

# **The application of promotion tools in the marketing performance of selected Micro and Small scale products. A case of Kariobangi cluster**

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**Abstract:** This study was conducted with the objective of finding out if the micro and small scale enterprises in Kariobangi utilize the promotional mix elements of advertising, sales promotion, publicity and public relations as well as personal selling among small business enterprises operating in this cluster. This study also set to find out the factors that determine the usage of the promotion tools and the problems encountered by the managers operators of the small businesses in the process of promoting their goods to the customers. To achieve the above objectives, primary data was collected from 100 respondents from woodwork, tailoring and metal work in the Kariobangi cluster. Earlier studies showed that micro and small-scale business enterprises are clustered in this part. The respondents from the study were selected among the enterprises within the cluster. The enterprises interviewed were from each sub group of the three mentioned above. Selection was done through stratified random sampling method. The researcher got the list of the enterprises from the Welfare association to which the enterprises belong this was randomly selected from each sub group in the list provided. Only permanent small businesses enterprises were interviewed because business development projects target such enterprise. They were also easier to trace and accessible, reliable and easier to monitor. The research design was descriptive and the personal data' was administered through a personal questionnaire. In cases where the respondents were able they were encouraged to fill in the questionnaire alone. The analysis was done through a Computer Package known as Statistical Packages for Social Sciences. The Pearson Correlation test of association was used to test the relevance of the promotional tools to the small businesses enterprises. Likert scale rating was used to determine the usage rate of the promotional mix elements. Descriptive statistics was used and were presented in percentages, figures and tables. Both quantitative and qualitative method of analysis was used. The findings from data 'analysis led to the following conclusions: i. The usage of information tools of personal selling, advertising, sales promotion and public relations was found to be minimal among the small business enterprises. Most such enterprises relied on order taking and convincing the customers within the business premises. However, almost all the enterprises seemed to understand the benefits of a satisfied customer. ii. The most widely used promotional tool among small business enterprises was personal selling particularly order taking and contact with customers. The other tool was advertisement using posters and leaflets. iii. iii) The promotion of goods from small business enterprises is hindered by lack of finances, inadequate managerial skills, lack of skilled staff and inadequate knowledge on how to provide the products.