

**EFFECTIVENESS OF PROMOTIONAL MIX TOOLS ON THE SALES OF
LOCAL PHARMACEUTICAL MANUFACTURING COMPANIES IN
KENYA.**

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ABSTRACT

The main objective of this study was to investigate the effectiveness of promotion mix tools on sales of the local manufacturing pharmaceutical companies in Kenya. The specific objectives of this study were to investigate the promotional mix methods used by local pharmaceutical manufacturing companies in Kenya and to determine the extent to which the promotion mix elements affect sales in the local pharmaceutical manufacturing companies.

This study adopted a survey design which was most appropriate in the investigation of the effectiveness of promotion mix methods on sales in local pharmaceutical manufacturing companies in Kenya. There are forty-two (42) local pharmaceutical manufacturing companies listed by Pharmacy and Poisons board of Kenya (PPB) as at June 2010. Due to the small size of the total population, a census was carried out on these companies. The respondents were subjected to the study through a questionnaire. The researcher used primary source of data which was obtained through a semi-structured questionnaire.

The study found that the marketing managers need to determine what combination of the promotion mix will make effective promotion programs for their ethical products. An effective promotion mix is a critical part of all marketing strategies. Designing an effective promotional mix involves a number of strategic decisions. Speed of return on promotion investment in relation to strategic objectives, nature of information, nature of distribution, image requirement, and others are some of the strategies of evaluating the effectiveness of the promotional mix on sales. A company should also carry out a customer value analysis to determine the benefits the customer in a target market segment wants and how they perceive the relative value of competing suppliers' offers. The findings recommend that market share measures should be used as market performance indices. It is clearly desirable for the individuals concerned to have thorough knowledge of the promotion mix elements, which generate market share figures, and to be able to analyze the impact of their promotion mix on market shares, as well as their profit implications. Further research could be undertaken on the promotion mix elements in other sectors and on the specific aspects of strategic marketing, as this will provide in depth information crucial for development.