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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.

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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.

CHAPTET 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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