STRATEGIES OF ADVERTISING IN FOOD PROCESSING FIRMS

A CASE STUDY OF KIWAMA MILK PROCESSING FIRM.

BY

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This is a research project submitted in partial fulfillment for the award of Diploma in Business Management of the University of Nairobi.
DECLARATION

This is my original work and has never been presented in any other university for academic awards.

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This research project has been submitted for examination with my approval as the university supervisor.

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ABSTRACT

The study sought to determine strategies that were adopted by Kiwama Processing firm.

The study was guided by the following objectives; to find out advertising methods that the Kiwama milk processing firm has adopted, to determine the benefits of the identified methods used in advertising, to identify the challenges faced by the company by using the advertising methods and to establish measures that the processing firm is putting in place to counter the identified challenges.

Case study research design using a focus group guide to gather data was used during the study with the target population being the product consumers of Nanyuki town ranging from children to the older generation. Focus group method was used as the research instrument of choice due to time constraints. The main findings were; the methods that the processing firm adopted had a positive impact on the sales of the company’s product, in addition to the improved sales the company acquired new and loyal customers to the brand and the company determined that television advertisement was the most effective method to boost their product sales due to feedback from their customers.

Based on the findings the researcher concluded that the firm had adopted a variety of strategies in advertising such as radio and print media advertising, outdoor advertising as well as television advertising. The main recommendations were; the company should invest more in putting up more television advertisements as it proved to be the most effective method of advertisement, the company should provide more information on the benefits of their product as people are more health oriented in what they choose to eat and