

FACTORS INFLUENCING MARKETING OF ALCOHOLIC BEVERAGES IN KENYA A STUDY OF EAST AFRICAN BREWERIES LIMITED (EABL)

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ABSTRACT

This study explains the factors influencing marketing of alcoholic beverages in Kenya majoring on East African Breweries Ltd, a leading company playing a major role in economic performance of the East African region. East African Breweries plays a major role in employment creation and contribution of tax to the exchequer. East African Breweries provides more than 1000 jobs directly in East Africa while indirect jobs created are well over 18,000. The external environment has been turbulent in the recent past hence having a significant effect on this industry. This study is carried out to examine the impact of this fast changing business environment in which East African Breweries Ltd has developed strategies to cope up with these effects. Browne (1997) observed that learning is the heart of a company's ability to adapt to rapidly changing environment. Theoretical framework is based on Neoclassical theory by Robert Solow (1956), Dunning (1980) OLI Framework, The Porters 5 forces, Micknsey 7's Model, and the Porters Value Chain. To further evaluate the strategy, Henry Mint berg (1987) 5 PS was used. The target population is based on four departments targeting 50 employees. Census method was used in the study. Data was collected using qualitative and quantitative technique and presented by tables and charts. It was found out that East African Breweries Limited must continue to predict its future through continuous scanning of the environment. This scanning should involve studying and interpreting social, political, economic, ecological, legal, cultural and technological events. Environmental scanning raises a manager's awareness of potential developments that could have an impact on industry posing opportunities and threats. The study further noted that marketing plays a strategic role in planning process. Finally it is hoped that the findings of this study will be of theoretical and practical significance to marketing professionals, future researchers and policy marketers in this country.