

EFFECTIVE MARKETING OF DAIRY PRODUCT IN KENYA

(With particular reference to Kenya co-operative Creameries Limited - KCC Ltd)

By

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A summary monograph submitted in partial fulfilment of the requirements for the degree of MBA in the international management center from Buckingham, U.K/Northland Open University, Canada.

ABSTRACT

Effective marketing has been based on dynamics of market mix. A new concept based on "8" Ps has been explored and used to segment current and potential market of KCC. The concept has been applied to assess the marketing effectiveness in KCC.

Technological and management development is a necessity in the Dairy industry and this has been broadly explored in the advanced literature review.

Research and development is a necessity in the dairy industry and the subject has been covered in the project with a recommendation made to KCC to establish a research centre.

Recommendation on future study and a conclusion summary has also been made at the end of the project.