STRATEGIC MARKETING PRACTICES ADOPTED BY POWER GENERATING COMPANY.

A Case Study of Kenya Power and Lighting Company Limited.

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DECLARATION

This my original work and has not been presented for the examination or any academic award in any other university.

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This work has been submitted for examination with the approval of an UNIVERSITY OF NAIROBI supervisor.

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ABSTRACT

This study is set out to identify the marketing strategies adopted by the Kenya Power and Lightning Company Limited. Its main objectives will be to determine the strategic marketing practices employed and examine the factors affecting the implementation of strategic marketing practices employed by the company.

The study adopted a case study design which was the appropriate in the investigation of strategic marketing practices adopted by the company. Respondents of the study comprised the company’s staff, which provided information on the strategic marketing practices. Data collection will be done through self-administered questionnaires with closed and open-ended questions. The data collected will be analyzed using descriptive strategies. This involves the use of frequency tables, percentages, ranks ordering and mean score. Frequency tables will be used for grouping data obtained to facilitate working out percentage in order to partly address the first objective of the study.

The study found that scanning of the environment involving the demand for products, availability of suppliers, change in customer taste, number of employees and market was always undertaken before marketing plans were prepared. The marketing objectives were all considered very important in the company. Regular review of the marketing plans was always undertaken. It is recommended that the management formulate a coordinated strategic plan to encompass business and marketing plans for the development of the company objectives. Coordination between the departments is vital and Kenya Power and Lighting Company Limited needs to set goals, priorities and objectives attainable within a set frame.