ASSESSMENT OF MARKETING STRATEGIES OF BRAND KENYA BOARD

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L123/10615/08

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DECLARATION

This project is my original work and has not been done or presented as a diploma in any other university.

Supervisor
Signature

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

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ABSTRACT

This research investigated promotion and innovative marketing strategies applied by Brand Kenya board among business people in Kenya. The target group being unemployed youths facing various problems. The plight of the youths included poverty, ignorance due to illiteracy, unemployment and disease associated by poor living conditions.

The government on highlighting the economic status of the youth, comprising 75% of Kenyan population. The Brand Kenya board was set up to empower the disadvantaged youth population economically to improve Kenya’s image locally and internationally.

The research was focused on brand Kenya and its ability to impact its economically and business skills among the youths and upcoming business people. The focus being on promotion and innovative marketing strategies brand Kenya has applied to meet its objectives and empowering the youths initiated in the business to do the same.

The research design was based on a case study of brand Kenya as a board and its impact on changing the youths mentality by empowering them economically in starting up ventures. The study was on the extent to which brand Kenya has been able to promote local purchase and services in encouraging transformation. To add on, the extent to which brand Kenya has been committed to quality and innovation among business people. From the case study interview of brand Kenya board it was evident that they have been able to significantly the attitudes of youths towards business.

The promotional techniques and marketing strategies can be seen to be effective since half of the youth population responded well in their business. The quality and innovation tool among business people has had a great effect by the use of mass media. From the interview of brand kenyas consumer utility and behavior of the youths was above average. Therefore the tools used by brand Kenya board among the business people since its inception one year ago seems to have impacted them. From the research results obtained so far, given 5 to 10 years the brand Kenya board will ultimately achieve its goals.