

**MARKETING STRATEGY AND BRAND POSITION IN RWANDA
A CASE OF BRALIRWA'S TURBO KING IN KIGALI**

**BY
HAVUGIMANA BENJAMIN
MBA/3339/11**

ABSTRACT

The purpose of this study was to explore the relationship between marketing strategies and brand position with particular emphasis on Bralirwa's Turbo King Brand. The research design was quantitative and qualitative. The specific objectives was: To identify the types of marketing strategies used by Bralirwa Ltd on Turbo King target market during the period of study, to assess how marketing strategies used by Bralirwa Ltd influence Turbo King Brand positioning, to identify challenges faced by Bralirwa Ltd during the implementation of marketing strategies on Turbo King. The significance of this study to the researcher and to Bralirwa Ltd was to look at its problems, to give basic knowledge about marketing strategies, to serve as a reference material for similar studies in future. Marketing strategy includes all basic and long term activities in field of marketing deal with the analysis of the strategic initial situation of the company and the formulation, evaluation and selection of market oriented strategies. The total population was estimated at 9150 customers with the sample of 431 obtained using the Sloven formula and purposive technique. The secondary data was obtained by using documentation where textbooks, annual reports, and internet sources were consulted. The literature review for this research consisted on theoretical literature review and empirical literature review about the marketing strategies and brand position. The data collected by structured questionnaires and interview guide were analyzed qualitatively. Quantitatively, the researcher summarized data using descriptive statistics like tables, frequencies, percentages and figures which enabled the researcher to describe meaningfully the distribution of scores and measurements. Using these techniques, the presentation, analysis and interpretation of findings made it easy. The study showed that marketing strategies, its approaches bear a legitimate contribution to company's performance. However, these must be expressed as a core of the business. The findings from the research showed that pillars of marketing strategies (Target market, market segmentation, marketing mix and diversification) in Bralirwa are recommended because they contribute significantly to the performance.