A STUDY OF ASSESSING THE FACTORS THAT AFFECT COMPETITIVE BUSINESS STRATEGIES IN EXHIBITION STALLS IN KENYA

A CASE STUDY IN NAIROBI CENTRAL BUSINESS DISTRICT

BY

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DECLARATION

This research project is my original work and has not been presented for examination of a degree or diploma in any other university.

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ABSTRACT

Exhibition stalls have in Kenya grown at a high rate. Many people who are not employed have opted to open their own businesses in the name of exhibitions stalls mainly selling new clothes. More and more customers have adjusted to the idea of wearing imported clothes thus keeping the business running.

This study looks into the growth of these stalls in Nairobi Central Business District. Chapter one gives us the different aspects of the research study; while chapter two looks at the literate relating to this research. Followed by the research design and methodology, which includes the area of study, target population, data instruments, instrument validity, data collection procedure and data analysis techniques. Chapter four focuses on data analysis, interpretation and data presentation. Chapter five gives a summary of the findings, conclusions and suggestions.