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KENYA POLYTECHNIC UNIVERSITY COLLEGE

**A TRADE AREA PROJECT ON IMPACT OF PRODUCT
POSITIONING AND ITS EFFECTS ON SALES
PERFORMANCE OF AN ORGANIZATION:
A CASE STUDY ON UNILIVER COMPANY LIMITED –
NAIROBI.**

PRESENTED BY:

NANCY JEROP LAGAT

INDEX NO : 401001013

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ABSTRACT SUMMARY

This project is divided into five major chapters describing elements of business mix. The elements form the chapters namely:

CHAPTER ONE

This chapter contains the background information, the concept of the study, statement of problem, the objectives of the study, the scope of the study and the significance of the problem studied.

CHAPTER TWO

This chapter is all about literature review. Meaning and nature of product positioning, forms of product positioning strategies, types of product positioning, steps for product positioning, benefits for product positioning, effects and empirical research of product positioning.

CHAPTER THREE

This chapter entails the systematic procedures and techniques for collection and analyzing data, the research design and target population.

CHAPTER FOUR

This chapter contains data analysis and findings, the response rate.

CHAPTER FIVE

This chapter contains discussion, conclusion and recommendations from the study findings.

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1.1 BACKGROUND INFORMATION

Product positioning has come to mean the process by which marketers try to create an image or identity in the minds of the target market for its products, brand or organization. Product positioning is a basic selling concept to motivate consumer to select a given product over that of marketers often speak of positioning their organization's product lines, product items and images until recently they probably were referring to a product form, package, size and price as compared with those aspects of competing products. Hence in the past, their marketers positioned products simply by differentiating them in terms of other products, therefore, today companies use positioning more specifically to connote 3 aspects of strategy that is positioning the product in its line, with regard to competing products and with regard to the marketer's needs.

Kotler (2003), each company and offering must represent a distinctive big idea in the mind of the target market. Each company must dream up new features, services and guarantees, special rewards for loyal users and new conveniences and enjoyments. Yet even when a company succeeds in distinguishing itself, the differences are short-lived, competitors are quicker than ever in copying good ideas, therefore companies constantly need to think up new-value adding features and benefits to win the attention and