

**COMPETITIVE STRATEGIES ADOPTED BY PRIVATE SECURITY
FIRMS IN KISUMU MUNICIPALITY, KENYA**

BY

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**A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF
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DECLARATION

This management research project is my original work and has not been presented for a degree in any other university.

SIGNED

DATE

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D61/64870/2010

This Research Project has been submitted for examination with my approval as University Supervisor.

SIGNED

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DEDICATION

To my ever supportive husband Benson and understanding daughters Debo and Darls.

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ABSTRACT

Competitive strategy refers to how a company competes in a particular business and it is concerned with gaining a competitive advantage through a distinctive way of competing. A firm's competitive behavior is an important topic for practitioners, theorists, and policy makers.

This research study discusses an analysis of the competitive strategies employed by private security firms in Kisumu, Kenya. The study population constituted 21 private security firms operating in Kisumu, a response of 20 firms was achieved. Results arising from the research conclude that all private security firms have embraced different strategies to counter competition. The choice of competitive strategy adopted is mainly determined by the size of the firm and the stage of the firm i.e. the need to either attract new customers or build customer loyalty with the existing ones by offering them what they consider most valuable. cost leadership strategy was favored especially by the small firms, differentiation of products and services and focus on either cost or differentiation was upheld by the medium and mostly large firms and these have given them a competitive advantage over the others. Further research is recommended for private security firms operating in other major cities of the country to establish the competitive strategies adopted and the challenges being faced in adopting or retaining these strategies and ways on how to counter the same.