

**COMPETITIVE STRATEGIES ON DISSEMINATION OF FARMING
TECHNOLOGIES; A CASE OF NON-GOVERNMENTAL ORGANISATIONS IN
WESTERN KENYA**

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ABSTRACT

The topic of this proposal is Competitive strategies on dissemination of farming technologies; a case of non-governmental organisations in western Kenya. This study explored on the nature of competitive strategies which the non governmental organisations here were using to gain a higher financial and social capital than their rivals. The operations of these NGOs are aimed at improving the agricultural productivity of crop yields therefore improving the living standards of farmers and their dependents. Though largely working towards this same objective, NGOs have been forced to compete against each other to ensure sustainability of their operations with continued funding. The main objective of this study was to identify the competitive strategies adopted by international research non-governmental organisations on dissemination of farming technologies. This study demonstrates how these organisations have used differentiation, low cost and niche strategies to gain a position of competitive advantage. Questionnaires were used the main research instrument which were used in data collection. From a target population 180, I selected a sample size of 60 farmers from the competing organisations. Data collected was coded and keyed in for analysis. The SPSS computer package was used to key in and run data analysis. In determining the extent to which the independent variables provide competitive advantage, the study used frequencies and percentages out of which mean scores, variances and standard deviations were obtained to be used as measure of extent.