COMPETITIVE ADVANTAGE, PRIORITIES AND STRATEGIES FOR
POSITIONING OF MOBILE PHONE COMPANIES IN KENYA

A STUDY CASE OF YU GROUP-KENYA

A RESEARCH PROPOSAL SUBMITTED IN PARTIAL FULFILLMENT
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DECLARATION

This is to certify that this research project is my original work and has not been presented by another person to any higher institution of learning.

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Declaration by Supervisor
This research has been submitted with my approval as University Supervisor.

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ABSTRACT

In order to survive in the competitive environment, it becomes necessary for Mobile phone companies to be aggressive in their search and development of strategies that provide increased value and competitive edge. Mobile phone companies continuously step up defensive strategies to ensure sustainable competitive advantage and positioning. They must have these strategies to ensure survival let alone growth in today’s competitive business environment in the Mobile industry.

The stiff competition among the Mobile phone companies, and the entry of other players anticipated into the industry necessitate the design of competitive strategies to guarantee performance. Successful strategies lead to superior performance and sustainable competitive advantage. The ability of a company to command a competitive advantage and priority depends on the sustainability of the competitive advantages that it commands.

The study is designed as a case study to determine the factors that give Yu Group Ltd in the mobile phone industry a competitive advantage and priority to determine how it positions itself in the industry in the ever challenging business environment. Data was collected using semi-structured questionnaires administered to 30 senior personnel of Yu Group Ltd stationed in Nairobi’s Yu Group Ltd Headquarters. From the findings, the researcher determined competitive strategies and positioning of Yu Group Ltd uses to be and remain competitive when other mobile phone companies are failing. By adapting these strategies, the company will position itself in its chosen target market and it will have positive results and growth both in its market share and size. Data collected from the field was analyzed using (Statistical package for the social sciences) SPSS and presented in tables, charts and graphs for easy interpretation.