Challenges facing the services industry in Kenya: a study of cyber cafes in Nairobi

Author: **Ndonga, W. Teresa**

Abstract:

The service industry is one of the fastest growing areas in the world today. It forms the dominant part of many national economies and is also seen to have taken a more competitive nature. The cyber cafe businesses are a service industry. They are some of the major upcoming businesses in town and form a good source of revenue for the government, employment and fun for many Kenyans. It is therefore important to study the challenges facing cyber cafes in Kenya today and the strategies to use to cope with them so as to enable these businesses be more established. They study aimed at investigating the challenges facing the cyber cafe business in Nairobi, the strategies they are using to cope with these challenges and whether these strategies lead to business success or not. Data was collected from the cyber cafe operators and clients within the Nairobi City Center. Respondents were selected using convenient sampling technique; data collected using both primary and secondary data where a self-administered questionnaire was used, interviews conducted and observations made. The data collected was then analyzed using the Statistical Package for Social Sciences (SPSS) Software where descriptive statistics that is frequency tables, percentages and cross tabulation were used. The study established that the challenges the cyber businesses were facing include stiff competition, pricing, connection, legislation, costs in running the business, illiteracy and general ignorance of clients. It was also noted that the clients of the cyber cafes have issues related ignorance of clients. It was also noted that the clients of the cyber cafes have issues related to speed of the machines, congestion and a general lack of facilities within the cases. Drawing from the research findings, it was suggested that the government should liberalize the sector and allow more access service providers so as to give Jambonet competition and hence improve the quality of service lines, price regulations should be set, computer education should be encouraged in our schools to reduce computer illiteracy and the cyber cafe should try and increase floor space to ease congestion as they bring more efficient machines.