

**MARKETING STRATEGIES ADTOPTED BY LOCAL
FASHION HOUSES TO ENHANCE MARKET
PENETRATION IN NAIROBI, KENYA**

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DECLARATION

I declare that this research project is my original work and has not been submitted for examination in any other university.

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SUPERVISOR APPROVAL

This research project has been submitted for examination with my approval as the university supervisor

Signed Date

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DEDICATION

This project is dedicated to my family that is my parents, siblings, my husband and children Gift and Precious for their patience as I worked on the project proposal and also for their understanding as I spent long hours working on the project.

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ABBREVIATIONS AND ACRONYMS

AMA	American Marketing Association
KYC	Know Your Customers
TAM	Technology Acceptance Model
UAE	United Arab Emirates
UK	United Kingdom
US	United States

ABSTRACT

Marketing plays an essential role in the growth of enterprises. This is mainly because a marketing strategy aids in identifying customers who the business can competitively serve, and tailoring product offerings, prices, distribution, promotional efforts, and services towards those customers. The study was guided by two objectives to determine the marketing strategies adopted by local fashion houses in Nairobi and to establish the relationship between marketing strategies adopted by local fashion houses in Nairobi and market penetration. To achieve this goal, the study used a descriptive research design. The study population consisted of local fashion houses in Nairobi. Purposeful sampling was used to select the target fashion houses within Nairobi Central Business District. Data collection was done using a self-administered questionnaire and data analysis was done using Microsoft Excel Spread. The study found that the marketing strategies used by fashion apparels were as follows use of text messages using mobile phones, referrals and direct marketing. It was further revealed that existed a positive relationship between marketing strategies used by the local fashion houses and market penetration. New apparels were developed after every two months by fashion houses. Total domestic market share was between 150-250 clients while yearly sales turnover was between 0.5 million to 1 million shillings. The study recommends that there is a need for the top management executive to craft and adopt marketing strategies that enable that are compatible with the fashion trends and the needs of the customers. This will improve customer satisfaction and hence boost market penetration. The study further recommends that the fashion industry in Kenya should seek to ensure that fashion apparels accommodate the diversity and the cultural setting of different customers to meet their unique needs. The fashion industry should adopt and maintain international standards to attract both local and international markets. This will attract a wider pool of customers and bolster market penetration. The limitations for this study were time and costs constraints which limited the scope of the study to Nairobi County only while we have 46 other counties in Kenya. It would have been more appealing if the study considered including other counties such as Mombasa and Kisumu to achieve more conclusive and detailed results that are based on facts. Therefore the findings in this study can only be used to make comparison but not direct application in another county in Kenya. The study recommends that there is a need for the top management executive to craft and adopt marketing strategies that enable that are compatible with the fashion trends and the needs of the customers. This will improve customer satisfaction and hence boost market penetration.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Marketing is critical to all organizations whether profit making or non-profit making Organizations. Marketing Strategy is a measure of brand or category popularity. It is defined as the number of people who buy a specific brand or a category of goods at least once in a given period divided by the size of the relevant market population. Market penetration is one of the four growth strategies of the product-market growth matrix as defined by Ansoff (1995). Market penetration occurs when a company penetrates market in which current or similar products already exist. The best way to achieve this is by gaining competitors' customers (part of their market share). Other ways include attracting on-users of your product or convincing current clients to use more of your product/service (by advertising) Kotler (1990).

The textile and clothing industry continues to play a major role in the socio economic development of many countries across the world. The industry contributes to the global economy through value addition to high-end fashion designs (OTEXA, 2001). The textile and clothing sector is considered as a main focus for investment and one that is principal to the development and growth of a country. According to Elunga'ta (2003), developed economies, have been able to sustain high-end fashion clothing because of the availability of raw materials, abundant skilled and experienced labour, high quality products, effective marketing strategies, consumer consciousness, and continuous technological and managerial innovations such as just-in-time production and purchasing, total quality management, process re-engineering, and capital-intensive production.

In contrast, These developments have not been implemented by developing countries partly because of lack of the necessary state-of-the-art design and management experience, investments levels being low and fashion industry training. Nevertheless, since the apparel industry is known to be a buyer-driven value chain, Developed countries can capitalize on its rich fashion with potential for high value by focusing primarily on traditional designs, available cheap labour, branding, and marketing strategies that target consumer choices and satisfaction both locally and abroad (Rabine, 2002; Allman, 2004; De Coster, 2008).

This study shall adopt several theories as the theoretical underpinnings to the study. The theories will aid in giving insights into the field of marketing with a focus on the present structure of the fashion industry. The theories are crucial in analyzing the current developments in the industry and provide a platform for meeting the research objectives. These theories include; AIDA selling theory and Rogers innovation diffusion theory. AIDA selling theory is important since it describes a common list of events that are very often undergone when a person is selling a product or service. Elmo Lewis (2000). Rogers Innovation Diffusion Theory is important it states that people adopt an innovation if they believe that it will, all things considered, enhance their utility. Everett Rogers (1995).

Nairobi fashion houses are divided into various categories according to market segmentation practice targeting various clienteles. Since Nairobi is a cosmopolitan with ninety percent of customers being elite group and fashion conscious with a fluent families who are always looking for something unique. The fashion houses follow a particular market segment practices for example Nairobi sport house targets sport personalities and sports funds as well as schools.

The affluent families shop from strategic outlets with the CBD. The cost of the fashion houses cluster around the residential areas brings the goods and services close to the customers. (Annual fashion magazine Report, November 2014).

1.1.1 Concept of Strategy

Essentially strategy involves the choice of a unique and valuable position that is deeply rooted in a system of activities that cannot easily be matched by competitors. This stems from the need for firms to adopt activities that are firm specific and different from those of the competitors so to deliver to customers a unique set of value propositions (Porter, 1996). Strategy is a long term plan of action that is meant to attain a particular goal.

According to Porter (1980), a firm can attain a higher level of performance over its competitors either by supplying an identical product or service at a lower cost or by supplying products or services that are differentiated in such a way that the customer is willing to pay a price premium that exceeds the additional cost of the differentiation. While in the first case the firm possesses a cost advantage, in the latter the firm possesses a differentiation advantage. In cost advantage, a firm sets out to be the dominant cost player. A firm should be in a position to accomplish activities such as procurement of materials, processing of the materials into products, marketing the products, and distribution of the products and other business activities in a more cost effective manner than that of its competitors to achieve a cost advantage.

On the other hand, the product's uniqueness and low cost gives the firm a competitive advantage over its competitors and thus increases the product market share. Therefore to effectively implement these generic strategies requires total firm commitment and

support. If a firm adopts both at once the result is an inferior performance or ends up being in between.

1.1.2 Marketing Strategies

According to the American Marketing Association (AMA), marketing is the performance of business activities that direct the flow of goods and services from the producer to the ultimate consumer. Marketing is the exchange of goods and services flowing from the producer to the end user. Kotler (2006) reveals that for a marketing strategy to be successful there is need for a firm to take into consideration and incorporate several services such as customer needs analysis, market segmentation, product development and distribution.

In the fashion industry, there has been a tremendous growth in certain markets especially in high-end women's apparel. It is also important to note that the industry is one that is characterized by high competition with players facing serious challenges as a result of intense regional, national and global competition. This is exacerbated by the fact that entry into the apparel is not capital intensive as much of the costs associated with clothing retailers come from rent, salaries, and marketing. There will be an outpouring of competitors in the industry thus bringing a threat of competition, with players with large economies of scale having a high competitive advantage.

Therefore, players in the fashion industry must continuously labour to gain and maintain their competitive advantage if they are sustain their performance. Of importance is that there exist a number of variables that can influence the outcome of their marketing execution; their marketing strategy needs to be precise and effective (Trungdzu, 2013).

The fashion industry highly depends on the purchasing behaviour of consumers. These behaviours consist of a multitude of factors such as the quality, design, price, and trust, availability of alternative packaging, frequent advertising, sales promotions, imitations, availability, brand image, and atmospherics. Krishna (2011) argues that out of these, four are key to the fashion industry; brand image, sales promotion offers, product design and store atmospherics. To get the attention of the target market population the marketers need to take effective marketing strategies into consideration.

1.1.3 Market Penetration

Kalus (2006) posits that market penetration commences with an entry strategy, which in turn provides access to local resources such as distribution networks and access to local markets. Market penetration strategy focuses on a firm selling its existing products or services in a existing market so as to gain a higher market share. It involves selling more to the existing customers and to new customers in a given market. There are four key approaches that a firm can adopt to enhance its market penetration. This includes; retention or increasing the products market share, domination of growth markets, driving out competitors and increasing existing customer usage.

Market penetration strategy involves increasing the sales of present products and services in present markets. It is useful when the current market is strong and growing. Its fulfilment is measured by its ability to attract new customers or convert nonusers. Some of the ways of fulfilling a market penetration includes; increasing the efforts to distribute products and services, aggressive promotion and pricing goods and services competitively so as to attract more customers (Kotler, 1994).

1.1.4 Kenya's Fashion Industry

The fashion industry is comprised of the supply of raw materials to the end product. The Kenyan fashion industry is one that is faced by two major obstacles; second hand clothes and cheap Chinese imports. Adoption and innovation are a major challenge in the fashion industry. At the same time, the fashion design industry in Kenya is considered underexposed internationally. Nevertheless, a few local designers like Kaveke and Patricia Mbela have not only managed to showcase and sell their designs internationally but have also won awards while at it. There are various fashion magazines in the market. Here is also the Fashion Watch Program that is featured every Saturday evenings on Citizen Television.

1.1.5 Nairobi Fashion Houses

There are different kinds of fashion houses in Nairobi that sell different products in their fashion stores: those selling Men's ware such as Sir Henry's, Amazon, trunk Club, KLAD House Donholm, those selling Ladies Ware include Chicos Fashions, Soft Surroundings, Alibaba.

Those who sell Occasional wear such as Kikoromeo Fashion House, Glamour Fashions, Fashion Moments, Bes of Taita's designs, Chico Leco, Johari Designs, Moocow Fashions and tribe Fashions. Others specializing in wedding gowns are Nordsorm, Bridal Bliss Kenya, Gal bridal and Nazra Bridals in Westlands. Others specializing in Jewellery are Nangni Patnni Jewelleries, Little red and Boma Jewerelly, while others specialize in Sports ware for example Nairobi Sports House and some specialize in babies clothes like Sunus and baby palace(www.fashion houses in Nairobi.com).

1.2 Research Problem

Marketing strategies plays a leading part in the growth of enterprises mainly due to the fact that a marketing strategy aids in identifying customers who the business can competitively serve, and tailoring product offerings, prices, distribution, promotional efforts, and services towards those customers. In addition, a sound strategy enables an enterprise to develop long range plans which ensure survival, profitability, growth, and perpetuity.

Marketing of products is a challenge that faces Kenyan entrepreneurs. However research can be undertaken to enhance business growth and survival. Elunga'ta (2013) in as study targeting players in the fashion industry in Kenya found out that the major aspect inhibiting the reception of local designs and penetration of the players were; innovation and adoption.

The fashion industry deals more on the creativity bit thus always get around to innovation of products. In addition, the industry is exposed to high market uncertainty, related to both the rapidly changing consumer needs and a high level of interdependence with competitors.

Several local studies have been undertaken in the field of fashion and clothing. Elunga'ta (2013) did a survey on adoption of the Kenya national dress as a basis for developing a decision making model for the local industry: A case study of Nairobi, Kenya. Nyang'or (1994) did a survey on factors influencing Consumer's Selection of Imported over Local Clothing among working women in Nairobi, Kenya. Mayor (2012) did a study on the Kenyan exile Industry in a liberalized economy: An analysis of performance and challenges. *Journal of Emerging trends in Economics and Management Sciences (JEEMS)* 3 (1): 111-115. The above studies have not been

able to focus on the area of study. Hence the research question was what were the marketing strategies adopted by local fashion houses to enhance market penetration in Nairobi, Kenya.

1.3 Research Objectives

The objectives of the study were to:

- i) Determine the marketing strategies adopted by local fashion houses in Nairobi.
- ii) Establish the relationship between marketing strategies adopted by local fashion houses in Nairobi and market penetration.

1.4 Value of the Study

To the academia in pursuit of knowledge and information, this study contributes towards the development of a data base and policy guidelines on the fashion industry and can be relied on as a source of future reference. Students are also able to learn practical skills, from how to identify fibres and treat various kinds of objects in the textile industry. Graduates also can find positions as curators, collections managers, historic house directors, fashion and textile historians, costume and textile conservators and vintage clothing and textile dealers among others. Fashion is also viewed as an economic force, a culture industry and a powerful way to convey identity, status and personality.

To Practitioners the study will provide insights onto the marketing strategies adopted in the fashion industry. Thus it could be of value to practitioners in the fashion industry and could assist them in choosing the strategy to use as well as provide potential practitioners with information on what is being practiced. With this

information, they may be able to devise creative and innovative ways of being unique as well as being competitive.

To the Government the findings of this study will provide valuable insights on some of the issues affecting the fashion industry in Kenya and which could be relied on by the government to promote the industry. The government can also grow the textile and fashion industry by introducing subsidies on imported textile products thus making local fashion industries to capture a big market share and thus improve the country's Gross Domestic Product.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter forms the literature review of the study. The researcher reviews the strategies that an industry can adopt to enhance market penetration. Basically, the chapter gives an overview of the main features of an industry environment, giving the specificities of the marketing applications that need to be taken into consideration to foster sales. Further, a review of literature in line with the research objectives is discussed so as to provide a guiding framework for the study. Critical to this is the theoretical underpinning of the study which covers the AIDA selling theory and Rogers Innovation Diffusion Theory and the conceptual framework.

2.2 Theoretical Foundations of the Study

The study is based on two important theories. The AIDA selling theories and the Rogers Innovation Diffusion Theory

2.2.1 AIDA Selling Theory

The most widely recognized and hierarch-of-effects model is AIDA (Attention, Interest, Desire, Action) Selling theory according to Ambler, 2000. In his kind of model, it is assumed that individuals, before being interested in the product class do not even allocate attention in its direction. Traditional marketing communications models, such as the AIDA model, focus on individual transactions and purchases, and the emphasis is on awareness and presence. The first step is to draw attention and sustain that attention making them interested in the products offering. This could be done through listening and obtaining feedback.

Once interested create a desire a desire for them to want to purchase the products which will finally swing them to action. More recently there has been growing interest in relationship-marketing (Moller & Halinene, 2000). This acknowledges the importance of customer reunion and recognizes that the customer loyalty (Reichheld & Schefer, 2000) is an important characteristic of a stable customer base. In the digital world, marketing communications are concerned with the steps of creating presence, creating relationships and creating mutual value. Create an identity and personality that will encourage customers to get acquainted. Mutual perceptions may be positive or negative, but they are based on experience.

One major negative perception on the part of the customer are likely to lead to disengagement with the relationship, and the relationship will not advance further. Similarly as organizations become acquainted with customers, they may choose to differentiate the quality and extent of their offerings or services in favour of customers who are profitable. Here are able to make these judgements on the basis of the information that they collect through transactions with customers (Kotler, 2005). Businesses may use customer information to customize or personalize marketing communications, so that on the basis of past purchases they might draw customers' attention to new items. Similarly fashion houses affect making customers aware of products, they will enjoy enhanced business and therefore, the fashion houses that invest in more effective promotional strategies will attract a higher number of customers and enjoy a larger pool of business; hence bigger market share.

2.2.2 Rogers Innovation Diffusion Theory

Rogers (1995) discerned five characteristics of innovations, which significantly influenced the innovation-adoption process. Venkatraman and Price (1990) agreed with Rogers that there are certain product and service characteristics that affect the diffusion process and can influence consumer acceptance of new products and services. According to Rogers (1995) relative advantage of an innovative product/service is its offering over already existing products/services which accelerates its rate of adoption by the target market. Kotler and Keller (2006) stressed that compatibility of the innovative product and service offering with the existing backgrounds. Behaviour and lifestyle patterns of consumers also affect its adoption by the consuming public. The level of complexity in a product purchase and usage also affects the diffusion process. An innovative offering would be easily diffused when there is ease of understanding, purchase and use. The ease with which the product or service can be tested and tried also determines the rate of acceptance. Rogers (1995) defined observability as the ease with which the product can be observed. Observability in an innovative product refers to the degree to which a product/service's benefits can be observed, imagined and perceived by a potential consumer (Kotler, 2006).

Rogers categorizes the five stages of diffusion of an innovation as: awareness, interest, evaluation, trial, and adoption. An individual might reject an innovation at any time during or after this adoption process known as the customer journey. Consumer decision to adopt a new electronic payment service is therefore significantly affected by the amount of other consumers and merchants using it (Mallat, 2007).

There is a link between Rogers's innovation adoption curve, TAM and TRA; even more, they are at some points complementary. In fact, one can easily note that TRA is based on TAM and analyzes separately each of external variables. The perceived usefulness of TAM could match with "Awareness and Understanding" of customer journey. The perceived Ease of Use from TAM could correspond to "Understanding and Knowledge" in customer journey.

2.3 Marketing Strategies

2.3.1 Promotional Strategies

Over many years sales promotions been used by many organizations as a marketing strategy. Sales promotions are positively linked to brand loyalty. If sales promotions are not carried out in the right manner it will have a wrong impact on customers. Thus sales promotions are usually used to promote a brand with a discount incentive being attached to the product rather than a quality of the product sold so as to lure customers. It is worthwhile to note that overuse of sales promotions can cause misrepresentations of the product which can in turn create the possibility of cheapening the product. Thus retailer can lose customer from sales promotion if it ends up creating a perception of poor quality. A selective targeting approach needs to be applied so as to enhance customer brand loyalty in the case of a new customer. E-commerce has led to sales promotion being online in a race to attract customers.

Major apparel brands are also universally established, promoting similar fashion trends to consumers in all of their locations thus firms are faced with the challenge of having to maintain a sustainable competitive advantage dissimilar consumer ground ups in order to survive the highly competitive business environment. Restrictions have been placed in the case of direct foreign investment, detailed research shortage,

development alternatives, shortage of skilled work force and low management skills in the retail sector. Other promotional strategies may include advertising, sales promotions, special offers and public relations. Whatever the channel used, it is necessary for it to be suitable for the product, the price and the end user it is being marketed to. It is important to differentiate between marketing and promotion. Promotion is just the communication aspect of the entire marketing function.

2.3.2 Product Strategies

The product is either a tangible good or an intangible service that is seem to meet a specific customer need or demand. All products follow a logical product life cycle and it is vital for marketers to understand and plan for the various stages and their unique challenges. There is need to understand the problems that the product is attempting to solve. The benefits offered by the product and all its features need to be understood and the unique selling proposition of the product need to be studied. In addition, the potential buyers of the product need to be identified and understood.

In the fashion industry, brandings is significant more so because brands can quickly lose their star quality. Fashion houses end ever to strive to improve competitiveness of their clothing brands in the market. The study reveals that in China the local players have a number of flaws in their marketing strategies. Although China's clothing industry poses a fifth of the world clothing market, the clothing enterprises in China have not been successful in developing a well-known national or international brand. This lack of brand has seen Chinese retailers amongst the mix of other non-retailer clothing distributors or manufacturers as competition.

According to Trungdzu (2013), if brand position is to be accurate, then branding and advertising needs to resonate with the customers. Thus identity behind branding is of

critical importance in marketing. In the Chinese case for example, the retailers have no identity behind their brand (Dai and Zhang, 2010). Brand loyalty is diminished by lack of brand awareness in the market. When a product or product line is unique, credible, sustainable, and valuable in the customers mind then it is depicted that the brand has a strong positioning thus the brand stands out from competition. In the fashion industry, product strategies can start with logos or labels as the initial step in creating brand identity and product awareness. Another way of branding is to bring together designers as consultants in the marketing plan and also involving them in the marketing of the products so as to bring out the highlights or important features of the designs. In a study, on a study of ‘Growth Opportunities for Clothing Retailers in the American Women’s Apparel Industry’, Trungdzu (2013) notes that players in the industry seeking ground opportunities should ensure that they have a brand identity.

2.3.3 Pricing Strategies

The price variable is among the most powerful weapons in the arsenal of the executives to achieve entry deterrence objectives. It is inherently flexible, can be modified quickly, and is directly associated with profitability. In one survey, pricing was deemed to be “extremely important” by seventy eight per cent of the respondents and ranked third among fifteen key marketing issues. Price covers the actual amount the end user is expected to pay for a product. How a product is priced will directly affect how it sells. This is linked to what the perceived value of the product is to the customer rather than an objective costing of the product on offer. If a product is priced higher or lower than its perceived value, then it will not sell. It is important to evaluate how a customer views the product that is on sale. Other firms undertake to reduce price when there is a new competitor entering the market. There are two main pricing strategies that firms may use to defend against a competitive market entry

(LeBlanc 1992). The first of these options, limit pricing (or entry deterring price (Porter 1980)), may be utilized prior to competitive entry. The second option, predatory (aggressive) pricing, may be executed post-entry. The effectiveness of both of these options is still controversial (Uslay, 2005).

In India, Provogue's has been able to take a share of the market by adopting pricing strategies thus position itself as a leading brand through pricing strategies such as price penetration strategies. This is by a pricing strategy where the price of a product is initially set low to rapidly reach a wide fraction of the market and initiate word of mouth. The strategy works on the expectation that customers will switch to the new brand because of the lower price.

For the fashion houses to enlarge their market share and get the advantage of economies of scale or experience then they should have aligned themselves with the marketing objectives. Price skimming strategies is a pricing strategy in which a marketer sets a relatively high price for a product or service at first, and then lowers the price over time. It is a temporal version of price discrimination/yield management. It allows the firm to recover its sunk costs quickly before competition steps in and lowers the market price. Price skimming is sometimes referred to as riding down the demand curve.

2.3.4 Place Strategies

This refers to how an organisation will distribute the product or service they are offering to the end user. The organisation must distribute the product to the user at the right place at the right time. Efficient and effective distribution is important if the organisation is to meet its overall marketing objectives. Under estimating demand leads to lack of purchase by the customers, which is an issue with the distribution

strategies. Depending on the type of product being distributed there are three common distribution strategies available: Intensive distribution used commonly to distribute low priced or impulse purchase products e.g. chocolates, soft drinks.

Exclusive distribution involves limiting distribution to a single outlet. The product is usually highly priced, and requires the intermediary to place much detail in its sell. An example of would be the sale of vehicles through exclusive dealers. Selective Distribution a small number of retail outlets are chosen to distribute the product.

Selective distribution is common with products such as computers, televisions household appliances, where consumers are willing to shop around and where manufacturers want a large geographical spread. If a manufacturer decides to adopt an exclusive or selective strategy they should select an intermediary which has experience of handling similar products, credible and is known by the target audience. Two types of channel of distribution methods are available. Indirect distribution involves distributing your product by the use of an intermediary for example a manufacturer selling to a wholesaler and then on to the retailer. Direct distribution involves distributing direct from a manufacturer to the consumer. The manufacturer have complete control over their product when they under take direct distribution.

2.4 The Relationship between Marketing Strategies and Marketing Penetration

According to Uslay (2005), market penetration is the name given to a growth strategy where the business focuses on selling existing products into existing markets.

Market penetration seeks to achieve four main objectives: Maintain or increase the market share of current products – this can be achieved by a combination of competitive pricing strategies, advertising, sales promotion and perhaps more resources dedicated to personal selling. Secure dominance of growth markets.

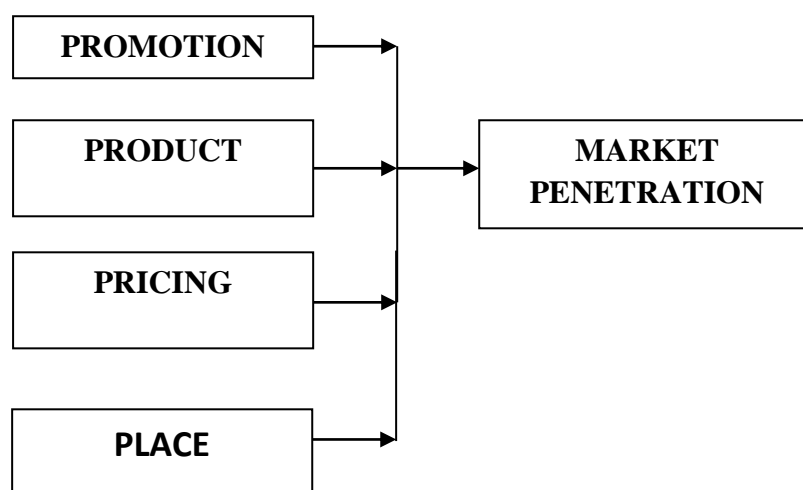
Restructure a mature market by driving out competitors; this would require a much more ground promotional campaign, supported by a pricing strategy designed to make the market unattractive for competitors. Increase usage by existing customers – for example by introducing loyalty schemes A market penetration marketing strategy is very much about “business as usual”.

The business is focusing on markets and products it knows well. It is likely to have good information on competitors and on customer needs. It is unlikely, therefore, that this strategy will require much investment in new market research.

2.5 Conceptual Framework

The conceptual framework for this study, provided in figure 2.1, consists of four factors: promotion, product, price and place strategies (independent variables) and market penetration (dependent variable). The independent variables focuses on three aspects of marketing that are vital in market penetration.

Figure 2.1 Conceptual Framework



Source: Author, 2016

2.6 Summary

A review of various literatures has been able to reveal that marketing strategies are a prerequisite for a firm bent on achieving a competitive advantage. In the fashion industry, there exist literature connection between the manufacturers and consumers and hence the need for concerted efforts for players in the industry to bridge the gap. The literature reviewed indicate that for players in the fashion industry, adoption of effective marketing strategies presents an opportunity of increasing the market share through raised consumer satisfaction levels. Noteworthy, although extensive studies have been done concerning the fashion industry, much of it concerns the construct of involvement and fashion is mainly captured in those to do with the clothing and textile industry. Limited research has been dedicated to capturing the marketing strategies adopted to enhance market penetration in the fashion industry, specifically in Kenya. The present study focused on filling the gap in and could be useful in developing marketing strategies for players in Kenya's fashion industry.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter highlights on the research design that was adopted to meet the study objectives. It comprised of the research design, population, sample size, data collection and analysis methods.

3.2 Research Design

This study was quantitative in nature and a descriptive research design was utilized. A descriptive research describes characteristics of a population or phenomenon being studied. It does answer questions about how, when, why. The study was able to gather quantitative data on the socio-demographic characteristics of respondents. Although not part of the objectives, this information was critical in meeting the objectives of the study and making cross tabulations. Detailed information on the research objectives can be well provided by detailed qualitative data that will establish patterns, trends, and relationships between study variables.

3.3 Population of Study

Population of study refers to all members of a set of people, events or objects which a researcher wishes to generalize the results of research while accessible population refers to all individuals who realistically could be included in the sample (Borg et al., 1996). The population for the study consisted of local fashion houses in Nairobi which comprises of 500 fashion houses as registered by the office of the Registrar. From these a sample of 60 was used to see Appendix II. Source of the fashion houses was from (www.fashion houses in Nairobi.com and the Registrar of Companies)

3.4 Sample Size and Sample Design

A sample is a part of a large population that is thought to be representative of the larger population. The sample size taken was 60 fashion houses out of a population of 500 fashion houses in the central business district which makes it 75 per cent effective considering studies by Mugenda and Mugenda (2003) who stated that a sample size of seventy per cent is accurate and effective.

The study used purposive sampling; the choice of this sampling approach is because it enabled the researcher to select the unit of analysis which was relevant to the study objectives as noted by Cohen and Manion (2003), factors such as expense, time and accessibility frequently prevent researchers from gaining information from the whole population. (Mugenda and Mugenda, 2003). Purposive sampling was used to select the businesses and companies to be targeted and the area to be visited. Purposive sampling was done to ensure that all the major players in the fashion industry participated in this study.

3.5 Data Collection Methods

The data comprised of primary data which was collected using self-administered questionnaire as the instrument for data collection. The questionnaires consisted of both open-ended and closed-ended questions based on the objectives of the study. The questionnaires were divided into two sections, A and B. Section A sought to address the socio-economic factors of the respondents while section B sought to address data on the general information of the respondents' views and opinions on matters that related to the research objectives. The questionnaires enabled the researcher to obtain clear and in-depth information. The instrument was administered in English language.

The respondents were managers, partners, supervisors, owner chief executive operating officers.

3.6 Data Analysis

Both descriptive and qualitative analysis techniques were used to analyze the data. Microsoft Excel Spread Sheets were used to process the quantitative field data. Analysed data was presented using Tables. On the other hand, qualitative data was analysed using content analysis where common themes were obtained and clustered in line with the research objectives. Inferences were made from this data and conclusions drawn from the findings.

CHAPTER FOUR

DATA ANALYSIS, RESULTS AND DISCUSSION

4.1 Introduction

The study was guided by the following objectives to determine the marketing strategies adopted by local fashion houses in Nairobi and to establish the relationship between marketing strategies adopted by local fashion houses in Nairobi and market penetration.

4.2 Response Rate

The response rate was good having 45 successfully filled and returned questionnaires. The study attained a response rate of 88 percent which was considered adequate to make generalization. This rate of response is supported by Bolo and Wainaina (2011) who indicated that 75 percent response rate was sufficient to make generalization of a population from a sample. Six respondents cited busy schedules as a major reason for not finding time to fill and complete the questionnaires.

4.3 Demographic Information of the Respondents

This section consists of the demographic information of the respondents and the fashion Houses. This information was essential in determining whether the respondents were in a position to give accurate and reliable information. Information about the fashion houses was essential in establishing the extent of implementation of marketing strategies.

4.3.1 Year of Establishment

The respondents were asked to indicate the year of establishment of the SMEs. 60% of the respondents indicated that most fashion houses were established 7 years ago and above. 40% of the respondents pointed out that the SMEs had been established for less than 3 years. The finding therefore concluded that most fashion house were established 7 years ago.

Table 4.1 Average Size of Fashion Houses

Year of Establishment	Frequency	Percentage
7 years ago	27	60
Less than 3 years	18	40
Totals	45	100

Source: Research data (2016)

4.3.2 The Average Size of Fashion Houses

The respondents were asked to indicate the average size of the fashion houses. The results are shown on Table 4.2 below.

Table 4.2 Average Size of Fashion Houses

	Frequency	Percent
Small	25	56
Medium	15	33
Large	5	11
Total	45	100

Source: Research data (2016)

From the above findings, 56% of the respondents indicated that most fashion houses were of small sizes. 33% of the respondents pointed out that the fashion houses were medium in size while only 11% of the respondents indicated that fashion houses were large in size. This implied that most fashion houses were small in size.

4.3.3 Number of Branches

The respondents were requested to indicate the number of branches by SMEs. The results are shown on Figure 4.1 below.

Table 4.3 Number of Branches

No. of Branches	Frequency	Percent
Fashion houses without branches	40	89%
Fashion houses with branches	5	11%
Totals	45	100

Source: Research data (2016)

From the findings in table 4.3 above, 89% of the respondents indicated that fashion houses did not have branches while 11% of the respondents noted that fashion houses had branches. This was an indication that most fashion houses did not have branches while a few that had, had only two branches.

4.3.4 Specializing in Fashion Apparels

The respondents were requested to indicate whether they specialized in fashion apparels. This was intended to determine the gender approach and age of the target respondents. The results are shown in Table 4.4 below.

Table 4.4 Specializing in Fashion Apparels

	Frequency	Percent
Gender approach	29	65
Children	9	20
Sports	5	10
Jewellery	2	5
Totals	45	100

Source: Research data (2016)

From the above outcome in Table 4.2, 65% of the respondents indicate that most fashion houses specialized in Gender Approach, 20% of the respondents pointed out that fashion houses specialized in Children wear and Official Wear while 10% of the respondents specialized in Sports while only 5% specialized in Jewellery. This implied that most fashion houses specialized in gender approach, women comprised of their highest market share.

4.4. Marketing Strategies

4.4.1 Strategy Formulation

The respondents were requested to indicate their position to determine the category of employees who were involved in strategy formulation and whether they were eligible to give accurate and reliable information concerning marketing strategies and market penetration. The results are show in Table 4.5 below.

Table 4.5 Employees in Charge of Strategy Formulation

	Frequency	Percent
Marketing Manager	1	02
Finance Manager	1	02
Owner	39	87
Others	4	09
Totals	45	100

Source: Research data (2016)

The results in Table 4.5 above show that 87% of the respondents were owners of fashion houses while 9% of the respondents were assistant managers. There was a tie of 2% of the respondents who were marketing managers and finance managers. This implied that the owners of fashion houses were involved in strategy formulation in most of the fashion houses.

4.4.2 Marketing Strategies Adopted to Enhance Penetration

The respondents were asked to indicate the marketing strategies that were adopted by fashion houses to enhance penetration. At least 80% of the respondents unanimously agreed that the most popular marketing strategies used by fashion houses were as follows use of text messages through mobile phone, use of referrals, direct marketing and telemarketing. 20% of the respondents thought that referrals, use of text messages and direct marketing were the most popular marketing strategies among fashion houses in Nairobi.

Table 4.6 Marketing Strategies Adopted to enhance Penetration

	Frequency	Percent
Text messages, Referrals, Direct marketing and Telemarketing	36	80
Referrals, Text messages and Direct marketing	9	20
Totals	45	100

Source: Research data (2016)

4.4.3 The Most Competitive Marketing Strategy

The study sought to determine the marketing strategy that gave the fashion houses a competitive edge. The respondents unanimously (90%) agreed that use of referrals, use of text messages and direct marketing strategies gave fashion houses a competitive edge against their rivals. Some of the reasons that they gave were that customers easily believed their fellow customers who have an experience of the fashion apparels from the fashion houses. Use of text messages enabled a close interaction between the customers and owners of fashion houses while direct marketing gave prospective customers trust and confidence on the fashion brand. This also contributed positively to customer loyalty. Only, 10% of the respondents pointed

that the use of fliers, brochures and sales outlets was a competitive marketing strategy of fashion houses.

Table 4.7 The most competitive marketing Strategy

	Frequency	Percent
Text messages, Refferals, Direct marketing and Telemarketing	40	90
Refferals, Text messages and Direct marketing	5	10
Totals	45	100

Source: Research data (2016)

4.4.4 How to Develop New Apparels as Part of the new Product

Development

The respondents were asked to comment on how to develop new apparels as part of the new product development. Majority (95%) of the respondents agreed that new apparels were developed after every two months by fashion houses. Only, 5% of the respondents indicated that new apparels were developed after three months however, they argued that this happened in cases where there was a special feature.

Table 4.8 New Apparels developed as part of the new product development

	Frequency	Percentage
After every two months	43	95
After every three months	2	5
Totals	45	100

Source: Research data (2016)

4.4.5 Total Domestic Market Share of the Fashion Houses over the Last Five Years

The respondents were requested to indicate the total domestic market share of the fashion houses over the last five years. This was intended to establish whether market strategies impacted on the market share of the fashion houses. The respondents collectively agreed that the total domestic market share ranged from between 100-250 customers over the last five years.

Table 4.9 Domestic Market Share over the last five years

Domestic Market Share	Frequency	Percentage
Less than 100	3	7
100 - 250	40	89
250 - 400	2	4
Totals	45	100

Source: Research data (2016)

4.4.7 The Pricing Strategies of the fashion houses

The respondents were asked to indicate the pricing strategies of the fashion houses. 45% of the respondents stated that they used price premium strategy, 24% stated that they used price skimming strategy, 18% used penetration strategies, 9% of the respondents used economy pricing while 4% used Psychological pricing. This implied that most of the fashion houses used Premium pricing as their pricing strategy.

Table 4.10 Company's Annual Sales Turn Over

Pricing Strategies	Frequency	Percentage
Premium pricing	20	45
Penetration pricing	8	18
Economy pricing	4	9
Price skimming	11	24
Psychological pricing	2	4
Totals	45	100

Source: Research data (2016)

4.4.6 The Company's Annual Sales Turnover

The respondents were asked to indicate the level of the company's annual sales turnover. 90% of the respondents agreed that the annual sales turnover of the fashion houses ranged between 0.5 million to 1 million. Only, 10% of the respondents indicated that the annual sales were more than 1 million. This implied that most of the fashion houses had annual sales turnover of between 0.5 million to 1 million.

Table 4.11 Company's Annual Sales Turn Over

Annual Sales Turnover	Frequency	Percentage
Less than – 100,000	2	5
100,001 – 250,000	3	6
250,000 – 500,000	4	9
500,000 – 1 million	35	78
More than - 1 million	1	2
Totals	45	100

Source: Research data (2016)

4.5 The Relationship between Marketing Strategies and Market Penetration of Local Fashion Houses

The study sought to establish the relationship between marketing strategies and market penetration of Local Fashion Houses the independent variables were as follows: promotion, product, pricing and place. The dependent variable was market penetration. The results are shown in the Table 4.12

Table 4.12 Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.746 ^a	.551	.391	.52121

a. Predictors: (Constant), promotion, product, pricing, place

The coefficient of determination is 0.551 which implies that marketing strategies used by fashion houses explains 55.1% of the variability in market penetration.

4.5.1 F-Test for the Full Model

To test the significance of the model, F statistic and p-values were used. The results are shown in the Table 4.13.

Table 4.13 Analysis of Variance (ANOVA)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.678	4	3.419	11.671	.000 ^b
	Residual	11.701	40	.293		
	Total	25.379	44			

a. Dependent Variable: market penetration

b. Predictors: (Constant), promotion, product, pricing, place

(i) F-test

The numerator whose degrees of freedom (df) =4 and denominator df =40 has a critical F-value of 2.000. The above findings show that the computed F-value is 11.671. The regression model is significant since the computed F-value exceeds the critical value that is $11.671 > 2.000$.

(ii) P-value

The regression model was considered to be statistically significant since the p-value was less than 5%.

4.5.2 Model Coefficients

Model coefficient depicts the regression model that was obtained in this study. The results are shown in Table 4.14

Table 4.14 Model Coefficients

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	2.716	.370		7.613	.000
1 Promotion	.038	.074	.065	.466	.564
Product	-.046	.069	-.088	-.800	.413
Pricing	.291	.110	.367	3.291	.001
Place	.399	.102	.538	4.673	.000

a. Dependent Variable: market penetration

The regression model obtained for this study was as follows;

$$Y = 2.716 + .291X_3 + .399X_4 + \varepsilon$$

Where Y = Market penetration

$$X_3 = \text{Pricing}$$

$$X_4 = \text{Place}$$

ε = Error term.

Promotion and product were excluded from the regression model because there were statistically insignificant. Their p-values were beyond 5%, $p=.564$ and $p=.413$ respectively. Pricing and place were statistically significant in explaining the relationship between marketing strategies and market penetration by local fashion houses. This was because their p-values obtained from the regression model was below 5%, $P=0.001$ and $p=0.000$ respectively.

4.6 Market Penetration

The study sought to determine the market penetration strategies adopted by fashion houses. The market penetration strategies are listed in their order of priority as agreed by the majority (80%) of the respondents; Knowing Your Customers (KYC) through understanding their needs, involving customers in creation of different fashion trends and styles and getting ideas from them, price penetration and market outreach and use of nonusers to start using the fashion products. Only, 20% of the respondents indicated that diversification (both horizontal (for existing products) and vertical (for new products) was a market penetration strategy adopted by fashion houses.

Table 4.15 Market Penetration

	Frequency	Percentage
Knowing Your Customer(KYC), Customer involvement, Price Penetration and Market outreach	36	80
Diversification (both horizontal & vertical)	9	20
Totals	45	100

Source: Research data (2016)

4.7 Challenges faced by Fashion Houses in Market Penetration

The study determined the challenges faced by fashion houses in market penetration. The results found that the most popular challenges were as follows competition, market complexity, inadequate capital, nature and complexity of the fashion market, lack of modern technologies, new standards in the fashion industry, frequent changes, paradigm shift for the retail sector, need for speed and need for sustainability.

4.8 Strategies to Counter Market Penetration Challenges

The study sought to determine the strategies used by fashion houses to counter market penetration challenges. The results found that diversification, need for speed and marketing with the help of existing clients were the key strategies used by fashion houses to deal with the challenges of market penetration.

4.9 Chapter Discussions

This study is supported by Kotler and Keller (1996) as they emphasize on direct marketing and customer loyalty. They state that marketing directly to a customer boosts the customer's confidence of the product and the product attributes and thus one is able to convince the buyer to buy their product and thus creates customer loyalty. This is consistent to Uslay (2005) who insists of the importance of understanding the needs of customers as a key contributor towards market penetration.

It is therefore essential to practice the tenants of marketing taking into consideration the importance of marketing strategies so as to realise market penetration which in turn yields to increase in market share that will be brought about by increase in the number of customers as well as customer loyalty.

4.10 Chapter Summary

The findings showed that marketing strategies used by fashion apparels were as follows use of text messages using mobile phones, referrals and direct marketing. For a firm to gain competitive advantage and a big market share then marketing strategies are key and need to be practiced and effected to give the firm a competitive edge through raised customer satisfaction levels.

The findings observed that the market penetration strategies used by fashion houses as follows understanding the customer needs, creation of diverse fashion trends and styles, price penetration and market outreach and use of nonusers to start using the fashion products

Present study focuses on filling the gap that could be important in developing strategies for players in the Kenyan fashion industry. This is mainly because there is limited research done on marketing strategies adopted to enhance market penetration in the fashion industry, particularly in Kenya.

The main challenges that faced fashion houses in market penetration were as follows market complexity, inadequate capital and lack of modern technologies. Technology and innovation are key factors to consider since they help enhance market penetration.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This section provides a discussion of the summary of findings, conclusion and the recommendations of this study. In this section, the limitations faced by the researcher have also been highlighted and the implications of this study on policy, theory and practice have been noted.

5.2 Summary of Findings

The study attained a response rate of eighty eight per cent that was considered sufficient to make generalization. Concerning the demographic information of the respondents, the findings revealed that they were in a better position to give accurate and reliable information. The findings further revealed that most fashion house were established 7 years ago and small in size while most of them did not have branches, a few that had branches, had only two branches. With regard to specializing in fashion apparels, the results revealed that most fashion houses specialized in gender approach and women comprised of their highest market share.

Concerning strategy formulation, the findings revealed that the owners of fashion houses were involved in strategy formulation in most of the fashion houses. Further, majority eighty per cent of the respondents concurred that the trendy marketing strategies were use of text messages using mobile phones, referrals and direct marketing.

About the competitive marketing strategy used by fashion houses, majority of the respondents ninety per cent agreed that the use of referrals, text messages using mobile phones and direct marketing strategies were a source of competitiveness to fashion houses.

The findings observed that ninety five per cent of the respondents opined that new apparels were developed after every two months by fashion houses. Further, it was found that the total domestic market share ranged between 150-250 clients over for the last five years while most of the fashion houses recorded annual sales turnover of between 0.5 million to 1 million shillings.

The findings observed that market penetration strategies used by fashion houses were as Know Your Customers (KYC) through understanding their different needs, involving customers in creation of diverse fashion trends and styles, price penetration and market outreach and use of nonusers to start using the fashion products.

Concerning the challenges faced by fashion houses in market penetration, the findings observed that the most popular challenges were as follows competition, market complexity, inadequate capital, nature and complexity of the fashion market, lack of modern technologies, new standards in the fashion industry, frequent changes, paradigm shift for the retail sector, need for speed and need for sustainability. The study revealed that the strategies to counter market penetration challenges were as follows diversification, the need for speed, and marketing with the use of existing clients. This is consistent to Elunga'ta (2013) who pointed out that technology and innovation as a major hindrance towards market penetration in the fashion industry.

5.3 Conclusion

The study concluded that the marketing strategies used by fashion apparels were as follows use of text messages using mobile phones, referrals and direct marketing. Communicating and interacting with customers with the help of the latest technology such as twitter, face book, whatsapp, sype and many more modes of communication can be used as a marketing strategy.

The study further concluded that there existed a positive relationship between marketing strategies used by the local fashion houses and market penetration. It was observed that new apparels were developed after every two months by fashion houses. Total domestic market share was between one hundred and fifty to two hundred and fifty clients while yearly sales turnover was between half a million to one million shillings. This was attributed to the implementation of marketing strategies. This is consistent to a study by Trungdzu (2013) who argued that marketing strategies had a positive relationship with sales turnover and firm's performance.

5.4 Recommendations from the Study

The study recommends that there is a need for the top management executive to craft and adopt marketing strategies that enable that are compatible with the fashion trends and the needs of the customers. This will improve customer satisfaction and hence boost market penetration.

The fashion industry in Kenya should seek to ensure that fashion apparels accommodate the diversity and the cultural setting of different customers to meet their unique needs. The fashion industry should adopt and maintain international standards to attract both local and international markets. This will attract a wider pool of customers and bolster market penetration.

5.5 Limitations of the Study

Time and costs constraints limited the scope of the study to Nairobi County only while we have 46 other counties in Kenya. It would have been more appealing if the study considered including other counties such as Mombasa and Kisumu to achieve more conclusive and detailed results that are based on facts. Therefore the findings in this study can only be used to make comparison but not direct application in another county in Kenya.

The respondents accepted to fill the questionnaires on condition that the information collected would be handled with a high degree of confidentiality. A few of the respondents completely refused to fill in the questionnaires because they thought the process was tiresome. The researcher made follow-ups with the help of phone calls and visits to convince the respondents to fill and complete the questionnaires. Thus, it took a lot of time that was wasted in the process.

5.6 Recommendations for Further Research

The study adopted a purposeful sampling that is subjective and non-probability based nature of unit of selection. This made it difficult to convince the reader that the judgment used to choose the units of analysis was appropriate. This made it difficult to convince the reader that research with the help of purposive sampling achieved theoretical and analytical generalizations. The study therefore recommended that future researchers should adopt a different approach of sampling such as stratified sampling and find out whether the findings will hold.

The study used a descriptive research design which is prescriptive and presents the possibility of an error and subjectivity for instance when a researcher designs questions that are prescriptive and predetermined. Future researcher should consider adopting a longitudinal research design to depict the patterns of variables overtime in order to learn about the relationships of cause and effect.

The study further used inferential statistics with particular use of the regression analysis to outline the relationship between marketing strategies and market penetration.

5.7 Implication for Policy, Theory and Practice

The theoretical findings in this have concluded that marketing strategies contributes positively to market penetration of fashion houses. The findings obtained in this study was important to policy makers, image consultants and fashion designers in designing fashion apparels that match the needs of the customers to set the fashion trends and increase market penetration.

In theory, the study provided more knowledge to researchers and academicians on the appropriate marketing strategies to increase market penetration in Kenya, and beyond. The results were significant in providing a base for making comparison to researchers who are interested in this field. The study was utilized to compare findings and draw conclusion based on solid facts.

Due to the dynamic nature of the business environment, the study recommended that the fashion industry should adopt fashion apparels that match the changing needs of the customers. This was achieved through evaluating the customer needs based on their priorities, tastes and preferences and market trends. This assisted fashion houses

in attracting more customers and retaining existing ones. This boosted market penetration and performance of fashion houses.

The findings of this study observed that marketing strategies leads to improved market penetration of fashion house which can be evaluated by the increase in sales as a result of new customers. The literature supported market strategies as a tool used by the firm to gain competitiveness. Market strategies enabled the firm to identify the changing needs of the customers; this helps the firm to improve on its products features and service to meet the needs of the customers.

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www.fashionhousesinNairobi.com

APPENDICES

APPENDIX I: INTRODUCTION LETTER



University of Nairobi

Emmaculate Wambui Mbuthia

P.O. Box 67063-00200

Nairobi, Kenya.

September 2015

Dear Sir/Madam,

REQUEST FOR RESEARCH ASSISTANCE

I am a postgraduate student at The University of Nairobi, pursuing a Master of Business Administration (Marketing option). I am undertaking a research project in partial fulfilment of the Masters Degree on: Marketing strategies adopted by Local Fashion Houses to enhance Marketing penetration in Nairobi, Kenya. I am kindly inviting you to participate in this research study by completing the attached questionnaire as accurately as possible. In order to ensure that all information will remain confidential, please do not include your name anywhere on the research questionnaire. The data collected will be useful in providing information that will enable investors appreciate the Local Fashion Industry in Kenya.

Your assistance and cooperation will be highly appreciated.

Yours faithfully,

.....

Emmaculate Wambui Mbuthia

Researcher

APPENDIX II: QUESTIONNAIRE

General Information

1. Company Name.....
2. Address.....
3. Year of Establishment.....
4. Sae he size of our fashion house

 - a) Small
 - b) Medium
 - c) Large

5. Do you have any other branches?
 - a) Yes b) No
 - ii) If Yes, please state how many?
6. Do you specialize in terms of fashion apparels?
 - a) Jeweller
 - b) Gender Approach i) Male ii) Female
 - c) Age i) Children's wear ii) Adult wear
 - d) Ceremonial i) Official wear ii) Casual wear
 - e) Sports
 - f) Any other? Briefly state.....
7. Who is responsible for strategy formulation in your company?
 - a) Marketing manager
 - b) Finance manager
 - c) Owner
 - d) Others, please specify.....

Marketing Strategies

8. What are the pricing strategies do you use to enhance market penetration?

.....
.....

9. What marketing strategies do you adopt to enhance market penetration?

.....
.....

10. Which of those marketing strategies give the business a competitive edge?.....

.....

11. How often do you develop new apparels as part of our new product development?

.....
.....

12. What is the total domestic Market share of your fashion house on an average over the last five years?

.....

13. What is the company's annual sales turnover?

- a) Less than – 100,000 Kshs
- b) 100,001 – 250,000
- c) 250,001 – 500,000
- d) 500,001 – 1 million
- e) More than 1 million

Marketing Penetration

14. Which of the following market penetration strategies does our fashion house adopt?

.....
.....

15. What are the challenges our fashion houses face when it comes to market penetration?.....

.....

16. What are some of the strategies the fashion house adopts to overcome these challenges?.....

.....

APPENDIX III: LIST OF FASHION DESIGNERS IN NAIROBI

- 1) Abro Exclusive Fashions
- 2) African Touch Designers
- 3) Afritorial Fashions
- 4) Alibaba
- 5) Aluo Fashion Designers
- 6) Amazon
- 7) Anniel Fashions
- 8) Aquad Enterprises
- 9) Bab Palace
- 10) Bellissimo Fashion
- 11) Best Of Taita's Design
- 12) Bob Star Fashions
- 13) Boma Jewelleries
- 14) Bridal Bliss Kenya
- 15) California Fashions
- 16) Caroomar Fashions
- 17) Cha Cha Moyo
- 18) Chicos
- 19) Chico Leco
- 20) Connie Aluoch Styling Management
- 21) Cray don Fashions
- 22) Elmo Designed Limited
- 23) Evelyn College of Design
- 24) Executive Fashion Designers
- 25) Fabguru Redefining Fabulosity
- 26) Fashion Brands Limited
- 27) Fashion Moments
- 28) Franscom Limited
- 29) Gal Bridal
- 30) Glamour Fashions

- 31) Groundeen Up Kenya
- 32) Hannan Fashion
- 33) Irene Kiruri
- 34) Johari Designs
- 35) Jostex Designers
- 36) Kasam Designs
- 37) Kavenueke Fashions
- 38) Kikoromeo Fashion House
- 39) Kingly Fashion
- 40) KLAD House - Donholm
- 41) Koo roo Fashions
- 42) La Casa Designs
- 43) Little Red
- 44) Lotex Fashions
- 45) Mainna Interior Designers
- 46) Maurice Oloo Fashions
- 47) Mojrad Fashions
- 48) Moo Cow Fashions
- 49) Nairobi Sports House
- 50) Nagni Pani Jewelleries
- 51) Nazra Bridals
- 52) Nordsorm
- 53) Paulete Fashions Limited
- 54) Poisa Fashions
- 55) Rialto Fashions
- 56) Sof Surroundings
- 57) Sunus
- 58) Topmost Kollection
- 59) Tribe Fashions
- 60) Runk Club Fashions

(www.fashion houses in Nairobi.com) and (Registrar of Companies – Nairobi)