

**EFFECTS OF MARKETING STRATEGIES ON THE PERFORMANCE OF
RETAILING STORES IN MACHAKOS TOWNSHIP
(Case of retailing stores within Machakos Central Business Division).**

BY

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ABSTRACT

The study will aim at determining the effects of marketing strategies on performance of business organizations. The study will be carried in 100 retailing stores. The study is significant to the, management, researchers, others business firms and researchers. The researcher in reference to the research objectives established the effect of marketing strategies on market leader strategy, market focus strategy, market follower strategy, marketing mix strategy. The total population will be 100 retailing. The researcher will select 57 owners as the sample population for gathering of information. The researcher will use a descriptive research design. The sampling method that will be used is random stratified sampling. Data will be collected by use of questionnaires which had open and closed ended questions. The Analysis of the data will be done using quantitative and qualitative methods. The presentation of the data will be by use pie chart, graphs and tables.