

**FACTORS AFFECTING MARKETING OF FAST MOVING GOODS**

**(A CASE STUDY OF NESTLE KENYA LIMITED)**

**BY**

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## ABSTRACT

Fast moving consumer goods (FMCGs) constitute a large part of consumers' budget in all Countries. The retail sector for FMCGs in Kenya is in the process of a drastic transformation. New, "modern" retail formats, like chain stores and hyper/supermarkets, Have rapidly diffused in almost all major urban areas, and increased their market share at the expense of traditional formats (grocery shops, green groceries, etc.) in the last couple of decades. This rapid transformation has raised concerns about competitive conditions in the sector. This study is aimed at to shed light on factor affecting the marketing of the FMCGs in retail trade sector in Kenya. We analyses the factors that affect the marketing of fast moving goods. The study is focused on advertising, promotion, brand name, quality etc