

THE EFFECT OF INVESTMENT MARKETING STRATEGIES BY GOVERNMENT AGENCIES ON THE KENYAN ECONOMY (A CASE OF KENYA INVESTMENT AUTHORITY)

**JEMIMAH ADAH CHIBOLE, MASTER IN BUSINESS ADMINISTRATION
SUPERVISOR: DR JULIUS M. GEKONDE**

ABSTRACT

The study was designed to evaluate the investment marketing strategies of governmental Marketing Agencies on the Kenyan Economy. The study looked at the importance for marketing Kenya as an investment destination as captured in the background of the study.

Chapter one gave the background of the study, which included the purpose, objectives, the profile, the problem statement and the significance of the study.

Chapter two analyzed the related literature and various concepts of the research topic. It also gave the theoretical and the conceptual framework and the research gap and summary.

The research methodology in chapter three used a case study approach and descriptive statistics was used.

In chapter four, data was analysed both qualitatively and quantitatively used and the statistical Package for Social Sciences (SPSS) was used to facilitate this analysis. The data was then presented in form of tables, bar graphs and pie charts to show trends and proportions.

This survey revealed that investment marketing strategies applied by the government agencies contribute quite significantly to the Kenyan Economy. It was also found that investment exhibitions offer fast hand experience to potential investors in locations with various opportunities. The study found out that lack of availability of skills and physical infrastructure is amongst the major impediments to invest in African countries.

The study recommends that proactive investment promotion strategies be implemented by the government agencies and various types of investment marketing strategies be employed. That investment exhibitions investment marketing strategy should be emphasized more because it offers fast hand experience to potential investors in locations with various opportunities and hence it can yield more for the economy.

That the government should address the issue of lack of capacity building and inadequate resources through manpower training and more budgetary allocations to facilitate the availability of these resources.