COMPETITIVE STRATEGIES ADOPTED BY UNIVERSITY OF NAIROBI TO DEAL WITH CHALLENGES OF COMPETITION

The study sought to evaluate the competitive strategies the University of Nairobi has adopted to deal with the challenges of competition. The objectives were to determine the challenges of competition faced by University of Nairobi and establish the competitive strategies adopted by the institution deal with the identified challenges of competition. The research design that was employed in this study was a case study design. The study used primary that was collected using an interview guide. The collected raw data was cleaned and edited for completeness and consistency. Data was analyzed through content analysis and the results were in paragraphs as per the themes in the guide. The study established that new entrants have come up with similar income generating activities just like the University of Nairobi thus affecting planning as they are providing the same service and also charging at a reduced price. The new entrants has led to increased choices for students and reduced the market share of the university. The study also found that University of Nairobi is extremely expensive and most of the pricing of its programmes has remained relatively unchanged for a long period of time and a threat to students' unrest in case of increased prices has been a deterrent. In terms of quality, the university has formulated a committee that ensures its products and services remain of high quality. It now boasts some of the most professional as well as qualified lecturers who guarantee that the university provides high quality services and products related to education. The quality of products and services has not been compromised due to competition from other universities. The University has ensured that the customers are given the desired products and services that meet their needs then the university so as to win their customers loyalty and ensure a good duration with the customers amid competition for the same customers by other universities. However, there have been substantial decreased customer loyalty and a shift due to the rising number of universities has been increasing in the recent years. Respondents therefore note that the UoN has been put to test by the new entrants because some of its customers have moved to other competing universities. Some respondents noted that, compared to other public universities, UoN pricing of its products and services is extremely high but relatively competitive compared to private universities. As a result, the respondents advised that UoN should change reasonable prices for its services while at the same time not being too low as it may be viewed as offering low quality education. The study established that the UoN needs more space for accommodating the increasing number of students to discourage their migration to its competitors. This is a challenge as it is supposed to build more facilities with the growing demands. In addition, the university has a pool of well qualified academic staffs which spearheads products development and revision. This has ensured that UoN remains at the top of its competitors in offering relevant programs that meet the customers' requirements.