

**EFFECTS OF MARKETING STRATEGIES ON THE SUCCESS OF  
CATERING ESTABLISHMENTS IN NAROK TOWN.**

**BY,**

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## **ABSTRACT**

According to (British) chartered institute of marketing, as the management process responsible for identifying, anticipating and satisfying customer requirements profitably. Marketing strategy is a process that can allow an organization to concentrate its resources on the optional opportunities with the goals of increasing sales and achieving a suitable competitive advantage marketing strategies including all basic and long term activities in the field of marketing that deal with analysis of the strategic initial situation of a company and the formulation evaluation and selection of market oriented strategies and therefore contribute to the goals of the company and its marketing objectives. The 'Four Ps' concept of the marketing mix, as introduced by E. Jerome McCarthy, developed by Philip Kotler, and widely adopted by marketing teachers, creates four divisions of the mix, namely, product, place, price, and promotion. Advertising comes under promotion, but so does publicity which is the American authors' narrow interpretation of public relation.

This paper is a research proposal which was a mirror to a research study that was based on the best effective marketing strategies that can be applied in hospitality and tourism businesses in order to enhance the performance of the businesses in Narok. The research study was aimed at enhancing the use of marketing strategies that are cost limited but performance effective to both small medium and large business in the catering industry. The variables of effectiveness of marketing strategies used in these businesses in Narok were measured against time factor and the amount and type of outcome they generate.