

SOME ASPECTS OF FLOWER MARKETING IN NAIROBI, AND THE POSSIBLE
ROLE OF THE GOVERNMENT. /

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Abstract

The dissertation looks at a wide spectrum of flowers marketing both in Nairobi and export outlets.

Chapter one analysis the floricultural potential in Kenya, looking at the different ~~ecological~~^e ecological zones and then suitability to horticulture. It further looks at a particular area, Kiambu District where floriculture is most flourishing. Various aspects of production are considered. These include climate, soil, rainfall, production methods etc. Marketing factors which have been given attention include, transport, storage, labour, season variation, co-operative movements etc.

In the third chapter it looks at the research methodology. This is the ~~case~~^{Core} of the dissertation. First it looks at the sampling techniques used for sampling various phenomenon. Methods of data collections used have been given quite some emphasis. Very well covered is the data analysis of all the statistical data involved. Frequency ^{bar} Gargraph, tables, pie-charts and other analysis methods have been used. This section also includes hypothesis testing using quantitaive techniques. From the data analysis, all the analysed material is further interpreted in a full section. This includes, verbal interpretations, quantatives data interpretations using the outcome of both quantative and verbal analysis. The last section of this chapter outlines all the obstacles encountered while I was undertaking my research both in the field and in the library. It includes social, physical, political, financial and time setbacks.

Chapter four looks at the export outlet of marketing flowers. It begins by giving an outline of export marketing procedures, and methods of payments. It then goes into a deep procedural stages of flowers from the preharvest conditions to the final destination in the foreign markets. These steps includes, preharvesting conditions, harvesting of cutflowers, handling in the packing shed, grading, bunching and pacaking, cold storage, trasport

It analysis the associated problems of various stages. Finally it looks at some of the exporting firms.

Chapter five gives full details of local disposal of flowers. It looks into the structural organisation of flower marketing in Nairobi. There is a bias, on the constraints ^{which} ~~the~~ need to be ironed out for more efficiency, then gives some suggestion on increasing returns.

The final chapter (chapter vi) looks at the whole dissertation in a summary form. It gives the findings, recommendations on the subject under the study. After recommendations it covers conclusion then suggest the possible research areas to make the whole field more complete.