Strategic responses by mobile phone companies in Kenya to environmental changes

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Abstract:

Strategic responses to environmental changes by mobile phone companies in Kenya have become a phenomenal issue for the survival of mobile phone industry. This study has therefore been designed to establish the environmental changes occurring in the business sector and consequent strategic responses being applied in the mobile phone industry. Telecommunication industry in Kenya and worldwide is quite lucrative but faces challenges just like any other industry. Some of the challenges that have greatly affected the growth of this sector include competition from new entrants, social reforms, political anxieties, technological advancement and globalization. Organizations have therefore responded to environmental changes with unique and dynamic strategies if only to survive. This was a census study, which was meant to establish the competitive strategies adopted by mobile phone companies. The population of interest in this study was all the five mobile phone companies in Kenya. The sample in this study consisted of 50 respondents who have been involved in the transaction of mobile phone products. The data collected was analyzed by use of frequencies, percentages and means. There was a revelation that mobile phone industry is very competitive and for an enterprise to survive, aggressive marketing should be undertaken. The study though successful, had some limitations such as suspicion of any inquisitive personality especially on technological issues due to the cut throat competition normally experienced in this sector. Nevertheless, the study was largely successful and will provide much needed insight in to an industry that is catching the attention of all business leaders world wide.