokya venders association) in accordance with K.C.C (Kampala City Council) and executive of nine members including.

Marketing managers, chairman, secretary treasurer and six committee members.

#### **2.2. HOW THE MARKET IS ORGANIZED.**

The market is organized according to stalls each vendor is allocated one. Venders selling the same food stuffs operate from the same area part of the market. The market is arranged according to the commodities sold example vendors selling bananas are located in the same section of the market.

The market is about 100m in length.

#### **2.3. SOURCES OF COMMODITIES**

The commodities sold in the market originate from different parts of the country where they are bought and sold to vendors, in Kamwokya market located in Kampala items like bananas from Mabarara, Bushenyi, cabbages from kabale. Other vendors trade in

others like tomatoes, greens, from Nakasero market Kalerwe markets. Also there is a weekly market which sells clothes people come from different places.

## **2.4. PROBLEMS FACED DURING ESTABLISHMENT**

### **a. Shortage of funds.**

There was lack of enough funds during the establishment of the market since the market was in its early stages of development.

### **b. Shortage of space.**

The space was not enough for the market so there was need for extension.

This because the market was established in the middle of houses where it is not easy to expand when in need of more space.

c. There was no available information about what is required. In order to start and establishment in anew place. Like engineers to make proper plans for a market to build and construct the right structures.

### **d. Lack of proper taxation knowledge.**

The lack of proper taxation knowledge among the management which leads to losses in form of returns from taxes since the vendors loaf holes in tax systems.

### **e. Competition.**

Competition with other market which are well established and sell at reduced prices and this attract many customers that the sub-or un constructed market which is in the process of development at its early stages.

## **2.5. INITIAL ACHIEVEMENTS.**

a. The commodities were brought near to customers and at cheap and affordable prices since there was no transport costs to the market.



- b. The vendors who originally operated in the market gained in terms of big sales as people's purchases became higher. Since the commodities were available and people would call to purchase.
- c. The market provided employment to people who had no job as people became self employed and were able to support their families.
- d. The government gained in terms of increased revenue from taxes where increased tax base from vendors and increase revenue to finance government infrastructure like building, schools constructing roads hospitals to mention but a few.
- e. Development of the area as more buildings are constructed like supermarkets hotels offices which are located in the area.

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.1 Introduction**

This chapter describes the process and procedures involved in conducting the research study. It explains the research design, population, sampling selection techniques, sample size, data sources, data collection instruments, data processing, analysis and presentation.

#### **3.2 Research design**

The researcher will use a descriptive, cross sectional and an associational research designs. Descriptive research in describing the process and characteristics of accessing, managing and paying back the loans that is to say interest rates, payment and grace periods and collateral security. Associational design in establishing the relationship between small savings and credit schemes and financial accessibility from where the problem at hand will be answered and cross sectional in choosing the respondents from where data was gathered within few days and research questions will be answered.

#### **3.3 Study Population**

The study population will constitute all the members and staff of Kamwokya Market.

#### **3.4 Sampling design**

The researcher used purposive sampling technique to choose specific respondents basing on their familiarity with the subject and their ability to give information readily since the study required specific information. The researcher selected managers, loan recoveries, group leaders and other active members to constitute her respondents. This sampling technique helped the researcher to economize the little time she had to carry out the research.

### 3.6. Sample size

The sample size constituted four hundred and fifty elements (450) who were categorized as follows

Particulars	Number
Kamwokya Market leaders	215
Staff members	235
Total	450

The researcher chose bigger sample size so as to win confidence desired and make the study Representative.

### 3.7 Data collection

Data source will both primary and secondary

#### 3.7. 1 Primary Data

The researcher will be able to get original information from the respondents of Kamwokya Market, in that structured questionnaires will be developed by the researcher and administered to the targeted respondents.

#### 3.7.2 Secondary Data

The researcher will ask for annual reports and books of accounts of Kamwokya Market and other external sources which were established by scholars and academicians about variables under study.

### 3.8. Data collection instruments

#### 3.8.1 Questionnaire

The questionnaires will be self administered by the researcher and this will improve capacity of the respondents to answer questions since some of the questions will be translated into vernacular.

### **3.8.2. Interview guide**

The researcher will record responses from respondents and the interview guide will help in completing the work. This method will increase the response rate, help to collect information from incapable people and getting information from people who will be reluctant to reply, help to go deeper in the conversation and there is possibility to cross check whether information will be correct.

### **3.9. Data processing, analysis and presentation**

Data to be collected will be carefully edited, sorted and coded to eliminate the inconsistencies and errors that will be made during the data collection. After data processing, it will be subjected to descriptive analysis to create meaning of what will be collected from the field and find out the relationship that support or contradict original or new hypothesis by using statistical package for social scientists (SPSS) and Microsoft excel programs. Information will be presented in form of percentages, frequencies and tables.



## CHAPTER FOUR

### DATA ANALYSIS AND PRESENTATION

#### 4.0 Management and organization of the market

4.1 Management can be defined as a process which enables organization to achieve their goals or objectives by planning, organizing and controlling the resources

4.1.2 Koortz (1988) defines organization as a structure of roles and responsibilities functioning to accomplish pre-determined goal organization can also mean the arrangement to work b y which activities are divided among people to whom responsibilities, duties and authorities are allocated.

#### 4.2 The organization of the market

As concerns the organization of Kamwokya a market top manger is the marketing manger followed by chairman who is assisted by secretary. Then followed by the treasurer and six committee members. The market is operated by Kamwokya venders association in accordance with the Kampala city council and executive of nine members The organization chart can be defined as a diagram that shows the organizational structure of a company (market). It stipulates the flow of authority in the organization.



#### **4.3.0 Management structure**

The management structure of the Kamwokya market is only composed of the marketing manager as the head of all operations in the market and chairman, secretary, treasurer and six committee members in charge of the operations and whose main function is to organize and control it.

##### **4.3.1 The marketing manager**

The marketing manager is responsible to control and organize and in charge of all operation in the market

##### **4.3.2 Chairman**

Is the second person to the manager and assist him in the market cases and catching those in wrong.

##### **4.3.3 Secretary**

Is the assistant of the chairman supposed to keep records of sales within suitable analysis? He directs and controls sales activities in absence of the chairman and manager. He notes the minutes at the meeting

##### **4.3.4 Treasurer**

Is supposed to keep money and assist secretary in absence of the secretary the treasurer can act as a secretary.

#### **4.4.1 Rules and regulations**

Like any other markets, kamwokya vendors follow a given set of rules:-

- a) The market is supposed to be opened at 7:00am and closed at 7:00pm from Monday to Sunday.
- b) No person is allowed to sell in the market beyond 7:00pm
- c) No vendor is supposed to operate without license from the manager or chairman

- d) Every commodity entering the market should be taxed by the owner of the market in charge.
- e) All venders should pay market dues for operating in the market
- f) Anyone caught in the market before time or beyond is penalized as a thief in courts of law.

#### 4.4.2 The factors influencing the development of markets

- a) There is a market on Fridays which brings customers to buy food staffs.
- b) The landscape is gentle slopping where there always no floods
- c) Availability of securing which guard the commodities. It is done by guards.
- d) There is regular supply of commodities to the market from various districts of Uganda.
- e) There is enough space for expansion of activities.
- f) Skilled management educated and knowing what to do incase of office and market management.
- g) Presence of shops which attract customers to the market and buy food staffs.

#### **4.4.3 The role of markets in relation to other business units**

- a) The provide commodities such as food staffs at cheap and affordable price.
- b) Employment to vendors who work in the market.
- c) Increase in government revenue through collection of taxes from vendors.
- d) Provide food staffs at near places
- e) The y improve standard of living



## CHAPTER FIVE

### RECOMMENDATION AND CONCLUSION

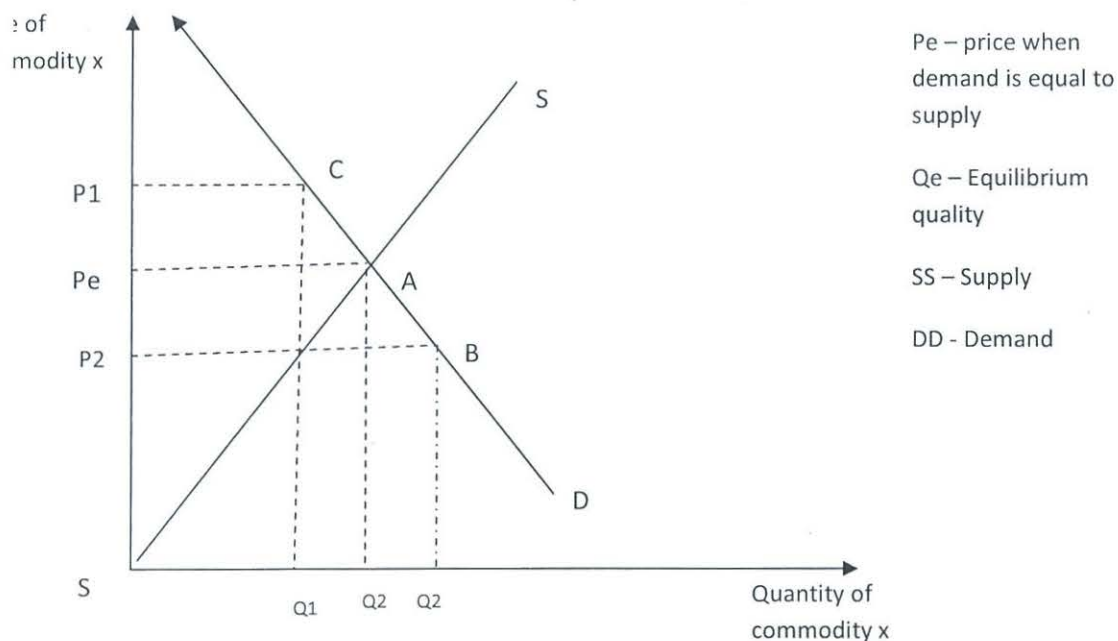
#### 5.0 Price determination

A price is a change which a seller is willing and the buyer is willing to accept and the buyer is willing to offer for purchase of a commodity.

Price in the market is determined by demand and supply of a commodities in the market.

When supply is high demand tends to be low since there would be excess after purchase and prices will be low. When supply is low demand will be high which would force. Prices to increase higher since consumers would compete for the small supply and offer higher prices for the commodities

#### Illustration



When supply of commodity x is at point A demand is equal to supply and the price is equilibrium price.

When quantity supplied is high at point B the price of commodity x would fall to P2 so high supply there is low demand.

When quantity supplied of commodity x is low at point C demand is high which forces prices to increase from price P2 to P1

From this diagram prices are determined by the law of demand and supply of a commodity

### **KAMWOKYA MARKET INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 30<sup>TH</sup> DECEMBER 2000**

<b>Incomes.</b>	Sh.	Sh.
Profits from taxes of vendors		500,000
Taxes received	100,000	
Taxes in advance	600,000	400,000
Fines tax defaulter		66,000
Payment by the market owner		5,000,000
<b>Net profit</b>		<b>7,190,000</b>
<b>Expenses (less payments)</b>		
Wages of market staff	1,000,000	
Watchmen and gate keepers	220,000	
Wages for market cleaners	1,120,000	
Rubbish collectors	50,000,000	
General expenses	3,000,000	
Depreciation of office furniture	100,000	55,350,000
<b>Surplus</b>		<b>16,550,000</b>

The Kamwokya market income statement indicates how incomes are received and spent. It shows that incomes are received from taxes paid by vendors in the market so

as to operate their activities from the market fines from tax defaulters these are people who refuse to pay fines.

The person who bought it was concluded that the profit of the market is seven million Nineteen hundred thousand.

On this account it is shown how the income received is spent like on wages of workers cleaners. Gate keepers and watchmen who guard the market and commodities of vendors during the night hours for safety purposes.

This accounts also shows that when incomes is spent on some fields a certain amount remains which is known as surplus hence the name the account income and expenditure account.

### Balance sheet of Kamwokya market for the year ended 30<sup>th</sup> December 2000

<b>Fixed assets</b>	Cost (shs)	Accumulated (shs)	Net book (shs)
Office equipment	212,000	1000	211,000
Market strolls	41,000,000	-	41,000,000
Market premises	5,000,000	1,000,000	4,000,000
			45,481,000
<b>Current assets</b>			
Stock		150,000	
Cash and bank		5,000,000	
Debtors		100,000	
Insurance paid		200,000	5,450,000
<b>Current liabilities</b>			
Creditors	220,000		
Taxes received in advance	600,000		
Outstanding wages	1,000,000		920,000
<b>Working Capital</b>			4,530,000
<b>Capital employed</b>			50,011,000

### Financed by

Accumulated Fund	33,461,000
Surplus	16,580,000
	50,011,000

The balance sheet indicates the assets and the liabilities of the market. Assets include office equipment, market, market stalls, market premises, stock debtors insurance.

Fixed assets are those ones acquired by business for relation or for permanent use and not for conversion into cash.

Current assets these are ones acquired by the business for conversion into cash like stock.

The balance sheet shows the balances at the end of the finances years the working capital on four million five hundred thirty thousand and capital employed five million and eleven thousand. The capital which is employed is financed by accumulated fund and surplus amounts.

This balance sheet because the activities have to be marched to their amount and show how they are distributed.



**Table showing prices of food stuffs in the market**

Item	Amount (kg)	Average price
Matooke	30kg	30,000
Beans	1kg	400
Posho	1kg	200
Sugar	1kg	4,000
Meat	1kg	9,000
Tomatoes	1kg	5,000
Watermelon	1kg	5,000
G-nuts	1kg	4,500
Millet flour	1kg	2,000
Green paper	1kg	500
Cabbage	$\frac{1}{2}$ kg	5,000
Yellow bananas	$\frac{1}{4}$ kg	6,000
Iris potatoes	1kg	5,000
Cassava	1kg	2,000
Fish	1kg	5,000
Salt	1kg	300
Egg plants	1kg	1,000
Mangoes	1kg	5,000
Pumpkin	1kg	6,000
Yams	1kg	2,000
Pease	1kg	2,000
Carrots	1kg	2,000
Milk	1litre	2,000

## **5.1 PROBLEMS FACED WHEN COLLECTING INFORMATION**

Some people refused to give out information and ignoring me thinking to be a tax collector.

Some men asked irrelevant questions first wanting some favors before giving me the information.

The time in collecting information was limited. It was not enough to collect all the information.

It was expensive since it needed me to first buy some goods in order to interview a vender and transport to the place.

There was none response of some interviewees so some information was not collected from them and was a wastage of time.

Vagaries of weather it was running where should not interview vendors in that period.



## **5.2 Future prospects of the market**

Kamwokya market has got arrange of plans for the next three years.

### **5.2.1 Expansion plans**

The market management plans to replicate the market and build more portable strolls.

### **5.2.2 Sheltering**

The management is planning in future to shelter the market in order to guard against run offs in the market

### **5.2.3 Training**

There are plans of educating vendors in how to operate business in order to lead to development of trade which is profitable

### **5.2.4 Fencing**

The market has got plans of building a well defined fence for the market for guarding against thieves who enter illegally and steal commodities of vendors.

## **Conclusion**

The kamwokya market findings from research from research process under taken reveals that the factors influencing the development of markets in Kampala. The concluded student enabled the research to investigate on both factors influencing the development of markets on kamwokya in particular and a market in general. It was realized that the market was registered under Ugandan law.

The management of kamwokya market seemed to be a live structure, authority flows from top to the bottom through a hierarchy of duties. Decision making is concentrated among the top officials in the management. Authority otherwise is more felt at the top than the bottom and it becomes less concentrated as one moves down the ladder of authority.

The market offers a variety of commodities mostly food stuffs to people around and Kampala in general. Good quality and quantity of commodities are awaited to customers to purchase.

Kamwokya market like other markets has contributed a lot to the economic development. Such qualitative and quantitative goal is seen in the field of research consultancy, training, development of trade employment creation and contribution inform of taxes to the government revenue which are paid by vendors and remitted to URA by Kampala city council.

Kamwokya market like other markets also face a lot of problems which include insecurity, political instability unskilled personnel on price on part of management, poor sanitation many but to mention a few.

However kamwokya market despite the above problems how grown and development in the area of providing commodities mostly food stuffs at low and affordable price. It has got plans in the next three years to improve the conditions of the market, shelter

well expand the market and enlarge stalls of vendors so that big space is created to display the food stuffs.

### **Recommendation**

The research has come out that at the end of the study with some alternatives of action which may minimize problems in the kamwokya market.

After a careful consideration of the nature and the magnitude of the problems the following was suggested as solution.

### **Education**

There is need for education on part of vendors by management and the concerned people on how to buy and sell commodities in the market and to include them to pay the tax, show why they should pay

### **Tight security**

I do recommend that the market management should provide tight security to guard against thieves.

### **Expansional programs**

The market management should embark on providing enough space for vendors by removing unproductive businesses and extending the market.

### **Massive sales campaigns**

The market vendors should advertise their commodities on television, radios and newspaper. This will enable it to capture a wide market so as to get more customers and increase sales.

### **Research**

The market management should undertake research so as to which ventures are more profitable and commodities demanded most. This will enable the market to specialize and provide better quality and quantity.

### **Sheltering**

The market management should make sure that the market should be sheltered to avoid commodities from being rained on and run offs in the corridors of the market

### **Strict rules**

The chairman of the market should put forward rules concerning the cleanliness of the market so as to improve on the sanitation. Any person caught should be penalized in the courts of law and made to pay a fine.

The fore going researcher's personal recommendations may be implemented in their totally or entirely or may be modified so as to be implemented in bid to solve the problems faced by Kamwokya market. However, the market is free either to implement or not to implement the suggested measures so as to improve the performance and the market in general.



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## **APPENDICES**

### **GROSSARY**

**Association:** A group of people organized for some common purpose

**Commodities:** immaterial or material things which satisfy human wants

**Food stuffs:** A substance use as food

**Management:** A process of managing business people engaged in it

**Manager:** A person who is in charge of affairs of the business

**Market:** A place where they sell and buy commodities

**Interviewer:** A person who collects data by interview method

**Interviewee:** A person whom data is collected by the interview method.

**Literature review:** A process of simplifying the term used by providing definitions and referring to the past

**Questionnaire:** A document that comprises of questions filled in by respondents during data collection.

**Research:** A process that involves investigation, analyzing understanding and interpretation of a research problem.

**Researcher:** A person who undertakes the research process

**Research problem:** A topic on which research as a process is carried about

**Respondent:** A person from whom data is obtained by the researcher during the research process.

**Sample:** A portion selected from the study population for investigating purposes.

**Sampling:** A process of selecting a sample from the study population.

**Stalls:** A place allocated to a vendor in the market where food stuffs or commodities to be sold.

**Vendors:** People who operate their activities in the market selling.

**Income statement:** These are accounts which show the income and expenditure.

**Fixed assets:** These are acquired by the business for retention or the permanent use

**Current assets:** these are acquired by the business for conversion into cash.

**Net profit:** This is the profit gain after deductions for expenses have been made.

**Net profit:** This is the profit gain after deductions for expenses have been made.

**Balance sheet:** This is an income statement which indicates the assets and liabilities of a business and capital and Net assets.



## **APPENDIX II; ABBREVIATIONS**

K.C.C	Kampala City Council
KM. V. AS:-	Kamwokya vendors association
URA	Uganda Revenue Authority
DD	Demand
SS-	Supply.

### Questionnaire

When and why the market was established?

.....

What are commodities sold in the market?

.....

What are sources of commodities sold in the market?

.....

What is the market management and organization?

.....

The structure of the management of the market?

.....

Factors influencing the development of markets?

.....

What are the contributions of the market to the surrounding area?

.....

What are problems encountered when collecting information?

.....

How are prices determined in the market?

.....

What are problems faced in the area?

.....

What are advantages of its location of the market?

.....

What are disadvantages of the location of the market?

.....

What are factors that affect the location of the market?

.....

What are future prospects of the market?

.....