

"Exhibition" a new kind of retailing: an investigation of factors influencing its spread in Kenya: a case study of freemark Kenya limited

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Abstract:

The small-scale enterprises contribution to the growth of the national economy continues to assume increasing importance especially in job-creation. One such enterprise is the area of "exhibitions". These exhibitions are retailing outlets and have become major selling and buying centres. It is this in light that this study was carried out to try and investigate factors that influence the spread of exhibitions in Kenya. Specifically, this research sought to establish the distinguishing characteristics (outlet mix) of exhibitions, identifying which products are sold and to investigate the factors that impact on the process of exhibition. The study established that unemployment and change in consumer taste especially of the middle class are the major factors influencing the spread of exhibitions. Other findings indicate that exhibitions have in previous years been ideal shopping places and that business has been very good with exhibitors making monthly sales turnover of Ksh 250, 000 and above. However, this is no longer the case. Poor performance of the Economy has not spared this business sector either and sales have reduced dramatically and very many exhibitors have closed their business. In the light of the research findings, it was suggested that there is need to pay keen attention on the issues of unemployment and to look for ways to change this trend. At the same time, the government in conjunction with the local manufacturers should come up with strategies to tap the potential of exhibitions and start selling their products through their own initiated exhibitions.