# ROLE OF PROJECT PLANNING ON EFFECTIVE IMPLEMENTATION OF REAL ESTATE CONSTRUCTION PROJECTS IN KAJIADO COUNTY, KENYA

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*Abstract:* **The main purpose of the study was to establish the role of project planning on effective implementation of real estate construction projects in Kajiado County, Kenya. The study employed descriptive research design since it minimizes biasness. The study focused on five on-going projects from each of the 52 registered real estate construction firms in Kajiado County. Therefore, the target population was 260. The unit of observation was the real estate project managers and project supervisors. The study used 20% of the target population and thus the sample size was 104 respondents. This study used primary data which was collected using questionnaires for the real estate construction projects. Simple random sampling was used to sample the project managers and project supervisors. The research instruments were validated by use of a pilot study, which was assessed by the supervisor. Data collected was analyzed by use of Statistical Package for Social Sciences (SPSS) Computer Package version 22 to produce frequencies, descriptive and inferential statistics which were used to derive conclusions and generalizations regarding the population. A multiple regression model was used to show the relationship between the independent variables to the dependent variable. The study found that project planning had a positive and significant effect on the effective implementation of real estate construction projects in Kajiado County. The study concludes that effective project planning leads to improvement in effective implementation of real estate Construction projects. Project teams therefore, should be highly competent to engage highly on reputable projects to bring about good project outcomes as a result of effective project planning.**

*Keywords:* **project planning, of real estate construction projects, produce frequencies.**

## 1.  INTRODUCTION

**Background of the study:**

The real estate construction industry plays a fundamental role in the development of a nation and helps in meeting one of the society's basic needs of shelter. The industry contributes up to 10% to a country's gross national product. Globally, there has been increased demand for houses and this has a lot to do with demographics but the necessary competency to implement the projects has been lacking. The real estate construction industry is dynamic in nature due to the increasing uncertainties in technology, budgets, and development processes. Nowadays, building projects are becoming much more complex and difficult and hence project teams are facing unprecedented changes.

Ideally, projects should be designed and managed by highly trained construction professionals and executed by qualified project teams and contractors selected on the basis of their capability to meet the project performance goals. These goals are in terms of the contract period, budget, quality, environmental sustainability and client satisfaction. However, there is evidence that despite the high quality of training of consultants in the building industry in Kenya and regulation of the industry in major urban areas, construction projects do not always meet their goals. This is manifested by myriad projects

that have cost overruns, delayed completion period and poor quality resulting to collapsed buildings in various parts of the country, high maintenance costs, dissatisfied clients and even buildings which are not functional (Kibuchi &Muchungu, 2012). It is identified that when a real estate construction project is not completed on time, the cost increases, there is denial of use to the developer and at times the projects are completely abandoned.

**Statement of the problem:**

Construction Projects are referred to as part of the main pillars contributing to economic growth, since they are the life line of construction programs. The concept of delay in the substantial implementation of real estate construction projects is a global phenomenon. In Kenya, real estate construction projects are facing challenges of delays and non-completion. Delays in project implementation are a common problem in the construction industry not only with an immeasurable cost to society but also with debilitating effects on the contracting parties Lindhard and Wandahl (2014).

It is worth noting that maintaining steady implementation and completion of real estate construction projects has been an issue of serious concern to the private developers', clients, contractors and the different stakeholders (Hass, 2015). In Kenya, counties have for about 3 years now carried out various projects successfully with counties like Machakos, Meru and Kericho reporting up to 12% per annum positive projects implementation, but a number of the 47 counties like Kajiado County have failed on the way due to various prevailing factors. A report by the World Bank (2014) shows that Kajiado County is among the counties that seemed not to have delivered major real estate projects, outlining only 10.7 % of the real estate construction projects have been completed on time and within the approved budgets, citing lack of proper project manager's competency as one of the reasons. The impact of delays is that funds committed on projects do not benefit intended recipients and subsequently results in cost and time overrun.

## 2. LITERATURE REVIEW

**Empirical review:**

Physical planning includes the scheduling of the project's tasks in terms of time while financial planning shows the required cash flow for each time period Zwikael and Saleh (2006). Regular plan reviews should focus more on the role level rather than the activity level. This approach is said to increase the planning of a project which will lead to better completion results. The Gantt chart is the commonly used planning tool on projects.

However, Pinko and Venkataraman (2013) state that large infrastructure projects are more often impacted by political and structural problems than misleading estimates. They also state additional planning and control cannot resolve these issues. Rojas (2009) in using fuzzy set analysis on five case studies, found that high-level planning was ranked second lowest in importance out of five critical success factors studied. Planning was ranked below top management support, user involvement and methodology.

According to Dvir et al., (2003), there is a strong correlation between successful project planning and the success of a project from the perspective of project stakeholders. These authors also indicated that clear definitions of functional and technical specifications in project planning can lead to more effective execution of projects. They also found a strong correlation between successful implementation of planning procedures and benefits to project stakeholders. Such findings are confirmed in a later study which indicated that project success can be measured in view of the quality of project planning; whereas poor planning means uncontrolled alterations in the planning variables of time, cost and quality (Dvir & Lechler, 2004).

## 3. METHODOLOGY

Here the research part deals with which and how the methods are used in the study, it provides a comprehensive discussion by outlining how the data was obtained, validated and verified, the population of the study, sampling frame and sampling techniques, research design strategies. According to Sekaran and Roger (2011), research design is a master plan that specifies the methods and procedures for collecting and analyzing the needed information. The descriptive design was preferred because the questions raised in the study required collecting data through administration of questionnaires to the respondents and also were effective since the study involved quite a large population. A descriptive study was effective since it contributed towards minimizing bias and optimizing on the reliability of data. The study adopted a descriptive research design in establishing the role of project planning on effective implementation of real estate construction projects in Kajiado County.

The target population for this study was the ongoing real estate construction projects in Kajiado County. The study focused on 5 ongoing projects for each of the 52 registered real estate construction firms in Kajiado County. Therefore the target population was 260 (5*52). The unit of observation was the project managers and project supervisors from each project since they were actively involved in the implementation of real estate construction projects. Mugenda and Mugenda (2008) opine that for any meaningful study, a sample of 10% to 30% of the target population is adequate. 104 respondents were randomly selected for this study. This therefore formed 20% of the target population.

**Data Processing and analysis:**

Questionnaires were used to gather data because the information was collected from a large sample and a diverse area, in addition confidentiality was upheld. Questionnaires were administered to all the respondents.  The people who were sampled filled in the questionnaires provided while being assisted by research assistants where they were unable to interpret the questions during any scheduled meetings, otherwise, the research assistants dropped and picked the questionnaires as agreed. Secondary data was collected through published scholarly articles, journals, newspapers, books and other relevant literature. Issues covered were sequenced and worded to make the data collected systematic.

Data analysis was carried out by use of Statistical package for the social Scientists (SPSS) to obtain descriptive statistics, a summary regression and a multiple linear regression model. SPSS software version 22.0 was used to produce frequencies, descriptive and inferential statistics were used to derive conclusions and generalizations regarding the population. The particular descriptive statistics produced frequencies, mean scores and standard deviation. A multiple linear regression model was used to test the significance relationship of independent variables against the dependent variable.

# 4.   CONCLUSIONS

From the study, the results show that the study established a positive correlation between project planning and effective project implementation. The study concluded that project planning was positively related to the effective implementation Real Estate Construction projects in Kajiado County. The study concludes that proper project planning should be facilitated and enhanced to ensure effective implementation projects. It can be concluded that there was a positive relationship between team project planning and the effective implementation of real estate construction projects in Kajiado County. The management of every project should ensure proper planning is done so that the objectives are established and met.

**Recommendations of the Study:**

The study recommends that project planning should be done on merit and experience to ensure only competent project team members are given the responsibility to facilitate the effective implementation of the projects. Real estate construction projects play an important role in development of a country; hence the proper project planning should be put in place to ensure effective project implementation. The study also recommends that project planning should be carried out by project teams that are highly competent to engage highly on reputable projects to bring about good project outcomes.

**Suggestion for further research:**

The research attempted to unveil the role of project planning on effective implementation of real estate construction projects in Kajiado County, on the Kenyan soil which provided the researcher with more information that was important to be used for academic reference.

The overall effective implementations of projects have uncountable research papers. Scholars have therefore not exhausted areas of effective implementation of real estate construction projects. Further studies can be done in other counties for the purpose of making a comparison of the findings with those of the current study. Scholars in this field should go ahead to ascertain other different variables, their uniqueness and connection to effective implementation of real estate construction projects.

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