INFLUENCE OF SALES PROMOTION ON CLIENTELE GROWTH IN EQUITY BANK:
A CASE OF CRANE HOUSE EQUITY BRANCH, THIKA, KENYA

BY
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DECLARATION

This project report is my original work and has not been presented for a degree or diploma in any other university or institution of higher learning.

Signed…

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

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ABSTRACT

Promotion consists of advertising and personal selling. Attempts to shift the demand curve through direct persuasion of perspective buyer. The scope and form on promotional programs depend primarily on the knowledge and imagination of the marketers. The establishment of promotional decision process and make selection of alternatives more manageable. The promotion strategy is part of the overall marketing plan and is normally executed in conjunction with nation-wide advertising campaigns a contest, a coupon – redemption programs The implementation of these strategies involves numerous tactical decisions, many of which lead themselves to quantitative sub optimization techniques. Examples are the setting of budgets, the selection of advertising media, and the computation of the number of salesmen. Marketing managers at Ryder system faced a real challenge as they developed their plans for 1990. Ryder bright yellow move-it-yourself rental trucks were a familiar sight on the streets and highways of the United States, Canada and United Kingdom. However, demand for rental trucks was down. To generate more interest in Proctor and Gamble products, marketing managers are supplementing their advertising with special sales promotion including sweepstakes contest and coupons distributed in newspapers inserts. The marketing managers’ main promotion job is to tell target customers that the right products are available at the right place at the right price. From the Study findings majority of the respondents are familiar with banks and are registered with Equity Bank. Majority of the respondents (80%) have had an account with the bank for more than five years. It was also noted that majority have an interest in the bank’s growth strategy. This show the bank has key preferences on strategies for clientele growth. The bank pursues new opportunities which are consistent with approaches aimed at promoting clientele growth.