MARKET ENTRY STRATEGIES ADOPTED BY UNILEVER KENYA LIMITED TO ENTER THE KENYAN MARKET

BY

BILLY KHALAYI WASHIKA

A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF MASTER OF BUSINESS ADMINISTRATION DEGREE, SCHOOL OF BUSINESS, UNIVERSITY OF NAIROBI

OCTOBER, 2013
ABSTRACT

This study sought to identify the market entry strategies adopted by Unilever Kenya Limited to enter the Kenyan market. It was a case study based on Unilever Kenya Limited and data was collected using an interview guide. Face to face interviews and a telephone interview were carried out. The study found out that all the plants run by Unilever Kenya Limited are acquisitions that are 100% owned. Unilever Kenya Limited owns 100% of the stock. This wholly owned subsidiary is the preferred entry mode since the Unilever's competitive advantage is based on its technological competence, it gives the firm tight control over operations in different nations which is necessary in engaging global strategic coordination and finally 100% share in the profits generated in a foreign market belong to the firm. Their factory in Nairobi's Industrial area was acquired from the Kenya government whereas the 8 tea factories and plantations at Limuru and Kericho were acquired from Brooke Bond Kenya. The firm has a very strong presence in Kenya in that it's the biggest private sector employer in Kenya with a workforce of over 20,000 employees. The results of the study will be valuable to the firm, academicians and researchers, present and would-be investors among others.