

**THE EFFECTS OF PRODUCT PROMOTIONAL STRATEGIES ON  
ORGANIZATIONAL SALES: A CASE STUDY OF HOMA LIME  
COMPANY LIMITED.**

**By**

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## ABSTRACT

The purpose of the project was to study the effects of product promotional strategies on organizational sales; a case study of Homa Lime Company Limited in Muhoroni District of Kisumu county. The specific objectives were, to identify product promotional strategies used by Homa Lime Company Limited, to determine the contribution of the promotional strategies on sales volume and to find out the problems the company is facing in product promotional strategies. The significance of the study was to find out how this organization uses promotional strategies to achieve high sales, help management on how the strategies can be used to achieve customer satisfaction and retention and how the strategies could help expand the customer base. The study targeted 180 employees of Homa Lime Company limited. A sample was used to represent the entire population and the sample size was 54. The data collection instrument was questionnaires and the data was analyzed using descriptive statistics, charts and graphic methods. The study found out that promotion has an influence on product sales volume and increases competitive advantage. The study recommends that challenges in promotion must be overcome for increased sales performance. The firm should allocate enough resources for carrying out promotion. The study is important in generating information for the firm to make right decisions regarding promotional strategies the firm should employ e.g. Direct marketing, Advertising, Sales promotion, and Public relations. These strategies have been instrumental in assisting other firms achieve their sales targets, meet stiff competition and enhance good public relations. Lack of funds, transportation, human resource and competition are some of the hindrances to the use of promotional strategies. The researcher is also suggesting the following areas for further study; Relationship between promotional strategies and Sales Volume, Impact of product promotion on economic development, and why Product promotion is not practiced effectively in Kenya