

Abstract:

SMEs like other business enterprises have increasingly used various marketing strategies in their operation. This study sought to find out the influence of marketing strategies on the business performance of SMEs in Kitengela Township, Kenya. This research adopted a descriptive research design, with the target population of the study being 62 SMEs in Kitengela. Census sampling method was used to select all the SMEs, with the sampling size of the study being 186 respondents. Data was collected through questionnaire and analysed by aid of Statistical Package of Social Scientists (SPSS). The findings were summarized using statistical measures of dispersion while data is presented using tables, graphs and frequencies. The study found out that place marketing strategy, promotion marketing strategies, and product marketing strategies have a positive and significant relationship with business performance. The study also found out price marketing strategy to have a positive but insignificant relationship with business performance of SMEs. The study thus recommends that SMEs needs to pay attention to the 4Ps marketing mix in general and on the place marketing strategy in particular (since it had the largest coefficient) to improve business performance.