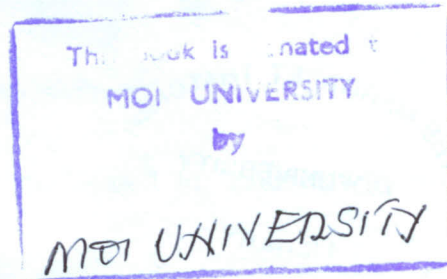


**INFLUENCE OF COMPETITIVE STRATEGIES ON QUALITY TRAINING  
IN MIDDLE LEVEL COLLEGES IN ELDORET TOWN, KENYA**

**BY**



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## ABSTRACT

Middle level colleges play a strategic role in the development of Human Resources in Kenya. Human resource skills are a treasure which provides the expertise to achieve a competitive edge. This study aimed at examining the influence of various competitive strategies on the quality of training in private middle level colleges in Eldoret Town. The study was based on the generic strategies of Porter (1980). The objectives of this study were ;to establish the competitive strategies adopted by middle level colleges in Eldoret town, Kenya; to examine the influence of competitive strategies on student enrollment in the middle level colleges; to determine the relationship between competitive strategies and the quality of training in middle level colleges; and to establish the challenges faced by middle level colleges in the use of various strategies to enhance quality of training in middle level colleges. Ten private colleges were used for the study out of a total of thirty colleges. One hundred and sixty questionnaires were distributed with a response rate of one hundred and thirty. The research design for this study was survey. This study was based on probability sampling and the selection of individual elements was based on simple random sampling and stratified random sampling procedures. Primary data was collected using a questionnaire. Data analysis was achieved by use of regression analysis. The major findings of this study revealed that private middle level colleges in Eldoret town used overall cost leadership generic competitive strategy. Cost related variables were found to have had a significant effect on the quality of training offered. Differentiation and focus variables were found not to have a major effect on the quality of training offered. This study concluded that the majority of the private middle level colleges used the cost leadership strategy. This study recommends that for quality training to be realized, private middle level colleges should seek other ways to compete by doing Strengths, Weaknesses, opportunities and Threat (SWOT) analysis of their resources. Government intervention is also needed in the middle level colleges sector.

Key words: Cost, Differentiation, Focus, Quality training, Private Middle Level Colleges