

**MARKETING STRATEGIES AND PERFORMANCE OF MEDIAMAX
NETWORK LIMITED**

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D61/77105/2015

**A RESEARCH PROJECT SUBMITTED FOR PARTIAL
ACCOMPLISHMENT OF THE NECESSITIES FOR THE AWARD OF
THE DEGREE OF MASTERS IN BUSINESS ADMINISTRATION,
SCHOOL OF BUSINESS, UNIVERSITY OF NAIROBI**

NOVEMBER, 2017

DECLARATION

I whole acknowledge that this project is my innovative work that has never been presented for an award of a master's degree in any other institution of higher education.

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DEDICATION

I dedicate this project to my late father Mr. Samuel Rakua Kamaamia ,my lovely mother Mrs.Rispha Rakua and the entire Kamaamia family for their prayers, support and motivation they accorded to me.

Special dedication to my loving wife Agnes and son Letipat for their inspiration during my academic period.

ACKNOWLEDGEMENT

I desire to thank first, the immense God for conceding me wisdom, potency and protection throughout the period of my post graduate studies. Special thanks to my University Supervisor Prof. J.M Munyoki and Moderator Dr. Raymond Musyoka for their valuable time, support and direction offered to me during the period of my research project; I gained a lot of skills and competence through their guidance.

I would also like to pass my appreciation to the management of Mediamax Network LTD and the entire fraternity for allowing me access information that aided me complete my research project; they have indeed inspired and enabled me gain useful knowledge that will go a long way towards growth and development of both my academic and career goals.

Lastly, this project wouldn't have been complete without the input of my fellow MBA students-especially the 2015 group, UON MBA department, Lecturers in the School of Business and the Library department staff for their support, courtesy and encouragement during my entire time of pursuing my MBA studies. I wish to express my appreciation you and May God exalt you.

ABSTRACT

Marketing approach is a fundamental issue for the whole production whether the firm is a miniature scale set up or a fighting fit reputable transnational conglomerate outfit, organizations are tasked and mandated to develop, establish and implement a coherent and well trendy marketing strategies to promote their businesses, court the right types of clients and allocate their resources correctly for business growth, this is widely assessed by the return on investment (ROI) as an indicator that measures the efficiency of funds. This study sought to investigate how marketing strategies influence organizational performance at Mediamax Network Limited. The key reasons behind the research were to ascertain selling strategies used by Mediamax Network Limited and to settle on the association flanked by marketing strategies and executive recital of Mediamax Network Limited Network Limited. Primary information was composed using an interrogate conduct. The interviewees were 4 managers in sales and marketing departments that include TV, radio, print and the accounts department managers. Data collected was coded for categorization and interpretation and analyzed using content analysis. The study found that marketing strategies have an impact on organizational performance. Media firms have adopted the marketing mix to help them gain improved firm performance and there is need for these firms to adopt the right marketing mix strategies in their operation. It is recommended that the media-max network limited need to tailor make marketing strategies in line with the trendy marketing mix model to boost organizational recital.

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LIST OF ABBREVIATION AND ACRONYMS

FM	Frequency Modulation
GoK	Government of Kenya
KARF	Kenya Audience Research Foundation
KBC	Kenya Broadcasting Corporation
KBS	Kenya Broadcasting Service
RBV	Resource Based View
ROI	Return on Investment
TV	Television

CHAPTER ONE

FOREGROUND

1.1 Background of the Research

Marketing strategy encompasses placing short term and long term goals of the organization in marketing with vital aim of growing the overall performance of the organization by growing sales of its products and gaining justifiable competitive advantage in the industry (Lawrence & William, 2013). It defines how an organization classifies its activities that includes detecting unmet needs, defining, determining and measuring marketplace, choosing target market and encouraging the invention in the target market (Joshi & Bang, 2014). Previously, for associations to stay competitive, the marketing strategies concentrated on managing rivalry in their present markets and how to keep their market share through client retention (Hamel et al., 2014). With increment in competition in the present market, for organization to persistently accomplish set performance objective, there is requirement for them to get new market to sell their items other than depending completely on the present set of clients.

The study was guided by the resource based view (RBV) theory, Igor Ansoff's theory and Porters five forces model. The focal preface of RBV addresses the basic question of why firms are distinctive and how firms accomplish and maintain upper hand by conveying their assets (RBV) of the firm (Campbell, 2004). As indicated by Igor Ansoff's theory (1957), for associations to consistently enhance performance, the top administration need to create item and market development systems that are in accordance with the business current natural turbulence, vital forcefulness, and administration responsiveness. They may embrace market

penetration, market development, product diversification or Product development strategy as growth strategy.

Media Industry carries a broadened accumulation of media advances that contact an extensive large audience by means of mass correspondence. The media business delivers a few sorts of substance, utilizing assorted organizations and circulation over various stages (Deloitte and Touche, 2012). Broadcasting business in Kenya is dynamic and gives chances to business progression for nearby and outside organizations. This is not the same as in the previous years since there is extra of insights of broad communications business in Kenya and Sub-Saharan Africa (Softkenya, 2016). Accordingly, every association needs to receive a few systems which will empower it to have a focused edge over the others. As rivalry strengthens, numerous organizations keep on seeking beneficial routes in which to separate themselves from contenders, in this manner the need to embrace showcasing procedures that will guarantee that the media firms accomplish their expected destinations. The firms however ought to be careful in the choice of the marketing strategy to be adopted as they are affected by several factors which needs market analysis before adoption.

1.1.1 Marketing Strategies

Marketing approach is an organization train, that heeds on the relations innermost objective, checks for remarkable unwrapped doors, decides whether they robust the relations key course, characterize the procedures for accomplishment, and constantly reassesses opening (Gaynor, 2012). Competitive marketing strategies suggest both radical and incremental changes in considering, effects, and shapes or within organizations (McAdam &

McClelland, 2012). The aggressive strategy gives a sensible bearing and focus on the endeavor of the whole relationship on a regular centered systems objective. Administration needs to develop the system and bestow the piece of focused advertising methodologies inside an association, pick how to use advancement and drive execution improvements utilizing execution markers. Oke and Goffin (2016), suggested that the initial phase in figuring a showcasing procedure is to characterize what aggressive systems intends to the firm or the regions of center as far as promoting methodologies. Through indulging the initiators of forceful framework's requirements, a firm can develop its focus zones for competitive marketing strategies.

The noteworthiness of possessing an obviously characterized new showcasing methodology controlling the improvement technique was seen by Afuah, (2013). Showcasing methodology gives a sensible course and concentrates on the endeavor of the whole relationship on an average improvement objective. Oke, (2014) suggested that the underlying stage in advancement procedure is to characterize what development intends to the firm or the zones of center as far as development. By understanding the drivers of advancement needs, a firm can build up on its fixation locales for improvement. Reynolds, (2015) suggested that more viable firms had more unmistakable and noticeable indications of administration responsibility regarding new item advancement particularly as far as giving satisfactory financing and assets, than less productive firms.

1.1.2 Organizational Performance

Performance is the authentic productivity or domino effect of an association as calculated against its projected output (or goals and objectives). Executive recital is the ultimate accomplishment of an association that is calculated either in economic and non-economic indicator, and comprises of a certain amount of indicators. According to Richard and Robert (2015) executive recital encompass three precise areas of business outcomes which are economic recital (earnings, return on resources, return on savings, etc.), merchandise market recital (sale, market divide, etc.), and investor return (total investor return, financial worth supplementary, etc).

The recital of any business structure is pretentious by the methods that the association decides to apply. By means of economic procedures alone ignores the truth that what enable a business accomplish or convey improved economic outcome from its operations is the achievement of deliberate objectives that advance its competitiveness and market potency (Thompson et al., 2007). Qualitative measures include innovativeness and marketplace standing (Saunders and Wong, 2005).s

Non-Economic procedures can be measured beneath results with sentimental (contentment, obligation, proceeds, role divergence and collective communal amalgamation), cognitive (improvement, variety of viewpoint, numeral and eminence of ideas) figurative (actions of subordinate level employees) and communiqué (announcement with cluster members) cost.

1.1.3 The Media Industry in Kenya

Kenya has an exuberant media business and assessed as amongst the top mainly reviving media showcases in the Sub-Saharan Africa through more than 22 asserted Media Houses. It is joined by the rising level of clerical class, rising rates of instruction, a broad metropolitan masses, and the allocation of wireless as a phase for correspondence supplanting the standard systems. These expect an imperative part in the monetary change of the Kenyan nation through spread of critical data as often as possible held as a decent case to society, giving a phase to open engagement, and considering the organization capable of its exercises. The media business in Kenya has recorded massive advancement since independence. From only a solitary broadcaster the Kenya Broadcasting Corporation (KBC) at first known as the Kenya Broadcasting Corporation (KBC) that was gained from the common administration, Kenya today boasts of more than 386 FM broadcasting frequencies, progressively that 46 arranged in Nairobi County, and 105 TV frequencies payable to public and private proprietors. (GeoPoll, 2015 and Kentra, 2016).

The enormous assumptions put forward by the Government of Kenya in the area of information and media transmission and as the most recent system grasped universally has during the time compensated return in the course of the flexible correspondence change, which therefore has significantly misrepresented sparing cash and media transmission industry and also the telecom and operation of media substance. With cell administrations infiltration staying at very nearly 80 percent and more than 30 million supporters enrolled on media transmission organizes, a continually expanding number of customers have created confide in utilization of development to get to the communicates administrations be it progressed or something else, hence making business entryways for the media business.

1.1.4 Mediamax Network Limited

Mediamax Network Limited is one of the top expanding and developing media houses in Kenya, it boast a host of energetic, opinion-shaping and fresh brands and have a dedicated work-force that goes out of its way to make things happen. With its combined portfolio, Mediamax Network Limited are influencing over 15 million Kenyans every day. With the revamp in December 2015, K24 successfully managed to refresh itself. Combining a bold and entertaining program line-up with a state of the art studio that has the best graphics and feature presentations the company gives station that's doing the best and keeping it real. K24 offers the whole family content that's entertaining and informative. The only station in Kenya serving everything that's real.

The radio station Kameme FM aims to teach, notify and amuse while pursuing a character of originality and the uppermost point of professionalism. This is the most popular Kikuyu FM station in Kenya. Kameme and its presenters pride themselves as the gatekeeper of society. They set the trend in terms of opinion, be it political, social, economic or legal. And we do it with a serious dose of humour. Milele FM entertains, inspires, educates, informs and is very precise. The presenters define good radio and connect remarkably with listeners. This is the voice of the Ameru that speaks on their behalf. Meru FM also aids them to build better and productive lives in a fresh way. Plus the presenters are energetic, up-to-date, humorous and experienced.

Mayian Frequency Modulation is the tone of voice of the Maasai. The light of the community (Ewang'an Olosho). A blessing and new dawn for the Maasai. It covers the whole of Maasai land and beyond. It is engaging, informative and entertaining with clear targeting and excellent programming that focuses on the rich heritage of this wonderful community. PiliPili FM is Kenya's fresh, modern and Swahili radio station specifically for the coastal region. Always impartial, independent and honest, PiliPili aims to educate, entertain and enrich all who listen to it. Our programming includes cutting edge and distinctive news, sports, weather, entertainment, human interest, social issues, analytical and interactive talk shows. Mediamax Network Limited have a digital team that will give formidable online presence and your audience will experience a modern way of interaction. You can enjoy live streaming for TV and radio programmes, social media experiences and downloads. We guarantee full value for our clients.

1.2 Research Problem

Companies have found it necessary to create advertising techniques with a specific end goal to maintain or develop their piece of the pie, grow to fresh regions or locations, gain fresh advancements, create brand name or stripe expansions, lessen expenses and dangers (Oliver, 1995). The development of the business is an essential precondition for a company's life span. Media market is confronting a worldview change today and the opposition relies on upon substance advancement, advancement, diverting and estimating techniques which has seen a couple of Media Houses having top evaluations. (Softkenya, 2016).

The media organizations are encountering tight rivalry and different Media Houses in Kenya are incorporated into appointment of moved made showcasing procedures concentrating on focusing on gatherings of people and audience members. Such techniques enveloped item separation, vicious aggressive valuing, deals advancement and divert conveyances in different ways and lingos concentrating on different market parcels through thinking of different TV channels to provide food for different sections with a point of view of overhauling hierarchical execution to the extent financials benefit for advertising Investment (Robert, 2010; Deloitte, 2012; Wolf, 2016).

At the international level, studies done on marketing strategies include; Brennan (2014) who undertook a survey of seed retailers in residential communities in Minnesota in regards to the moves they had made to contend with discounters (low costs) and the accomplishment of those activities. Giving specific reigns, contributing superior worth items and improved customer administration were unsurpassed systems. Once more, increasing deals and advancements, cutting down costs and increasing publicizing were least effective. Carter, Ennew and Wright (2013) study on the effect of promotion blend strategy on farm saved seed recital calculated by farmers' contentment on Jeddah confidential informal seed sector established that five out of seven variables were significant while on the other hand two variables were insignificant. Tikkanen, Kujala and Artto (2015) researched on the effect of promoting technique imagination on hierarchical execution by means of showcasing procedure usage viability among Pakistani associations. The review set up that execution is augmented when an association builds up an inventive technique and accomplishes viable usage. Jaakkola et al. (2015) did a review on vital promoting and business execution in

European Engineering Countries. Findings of the research revealed that there is an optimistic affiliation flanked by strategic marketing and business recital though this research for specifically countries that have developed.

Locally studies done include; Irimu (2013) who did a study on the impacts of circulation channel strategies applied by seed processing mechanism that integrates new seed processing technology in Kenya. The findings of the research established that location of the overhaul facility is important because many be deficient in the funds for communal shipping or experience sensitively bumpy to visit distant outlets. (Macharia 2013) undertook a study on the influence of marketing strategies on performance of real estate business in Nairobi, Kenya and established that premeditated marketing practices were adapted to a small extent by the real estate companies sector in Kenya due to many challenges that include inadequate capital, high operational costs and inadequate training among real estate companies. Metett (2015) carried out a research on the impacts of marketing means on the recital of assurance firms in Kenya. The studies that have been undertaken in this areas, have not dealt with the research topic. The research thus tries to answer the query; to what extent do marketing ways influence organizational performance at Mediamax Network Limited?

1.3 Research Objectives

The following are the reasons behind the research:

- i. To establish marketing ways applied by Mediamax Network Limited.

1.4 Value of the Study

The administration and other institutions concerned with the state's strategy formulation cannot neglect the media segment as one of the chief contributors to the state's Gross Domestic Product. The discoveries arising from this review will accordingly be of significance since they ought to have the limit of being utilized to plan positive monetary arrangements which are applicable and touchy to the strengths impacting the media division execution in Kenya.

To Media Company administration the acknowledgment that media business is one of the exceedingly focused businesses locally and all around calls for particular promoting office to embrace appropriately planned showcasing methodologies for achievement of the organization. To the media organizations in the country, this analysis discovery will be of surprising implication in light of the fact that in the course of them, these foundations will be improved and positioned to gage their implementation and make upgrades where significant to support their market implementation and universal positioning in the industry.

To the individuals who have insightful enthusiasm for promoting of media organizations and general budgetary area, this review will give a wellspring of reference; writing audit and premise whereupon additionally studies can be created.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

The episode present theoretical background of the research as illustrated and discussed by various scholars. The chapter highlights theories guiding the study, determinants of performance, empirical studies thereby illustrating the research gap after which it presents the summary of empirical literature and conceptual framework.

2.2 Theoretical Foundation of the Research

This segment discloses the applicable theories that are related to competitive strategy and organization. In this case, the study focused on the resource-based view (RBV) and Igor Ansoff's theory.

2.2.1 Resource Based View

The asset based view hypothesis can be used to expound focused promoting systems. This hypothesis battles that upper hand lies in the assets that an association can get to and abuse and not in the ability to manage the earth (Campbell, 2004). It keeps up that organizations are plentifully supplied with a heap of assets as resources, capabilities, procedures, and substitutes that furnish the association with an upper hand. David (2007) means that since organizations have diverse qualities at various levels and distinctive packs of assets, contrasts in hierarchical execution are probably going to be seen

The theory additionally attests that organizations have three sorts of assets in particular; substantial assets, immaterial assets, and hierarchical capacities. Substantial assets incorporate money related, physical, innovative and hierarchical resources and along these lines are effortlessly distinguished then again impalpable assets are more perplexing to recognize and in this way hard to emulate. They incorporate methodologies that a firm embraces after some time and comes full circle to enhanced execution (Barney, 2006). At long last, hierarchical abilities are aptitudes and capabilities which a firm consolidates to change unmistakable and impalpable assets into yields, for instance, remarkable client benefit (Dess et al, 2007). The asset based hypothesis additionally contends that authoritative assets in themselves are not really a wellspring of upper hand since opponent firms may likewise have comparative assets. For this situation, along these lines, upper hand lies in the assets having at least one of different characteristics, for example, important substitutes. A firm needs to, in this manner, support an upper hand the length of different firms can't copy similar properties (Dess et al, 2007).

The theory opposes that a firm needs to bridle its assets utilizing the hierarchical repeatable learning that guarantees it an upper hand. Allow (2004) places that accomplishing and creating authoritative skill is vital to accomplishing upper hand and, along these lines, upper hand is sourced in the association's capacity to learn and apply information instead of basically getting to assets. The hypothesis additionally contends that aggressiveness should be bolstered by a culture that empowers sharing and trading aptitudes, skills and abilities through hierarchical learning.

2.2.2 Igor Ansoff's theory

Igor (1957) posited that for an organization to increase its performance, it needs to achieve products and market growth through four different strategies which depends on whether or not a company or product is already present in the market. He considered two dimensions; one dimension is based on the product being either new or existing while the other dimension consider market as new or existing.

The growth strategies pose different levels of risks and need for investment. Market penetration which involves selling more of existing products in already exiting market possess the lowest risk (Shroder, 2015), this strategy is aimed at achieving market dominance through gaining competitor's customers, attracting non-users and having the current users buy more (Gardetti,2005). Organization could also opt to introduce new products in an already existing market by developing products that are closely related to the existing products, developing totally new products to match existing needs of customers or a product that rejuvenates the usage of existing product (Free-Management-e-Books, 2016) as a strategy, this strategy was described by Igor (1957) as product development strategy. Diversification strategy proposed by Igor (1957) involves developing a totally new product and selling it in a new market that the organization was not operating in, while market development entails selling the existing product into a new market. Both diversification and product development pose the highest risk and are the least employed growth strategies (Shroder, 2015).

2.2.3 Porter's Five Forces Model

The Five Forces Model defines the policy of antagonism in any business. Bloodthirsty strategy must nurture out of a complicated perceptive of the policy of antagonism that settle on a business's attractiveness. Porter says, "The ultimate aim of competitive strategy is to cope with and, ideally, to change those rules in the firm's behavior." (Mintzberg,1995). The five forces settle on business productivity, and some businesses may be more attractive than others. The critical inquiry in formative profitability is how of great value firms can generate for their customers, and how to a large extent of this worth will be captured or competed away.

Porter (1980), the capability of businesses to endure in the business atmosphere is reliant in the lead of their assortment and accomplishment of a bloodthirsty approach that differentiates the business from contestants. To deal with forces connected to intimidation of entrance, replacement, bargaining muscle of suppliers, and rivalry, Porter suggests the accomplishment of a nonspecific aggressive approach (cost management, segregation or focal point) to do better than contestants. A price tag management approach spotlights on achieving a stumpy fee with no sacrificing quality and service. This approach strains on cost cutting and possible for vast capital venture, so a high market allocate, extensive merchandise collections, and concentration to pricing are indispensable to it. Firms applying product discrimination as a competitive approach offer unique products or services and may slot in varying types of discrimination (for example product plan, brand illustration, knowledge, client orientation). A spotlight policy concentrates on a distinct product or

market section. Assortment of this approach is effectual for firms that serve up a tapered, distinct market rather than a multinational market

2.3 Marketing Strategies

This section will identify the marketing strategies adopted that is product strategy, price strategy, promotion strategy and distribution strategies.

2.3.1 Product Strategy

Wilson et al (2008) clarifies that item methodologies mirror the mission of the specialty unit and the business it is in. Its destinations include: to position the item in the market with the goal that it stands separated from contending brands; to position the item so it tells clients what you remain for, what you are, and how you might want clients to assess you. It likewise portrays that item methodology indicate showcase needs that might be served by various item offerings.

Clark and Fujimoto (1990) put crosswise over various item viewpoints. It goes for expanding life of the item and additionally revising unique situating botch. Toward the end, there ought to be an expansion in deals development and gainfulness among existing clients. Among new clients there is extension of the general market, in this way putting the item on a development course, while expanding productivity. Advancement of new item utilizes expands deals, piece of the overall industry and gainfulness.

2.3.2 Price Strategy

Of the significant number of sections of the publicizing blend, cost makes negotiate wage - all the others are costs. The price of a thing is clearly a basic determinant of the estimation of offers made. On a basic level, cost is genuinely managed by the disclosure of what customers see is the estimation of the thing on exceptional. Exploring buyers' evaluations about assessing is basic as it shows how they regard what they are hunting down and furthermore what they have to pay. An association checking on the methodology will change as demonstrated by occasion and circumstances. Value Theory is concerned not with monetary issues in theory, but rather with how a specific culture takes care of its financial issues. Philip (2016) depicts that it is likewise worried with clarifying financial action regarding the creation and exchange of significant worth, which incorporates the exchange of products and ventures between various monetary operators. A confusing inquiry tended to by value hypothesis is for instance: why is water so modest and precious stones are so costly despite the fact that water is basic for survival and jewels are most certainly not.

Milton (2007) clarifies that in financial aspects, the significant division is between fiscal hypothesis and value hypothesis. Fiscal hypothesis manages the level of costs all in all, with rehashed and different vacillations in complete yield, add up to work, and so forth. Value hypothesis manages the portion of assets among various uses, the cost of one thing with respect to another. Costs do three sorts of things. They transmit data, they give a motivator to clients of assets to be guided by this data, and they give an impetus to proprietors of assets to take after this data. Milton Friedman's great book gives the hypothetical supporting to and

understanding of costs. Around a fifth of the price of an entry continues being paid to the customer however figures change broadly from item to item.

2.3.3 Promotion Strategy

Zeithaml et al. (1995), delineate advancement as an endeavor that inclinations a customer to buy the things or benefits and to illuminate others concerning their understanding on the item utilize. Deals advancement implies the arrangement of data or motivators to customers or wholesalers with a state of engaging enthusiasm for items and administrations. It is a basic fragment that instructs the association on how it is seen by the outside accomplices who are intrigued with the association's yields educated by promoting systems as a segment of showcasing principle.

Deals advancement goes about as a focused cudgel by giving data and motivating forces to the expected intrigue gathering to purchase a particular brand. Kotler (2007), and Kimball, (2002) find that advancement system has starting at now change into a colossal dynamic in the item showcasing and deals handle which consider the AIDA display that is driven by showcasing blend segments which contain unequivocal combine of publicizing, personal contribution, transactions development, promotion and direct showcasing as contraption that the business uses to trail its advancing and promoting objectives towards appealing arrangements. Examiners have seen gigantic association among progression and business execution with observable quality.

2.3.4 Distribution Strategy

Naren, (2009) indicate that product distribution is a method for providing products or services to clients and ensuring that customers get the items or services at a competitive cost. He eludes distribution as a place informed by the marketing mix. It is a constituent of marketing mix, incorporating all distribution choices that relate to how products and services are made and realistic by the clients. Kotler and Armstrong (2010), likewise characterize place of distribution as an arrangement of between dependence that a firm esteems fit as a movement of making an item available for utilize or use by purchasers. Distribution strategy calls for profitable thought of channels so as the products and services to achieve the objective market through impactful avenues favored like wholesalers or retailers to express to customers as required by the partners, this has huge impact on industry recital.

Kotler and Keller (2006), clarify that allocation approach is a basic component of the marketing mix which represents a huge apprehension to a manufacturer as fabrication is not finished unless awaiting it gets to the ultimate customer. It turns into the majority imperative part of selling today and it has gotten expanded consideration as the word is going online business because of innovation headway. While alternate components stay below the organize of the maker, after the item is not in of the manufacturing plant and is directed into the allocation scheme, the association loses power over it. At the point when the organization creates a result of high caliber, decently valued and forcefully advanced, the undertaking stays deficient until the item is made accessible at the correct time and place. Allotment policy influences the rest of the selling pronouncement of the association. This whole essential movement is attempted by the channel of propagation built up by the

association. A channel increases the value of item and administrations as well as makes clients and shareholder esteem, mark value and market nearness subsequently ROI.

2.4 Empirical Review

Abdul (2009), did a research on business strategy of manufacturing firms in Malaysia and used the structured questionnaire method. The researcher found out that innovative differentiation strategy which includes technological superiority of items and new items improvement and use of advanced communication strategies is most adopted by the SMEs exporters. It has been discovered to finally enhance their export performance. Similarly, Berheand JooH (2008) studied the impact of major marketing factors on firms accounting performance in the pharmaceutical industry. They used a research design called survey method. They discovered that there is an association flanked by the firm dimension and the return from equity.

On the other hand, Heiner and Mühlbacher (2010), concentrated Strategic promoting and business execution in three European 'building nations, they utilized the overview explore outline. They discovered that the key inconsistency of the review is the low effect of market introduction on budgetary execution, which is not expected, as a few past reviews propose the connection to be firmly positive. Likewise, this outcome is amazing in light of a current, general advancement of expanded client center. It is trademark to market introduction that it additionally adds to the collection of other hierarchical assets and expands their esteem.

Farshid (2011) did a review on the impact of fare advertising technique determinants on firm fare execution between 1993-2010. They utilized the poll inquire about plan. They found that it is conceivable to configuration send out advertising procedure determinants of fare execution demonstrate, which may help firm to concentrate on fare showcasing technique components as one of critical components to upgrade trade execution in worldwide markets. Likewise, Kamau (2013) did an exploration on impacts of separation system on deals execution in general stores in Nakuru town focal business area. The examination configuration utilized was non exploratory research study outline. The result was item separation methodology has a positive relationship with deals execution. In many general stores item choice, arrangement and situating is request driven.

Mokaya (2012) considered the impact of market situating on hierarchical execution in the aircrafts business in Kenya; instance of Kenya aviation routes. They utilized the exploration configuration called informative outline and they found the accompanying. Inside the general division focusing on situating Framework in an organization and situating assumes a urgent part in promoting methodology, since it joins showcase investigation, fragment examination and aggressive investigation to interior corporate examination. The measures of execution that influence advertising situating methodologies at the organization incorporate worker turnover, increment in resources, increment in items, increment in income/benefit.

Advertising is a noteworthy issue in business execution and development with critical impact on business technique. Great promoting bolsters deals and extension, and contributes essentially to the development of piece of the overall industry in focused markets

(Marjanova and Stojanovski, 2012). Contemplates have built up that showcasing methodologies assume an essential part in upgrading the execution. For example, Taiwo (2010) found that vital advertising rehearses significantly affect execution factors and that they connect with the diverse segments to encourage execution. Santos-Vijande et al (2012) likewise investigated the hierarchical predecessors of advertising capacities and their effect on business execution and built up that showcasing abilities apply a critical and constructive outcome on customers' fulfillment and unwaveringness, which eventually prompt better authoritative execution as far as deals, benefit, and piece of the pie.

A study done by Merrilees, Thiele and Lye (2010), analyzed the advertising abilities, forerunners and suggestions for B2B SME execution. The review assessed simultaneously the commitment of advancement and marketing showcasing abilities, with development capacity the most grounded determinant of SME execution and built up that market introduction and administration ability go about as empowering instruments for building advertising abilities. Moreover, Yan and Chew (2011) additionally researched how development SMEs in China vied for achievement through the utilization of showcasing system in the post-WTO time. The review uncovered that development SMEs in China; comprehends the significance of advertising separation and advancement to accomplish their predominant execution.

Manijeh et al (2013) researched creative showcasing techniques in view of item, value, place and advancement based methodologies and built up that the effect of promoting procedures on development is through entrepreneurial introduction, which influences association's

execution. Dzisi and Ofosu (2014) analyzed the connection between showcasing procedures and the execution of SMEs in Ghana and found there was a positive connection between promoting methodologies and SMEs execution. Key showcasing techniques were observed to be drivers of hierarchical situating in a dynamic domain, which improves the advancement of new item/benefit for existing markets. Ardjouman and Asma (2015) additionally investigated promoting administration techniques received by SMEs in Cote d'Ivoire bearing in mind the final objective to enhance their exhibitions and built up that there is an abnormal state of attention to the centrality parts played by showcasing administration procedures in the execution of SMEs.

Oloko (2014) inspected the advertising methodologies that Safaricom Ltd has used to goad its wonderful development regarding the piece of the pie and in addition its exceptional solid super benefit inside the media transmission industry in both Kenya and the whole East Africa district.

CHAPTER THREE

RESEARCH METHOD

3.1 Introduction

The episode provides a description of the proposed research design. This includes research plan, methods of data collection and instruments plus techniques and finally the methods of information scrutiny.

3.2 Research Design

The research design used was a case learning. A case learning approach is predominantly suitable for personal researchers as it provides a platform for one phase of a predicament to be premeditated in some intensity inside a partial time frame. This design is appropriate since it enables a near comprehensive collection of data from Mediamax network limited. A case study allows an investigation to retain the holistic and meaningful characteristics of real life events. It involved a cautious and absolute scrutiny of the communal units.

The main purpose of a research design was to make sure that the data gathered during the data collection was sufficient in answering the preliminary question(s) as unmistakably as promising (Mugenda, 2010). According to Kothari (2004), a superior research design should yield maximum information and provide an opportunity for considering many different aspects of the problem. The temperament and the background of the study determine a research design because a superior propose for a certain study might be unsuitable for a different research. A research design is guided by the concept of fitness for the purpose and therefore the purpose of the research establishes the methodology and the intend of the

research. The study applied a case study as its research design. A case study facilitated the researcher in describing the distinctiveness of the variables of concern using an identified case. This study was about determining the marketing strategies and performance of Mediamax Network Limited.

3.3 Data Collection

The research applied primary data. A consultation conduct was applied in collecting the raw data. It was applied in order to gain a superior indulgent and enabled a superior and supplementary discerning understanding of the outcome arrived at from the study. The interview guide was devoted to the identification of the responses to establish the affiliation between marketing strategies and executive recital of Mediamax Network Limited Network Limited. The interviewees were 4 managers in sales and marketing departments that include TV, radio, print and the accounts department managers. The interview guides were done through personal interviews in order to get their opinions on the relationship between marketing strategies and organizational performance of Mediamax Network Limited Network Limited.

3.4 Data Analysis Procedure

The information for the explore is qualitative in nature. The qualitative data was done using content analysis. The research will capitulate a qualitative data from the interview programs and will be analyzed using content analysis because the study inquires about to importune data that is qualitative in nature. Analysis of data collected was compared with the hypothetical points of view and documentations cited in the literature review.

CHAPTER FOUR

DATA ANALYSIS, RESULTS AND DISCUSSION

4.1 Introduction

This chapter entails data analysis and interpretations of the study findings. The main objective of the study was to establish the marketing strategies used by Mediamax Network Limited to enhance performance. Data was composed by use of interview guides directed to managers in sales and marketing departments that include TV, radio, print and the accounts department managers.

4.2 Product strategy

This section highlights the product strategies used, effects of product strategy on organizational performance. The interview from marketing manager revealed that Mediamax Network Limited has identified its audience by hosting vernacular radio stations that reach vast audience. Its TV station K24 goes by a slogan #real TV which focuses on content that is relating to everyday lifestyle and involves local artists hence resonating with audience. The interviewees indicated that the company has been capitalizing on the strengths of various brands as the center of revenue generation and maximizing on the strengths as the core center of revenue. The interviewees also indicated that they use different platforms on its stable to promote and advertise the different products they have. The interviews also revealed that the company develops products that have broad market appeal (and they develop innovative new products and offer a broad product line. Differentiation of products is also used by the company since helps in conveying product's unique value.

The interviewees indicated that Mediamax Network Limited has embraced modern technology by constructing modern studio and packing it with modern equipment. The programming department has broken taken up the responsibility of researching the market and offer local content that resonates well. There is consistency of its contents like K24 and this has enabled the channel to retain an audience who have remained loyal. The interviews indicated that the company uses integrated potential partners who are reputable and this increases or improve brand equity in the market. Through discounts, the company is able to tap into long-term clients which guarantee revenue throughout the year hence stability which is key to organizational performance.

The interviews revealed that positioning is one of the fundamental marketing ideologies that leads to success. A company needs to appreciate what value you offer to their clientele and afterwards leverage it. If a company understands their competitors' potencies and weaknesses, they can position your company's value-add to create a competitive advantage. With no brawny arrangement, marketing will not situate out among the antagonism. Mediamax Network Limited positions its products first by understanding why their clients and what they want. Then the company's looks at its own characters enabling them desire their product or overhaul over the antagonism. Price is not considered as a major determinant but the quality given to the clients.

4.3 Pricing strategy

This segment features the valuing procedures utilized, impacts of estimating system on hierarchical execution. Mediamax Network Limited uses construct their costs fundamentally in light of client esteem. Admiration based estimating is the one valuing advance that prompts elevated reimbursement. The interviewees demonstrated that cost-oriented and rivalry based evaluating are probably going to be negative to organization productivity. In their estimating procedure, a few items can be effectively tweaked and for this situation, ability to pay shows positive on a solitary deal premise. For different items, clients self-select and the organization must take a gander at what makes their items interesting against similar contenders' items and afterward examinations the financial incentive to such contrasts. Client eagerness to pay can be measured and the most generally utilized approach for measuring client ability to pay is conjoint examination, which, if increased with subjective in sequence such as center congregations, customer perceptions, ethnographic study yields important results. Client needs change champions of significant worth based evaluating routinely investigate how changes in clients require influence view of remarkable worth; therefore compute the most tremendous ability to compensate.

Focused investigation is a critical perspective to judge when selecting what procedure to implement. A keen receive a gander at contention might demonstrate unfamiliar markets, or superior segments by others, and also unserved specialties or requirements that the firm can handle. It is likewise be essential to evaluate the viability the structure will comprise in the ground. Value wars frequently originate from neglecting the vigor of estimating, for example, when associations with new principal items allege the market standard without bearing in mind the esteem they make; this powers competition to react savagely. In different circumstances, and against good judgment, organizations may charge a premium to pick up piece of the pie by evoking restrictiveness and high caliber in the

brain of clients, and recognizing their offering from the opposition. In a few circumstances, the valuing system received by a few players may impact and really decide the focused structure.

The meetings uncovered that the organization picks up its very own superior comprehension incentive when it examinations the key properties of its buyers. What rises up out of that stage is continually conveyed and the customer assisted to bear in mind the reasons why he or she selects the organization over contenders. Mediamax Network Limited Company clarifies the 'esteem the buyers are not receiving 'the money they spend. It was discovered that directors who manage estimating frequently concentrate on receipt costs, which are promptly accessible, yet the genuine evaluating story goes considerably further. Income spills past receipt costs aren't point by point on solicitations.

4.4 Distribution strategy

This segments features the circulation techniques utilized, impacts of dissemination methodology on authoritative execution. The meetings uncovered that circulation methodology furnishes the media house with a stage for guaranteeing that the item is accessible where and when required. The standard of openness tends to the key range of products and administration appropriation. The investigation found that appropriation methodology has expanded client obtaining, expanded brand way of life as media houses are presently recognized countrywide and henceforth upgraded execution. The meetings uncovered that the one of the circulation system utilized is immediate deals channel which enables the organization to contact your clients with no go-betweens through visits, mail arrange or on the web and have finish control over introduction of their offers and valuing. As Mediamax Network Limited collaborates with its clients, they get immediate criticism on what they are proposing and you can alter their promoting likewise. Despite the fact that this

is the fundamental technique utilize it has a detriment, that if other conveyance channels, are not utilized its request will vary and the representatives will now and again be over-burden and at different circumstances have little work.

The university anticipates the administration right to outshine expected behave deals and utilize disparate diverts to surfeit in the holes. Another refugee flow methodology utilized is virtual appropriation. Mediamax Network Limited has unceasing their way with to network benefits by philanthropy virtual administration. The organization relate with customers over telephone, electronic mail, online studies, register chats and cloud-based duty programming. At times, the representatives who work basically go for an underlying meeting with customers, at that point chip away at the undertaking off site and convey composed suggestions and reports. The organization likewise directs workshops and classes, charging numerous organizations a lower cost for general data, as opposed to charging one customer a higher cost for data particular to her business. Productions are likewise used to disperse data. The organization produce extra income by conveying some of your administrations by means of a print or online bulletin, blog, book or site. Now and again the organization offers a bulletin as an additional esteem advantage to paying clients so they can keep the business before them between engagements. Radio is another medium utilized as a circulation channel. Radio has come into the spotlight by and by. Radio has many favorable circumstances over other media. These incorporate cost viability, adaptability, symbolism exchange, versatility and hostage group of onlookers.

4.5 Promotion strategy

This sections highlights the promotion strategies used, effects of promotion strategy on organizational performance. Promotion includes en masse activities that add fuel to fire communicating by the whole of the client roughly the annual production and its benefits and features. Once the befriend has tramped down on the output and worth elements, it is anticipate to burn up the road a conversation by bodily of the client close nonetheless no cigar the product. This includes raising acuteness over antithetical mediums to rebound sales, as cleanly as to move in and out and prompt name loyalty. Information provided to the patron at this past helps them in making buy decisions showing the product. Often, there is immense cost associated by all of promotional activities. But as the show is regular an take turn for better in sales or customer loyalty, there is breath of life to be daydream censure gat back on one feet on this investment. There are manifold ends that a join commit strive to finish through a promotion including but not granted on certain terms to an pick up in sales, key to the city of nifty products, sue bankroll inauguration and hang something on positioning, addressing enemy actions and rebranding.

Promotion is the communication angle of the image management mix. It is creating a channel for conversation by the entire targeted client base. Through promotion, the gang up with aims to intensify the customer's acceptance and address them all one want information roughly the yield to inspire enough riches to bring about them to purchase. Mediamax Network Limited from time to time is within one area fish to gain its sales through promotion. If sales have been fall apart than nothing to wonder at, by the time mentioned the eagerness may be to gain them am a source of strength up to target candidly by re-engaging

aging customers and helpful dressy ones to tackle a output out. In contrasting instances, the desire is to revive sales by the much the comparable tokenmore at unquestionable times of the year one as adjoining a masterpiece holiday. Free demonstrations or rare deals may be secondhand to conclude these ends. The interviews revealed that promotional conduct inspire attention, wealth, light at end of tunnel and materialize and that the companies bring to a meet on consumer needs and integrating all activities of the halls of knowledge to fit those needs. The results let cat out of bag that the electronic broadcasting companies“ promotional strategies romp a noteworthy role in the creation of with beneficial exchanges during producers and consumers of chapter and verse, services or ideas. For after light in the how things stack up of sales or made up for lost time of trade this way of doing thing is used.

The interviews revealed that sprinkling of the promotions channels hand me down continue advertising. This nature of promotion is to the end of time paid, by all of little or no anthropoid message. Media one as detection device, portable audio system or newspapers and magazines is roughly often the attack aircraft of these messages. Apart from these, billboards, posters, World Wide Web pages, brochures and clear mail by the same token fall in the same category. Another promotion strategy is crowd Relations and Sponsorship. Public Relations tries to rebound positive indicate of the yield or brand in electronic broadcasting outlets. These hook up with newspapers, magazines, hit shows and new media one as mutual networks and blogs. This could by the same token show allowing premier users, or influencers to verify the produce and use positively approximately it to their peers. Another promotion augur used as latent by interviewees is mortal selling. Direct capital and

labor connects gang up with representatives mutually the consumer. These interactions bouncier be in soul, everywhere the call and during email or chat. This personal make aims to construct a personal love between the shopper and the brand or product. Sales promotion is also used. These are forever short term strategic activities which aim to finance a gat back in shape in sales. These include seasonal discounts, contests, samples or even rare coupons by all of expiration dates.

4.6 Marketing strategies and performance of Mediamax Network Limited

A firm's foregoing objective is to maximize shareholder wealth. However it has come out that the same cannot be realized if the firm does not develop appropriate marketing strategy that will enhance its competitiveness. Economic and non-Economic recital procedures are expected to be affected by the firms marketing strategy. The interviews revealed that the organization relationship with its customers had improved as well as improving the level of efficiency in the firms because of the need to reduce cost and the products are cost effective. By employing the four marketing strategies, it was found that the firms had been able to increase their sales volume and consequently their market shares. On the basis of improved customer service, there is always a likelihood of the customer level of satisfaction to be enhanced and this is the finding from the study. Hence the firm's level of performance improved with the adoption of the appropriate marketing strategies.

Mediamax Network Limited measures it performance through revenues, numbers in terms of listens hip, staff turnover. Also performance is measured by monitoring the key performance indicators such as KARF reports (media diaries), profits declared. The results

indicate that marketing strategies affects the performance of media companies as it increases average brand equity; increased market share; increase in sales volume; increased customer satisfaction; customer loyalty; company net profits and brand visibility. From the results, marketing strategies influence performance of the media companies as it results in an increase in average brand equity, increased market share, change in market share, increase in company net profit and quantity and value of services sold through various distributors.

4.7 Discussion of the Findings

The literature covered and the result from the research reinforces the position that a firms marketing strategy is a crucial determinant of successful firm's performance. It was also reinforced that a good strategic planning alone does not guarantee success, but rather the implementation of such strategies. The study found out that effective implementation of marketing strategies is a function of control mechanisms that the firm has put in place in such actions as having an effective feedback mechanism. As Jaworski, Stathakopoulos and Krishnan (1993) noted, for a firm to implement its marketing strategies effectively, then it needs to put in place a monitoring and control mechanism that will lead to an effective implementation process.

The interviewees indicated that by pricing conduct has enhanced job development, added customers' charisma right to rolling with the punches pricing and protect that electronic broadcasting houses win the best arm and a leg for money. From the results, pricing practice has enabled service development amid the electronic broadcasting houses, enhanced customer attraction and from this point forward improved returns for the electronic

broadcasting houses. These findings were agnate as those of Colpan (2006) and Owomoyela et al. (2013) who carved in stone positive and significant sexual relationship outside of marriage between outlay and engagement in activity application performance. The study found out that pricing by the companies was a critical factor as the competitiveness of the companies is as a result of the pricing strategy adopted by the firms. This is common to homogeneous and substitutable products. The pricing strategy that has been adopted by the media companies was realistic and accurate, and below industry average through monitoring competitors' prices and price changes and response to market changes.

A business organization must sell products in order to survive and grow. Promotion serves to entwine a psychological doom to customers, which encourages the term to buy the product. Promotion is a air mail by the number between companies and customers, aimed to entwine positive attitude virtually products and services, which favors the products and services coming to a standstill in the buying and cash on barrelhead process. It is an all day and all night process of communication between the befriend on such side and at this moment and energy customers on the at variance side. The study found out that the media companies were using promotional strategy to advertise its products, to elicit attention, interest, desire and action, and focusing on shopper needs and integrating en masse activities of the halls of knowledge to gratify those needs. This was hang to be regular by the whole of Kimball (2002) findings that capable sales promotion plan of attack enables a enrollment organization to closely out-brand its competitors is a continuous rift for the hearts and minds of the superconvenience store share and customers. Lewinson and Delozier (2012) am a sign of that it is having to do with for institutions to beat the drum for channels of communication

with potential customers, and act with regard to marketing life to stash any flea in ear that an mental mental hospital would find serene in a reasonable environment.

The study found that it is necessary for organizations to continually review marketing strategies with an aim of reviewing and aligning them with the overall business environment. This process was necessary because the business environment is dynamic and it requires constant re-evaluation and re-alignment of business strategies to remain relevant in the market and ahead of the competition. It was also evident that the organization adopts different marketing strategies as dictated by the business environment and organizational capacity at different points in time. This finding is in line with Hlavacka (2001) who indicated that an organization make out also elect a agglomeration management by mixing of the aforementioned broad marketing strategies. For concrete illustration, a firm commit elect to have a focused pricing strategy that will set one sights on a supposing super convenience store this method the university has a incomprehensible product offered to a targeted market segment. An organization make out also choose to have a focused selection and promotion strategy As Ardjouman and Asma, (2015) notes, consumers are becoming more increasingly price sensitive and in such a market, pricing is a major competitive tool.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

The research future was to bolster the hype strategies and stance of Mediamax absorbs limited. This sub section outlines the study's findings in upshot, draws inaccurate conclusions from the study's findings and outlines recommendations for procedure and train and suggestions for by the same token more study.

5.2 Summary of Findings

Marketing is paramount in the performance of any organization particularly in the industry with many competitors. Marketing is often a differentiator between organizations that operate at similar conditions. In most cases, marketing strategies creates a positive impression of a given product and organizations and as such it makes the clients to make their buy decisions based on that information. From the results, there are a number of marketing strategies which are practiced by the seed companies to different degree. The study found that the common marketing strategies adopted by the firms, in order of precedence, are produce approach, endorsement approach, allocation approach and pricing approach. The popular promotion strategy employed by the firm is the coming up with a promotional strategy that elicits attention, interest, desire and action; and also developing an integrated marketing communication programmes. As a way of adopting the product strategy, the firms have come up with a broad product line that meets diverse needs of the customer and also packaging the same products according to the required standards.

The firm's distribution strategy was found to have a greater effect on the performance of entities because with a distribution system that is efficient in meeting customer wants and being able to operate in convenient hours and using a selective process in identifying the outlets that meet set criteria, the pharmaceutical firms have been able to improve their performance.

5.3 Conclusions

A firm's marketing strategy should be tailored towards realizing the customer satisfaction goal. In decision to get ahead an efficient marketing conduct, there is a need to ratiocinate it an part and parcel of component of everywhere firm practice, defining at which point the halls of knowledge will successfully consume customers, mailing list, and competitors in the super convenience store dome. On the basis of the study findings, it is concluded that the factors responsible for improving the firms' performance among the media firms in Kenya include: product, price, distribution and promotion strategies. However, it should be noted that there are other factors that play an important role towards gaining improved firm's performance. It can be concluded that media firms have adopted the marketing mix to help them gain improved firm performance and there is need for these firms to adopt the right marketing mix strategies in their operation. Media divide in Kenya is in the practically energetic markets in Sub-Saharan Africa. A fledgling middle section, decreasing backwardness, more increasing rural-urban migration, and the growing abode of the cell dial usage as a proclamation for package and blithe are generally told helping to sew significantly polished service frontiers for the electronic broadcasting industry. These entice a prompts that marketing rest essential towards showcasing firm's alms giving thereby

informing organizational performance at the hand of, promotion, maintaining and retaining clients for business success and sustainability.

In any organization, marketing always strives to position their clients at the center stage of all their business operations. This is with the aim of ensuring that they bring out superior performance of an organization. Purchaser wants and prospects evolve during time and delivering consistently steep quality products and services and responsiveness to changing pageant needs become suited for the riches of an institution. This is achieved at the hand of implementation of image management activities designed to fit customer needs top than competitors are experienced to answer a need purchaser wants. It can be concluded that the media companies have adopted the marketing mix to help them improve their performance and gain market share. In order to improve sales and market share, firms should consider selling of products and services in a right manner and also sell relevant products or services to the public

5.4 Recommendations

The study found mistaken that image management strategies tremendously brought pressure to bear organizational stunt whatever there is a fruitful positive fling surrounded by hype strategies and organizational performance. These read in to demeanor the exemplar namely; annual production, pricing, promotion and dissolution strategy. The electronic broadcasting houses should gather their fashion of outreach thereby adopting attenuate modern hype strategies that are authoritative and time dash to rebound organizational stunt for all that by the whole of caution to protect that behave and strength of character is observed within the electronic broadcasting industry. There are several critical and emerging electronic

broadcasting houses that act mutually regard to varied electronic broadcasting channels in Kenya. One of the ways to get what is coming to one popularity is at the hand of promotional conduct so as to the way one sees it known of their brand over various patois stations in the hunting of did a bang up job out to the untapped market at the hand of promotion action toward to commensurate with organizational stance, it should be bushed a rule of thumb that gat back in shape service growth but also highlight corporate perception, resident integration and cohesion and that hate language should not arose as explain of contend the market at the hand of product differentiation and innovation. Managers should am with it that the appropriateness of a contrasting marketing management, whether capable, tired, or away in between, hinges on its art an adjunct of with exterior environmental factors that the partnership operates in. Hence managers should direct their provisional attention and basic material on idea the guerdon marketing sequence that will improve the firm's performance.

5.4 Limitations to Study

The study was faced with various limitations. First, the marketing strategies of a particular firm are very delicate; hence the respondents were reluctant in providing such information. Nevertheless, the investigator educated them that all the composed information was to be utilized for educational reasons. The study was also inadequate in that it simply paid attention on one media Company. This may not be an equal representation of all media companies in the country and also other companies in the service industry. Also, this study centered only on particular variables of marketing strategies on organizational performance. The study did not consider any other factors that inevitably affect the performance regardless of the marketing strategies put in place in the organizations such as the political

and social factors. Similarly, there is the possibility of omission of other marketing strategies variables that may be relevant in the performance equation. Despite of this, the information provided did provide an accurate picture of the influences marketing strategies have on the performance of Mediamax Network Limited.

5.5 Suggestions for Further Research

Several areas linger unclear and oblige besides research. The diamond in the rough only digs the critical image management strategies, without giving roughly consideration at which point they were implemented. The design by means of this suggests besides research should be done on the implementation practice of the marketing strategies, besides investigating the distinctive challenges that manage occur in the employment implementation. The diamond in the rough was only restrictive to Media-max restrictive company. So as to entitle generalization of the findings, the raw material suggests that further study subsequent conducted on electronic broadcasting companies in the country. Additionally, a study could be conducted on disparate organizations contrasting than the media so as to establish whether the similar phenomena prevails in these organizations.

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APPENDICES

Appendix I: Interview Guide

Product strategy

1. How has Mediamax Network Limited used product strategy to boost organizational performance?
2. What are the different types of values used in value proposition of marketing strategy?
3. How has your company positioned the products in the marketplace?

Pricing strategy

4. How has Mediamax Network Limited used pricing strategy to boost organizational performance?
5. What are minimizing price conflicts in strategic marketing?
6. What are the values of your products or services to the buyer?
7. Are there pre-established price points your product/service in the marketplace?

Distribution strategy

8. How has Mediamax Network Limited used distribution strategy to boost organizational performance?
9. What are the distribution channels that exist while marketing the product?
10. How has Mediamax Network Limited used promotion strategy to boost organizational performance?
11. What is the best case in generating the revenue by using a good distribution program?

Promotion strategy

12. Explain the marketing channels used in this company on a regular basis?
13. Explain marketing channels that work best with the company's target customers?

Performance

14. In your own opinion, to what extent do you think getting new market can influence performance of Mediamax network limited?
15. In which ways does Mediamax network limited measure its performance?
16. What has been the effect of using marketing strategies on performance of Mediamax network limited