

ABSTRACT

The research project does present competitive strategies that are adopted by University of Nairobi. Competition has been a major challenge that has faced institutions of higher learning in the country. Competition has made learning institutions to change various policies and strategies to improve its operation and performance. University of Nairobi long after its inception has been a leader in higher education in Kenya, in recent times, the emergence of other institutions both private and public has created a more competitive environment. The numerous universities are applying different competitive strategies. It is based on this that the study found it necessary to establish some of the competitive strategies that are being adopted by University of Nairobi. The literature review did outline the four competitive strategies that were propounded by Porter. In achieving its intended goal the study did apply case study research design, where it targets the top management of the university who included: deans, directors and administrative staff. Data was collected using an interview guide. After the data collection period the raw data was arranged, coded, analyzed and reported in form of a case study report. The main findings of the study were: University of Nairobi is faced with competition, and it only applies two major competitive strategies differentiation and diversification strategies, the other two competitive strategies which include cost leadership and intensive competition strategies are also applied but to a lesser degree. The University of Nairobi therefore needs to apply growth strategies: market penetration and market development. The summary, conclusion and suggestions of further studies were made at the end.