

**STRATEGIES ADOPTED BY NETWORK MARKETING  
DISTRIBUTORS IN KENYA TO DEAL WITH ENVIRONMENTAL  
CHALLENGES**

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FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF  
THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION,  
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## DECLARATION

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

Signed -----

Date-----

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This research project has been submitted for examination with my approval as the University Supervisor.

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## **ACKNOWLEDGMENT**

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## **DEDICATION**

This study is dedicated to my family and friends who have always inspired me to study more, for their continuous encouragement throughout the study and course.

## **ABSTRACT**

The purpose of this study was to establish the strategies adopted by Network Marketing (NWM) distributors in Kenya to deal with environmental challenges. The key respondents were 40 distributors drawn from four major NWM firms in Kenya. The respondents were selected by using purposive sampling, focusing on the survey method by using a quantitative approach. According to the purpose of this study, environmental challenges facing the distributors and key strategies adopted by them are the key issues addressed which found out that various challenges face the distributors and there are a quite a number of strategic initiatives undertaken by them to mitigate the same. The key aspect of the study was therefore to determine the key challenges which were found out to be; negative public perception, rate of employment or unemployment in the country, poaching or cross recruiting amongst the distributors, high dropout rate, lack of entrepreneurial orientation, poor time management skills and lack of proper training and skills. Key strategies were found out to be; diversification of product categories, regionalization of business to various urban and up country areas, regular trainings, reward and recognition initiatives, book readings or personal development initiatives, company management meetings, business opportunity presentations, two versus one demonstrations and presentations, excellent customer service, referrals and long distance support to distributors operating far from towns of company locations.

# TABLE OF CONTENTS

<b>DECLARATION.....</b>	<b>ii</b>
<b>ACKNOWLEDGEMENT.....</b>	<b>iii</b>
<b>DEDICATION.....</b>	<b>iv</b>
<b>ABSTRACT.....</b>	<b>v</b>
<b>LIST OF TABLES.....</b>	<b>ix</b>
<b>ABBREVIATIONS.....</b>	<b>x</b>
<b>CHAPTER ONE: INTRODUCTION.....</b>	<b>1</b>
1.1 Background of Study.....	1
1.1.1 Concept of Strategy .....	2
1.1.2 Network Marketing (NWM).....	3
1.1.3 Network Marketing Distributors in Kenya .....	4
1.1.4 Environmental Challenges .....	5
1.2 Research Problem .....	6
1.3 Research Objectives .....	8
1.4 Value of the Study.....	8
<b>CHAPTER TWO: LITERATURE REVIEW.....</b>	<b>10</b>
2.1 Introduction .....	10
2.2 Theoretical Foundations .....	10

2.3 The Concept of Strategy .....	11
2.4 Network Marketing Concept .....	13
2.5 Network Marketing Distributors .....	16
2.6 Environmental Challenges .....	19
<b>CHAPTER THREE: RESEARCH METHODOLOGY.....</b>	<b>22</b>
3.1 Introduction .....	22
3.2 Research Design .....	22
3.3 Population .....	23
3.4 Sample .....	23
3.5 Data Collection.....	24
3.6 Data Analysis .....	24
<b>CHAPTER FOUR : DATA ANALYSIS, RESULTS AND DISCUSSION.....</b>	<b>25</b>
4. 1 Introduction.....	25
4.2 Background Information.....	25
4.2.1 Distributor Demographics.....	25
4.3 Environmental Challenges Encountered by NWM Distributors.....	30
4.4 Strategies adopted to deal with the challenges.....	31
4.5 Effectiveness of Strategy as applied by NWM Distributors.....	33
4.6 Discussion of Findings.....	35

<b>CHAPTER FIVE:SUMMARY, CONCLUSION AND RECOMMENDATIONS.....</b>	<b>38</b>
5. 1 Introduction.....	38
5.2 Summary of Findings.....	38
5.3 Conclusion of the Study.....	39
5.4 Recommendations for Policy and Practice.....	40
5.5 Limitations of the Study.....	41
5.6 Suggestions for Further Research.....	42
<b>REFERENCES .....</b>	<b>43</b>
<b>APPENDICES.....</b>	<b>46</b>
Appendix i: Letter of Introduction.....	46
Appendix ii: Questionnaire.....	47



## LIST OF TABLES

Table 4.1 Gender Involvement.....	26
Table 4.2 Level of Education.....	26
Table 4.3 Age in Business.....	27
Table 4.4 Reasons for doing Business.....	28
Table 4.5 Mode of Operation.....	29
Table 4.6 Age Brackets.....	29
Table 4.7 Environmental Challenges as perceived by distributors.....	30
Table 4.8 Strategies adopted by NWM Distributors.....	32
Table 4.9 Effectiveness of Strategy as applied by NWM distributors.....	34

## **ABBREVIATIONS**

NWM - Network Marketing

MLM - Multi Level Marketing

DSA - Direct Selling Association

WFDSA - World Federation of Direct Selling Associations

MLMs - Multi Level Marketing Firms

US – United States

USD – United States Dollar

GNLD – Golden Neolife Diamite International

NYSE – New York Stock Exchange

CEO – Chief Executive Officer

