

Marketing Management Strategies for Economic Self-Reliance and Resilience in Dryland Areas: Emphasizing the Development of Agriculture and the Private Sector in Turkana, Kenya

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Abstract: This study examined the implementation of marketing management strategies in agriculture and private sector development, as well as their effects on resilience and economic self-sufficiency in dryland and displacement contexts. The study was executed in Turkana County, Kenya, which was divided into southern, central, and northern zones for research purposes. The study objectives were to (i) identify the marketing management strategies utilised in Turkana's agricultural and private sector initiatives; (ii) assess the relevance of the marketing mix across various enterprises in the Turkana business environment; (iii) evaluate the resilience and economic self-sufficiency of Turkana and its displacement context; and (iv) determine the challenges and opportunities for agricultural and private sector development in Turkana and analogous arid regions. The research strategy employed was exploratory, utilising a mixed-method approach that resulted in both quantitative and comprehensive qualitative data regarding the study variables. The study sample comprised 90 individuals selected purposively and conveniently from a cohort of participants engaged in agriculture, livestock, and private sector projects, alongside government and civil society officials, with 44% being female and 32% classified as youths (under 35 years old). The study revealed that Turkana is a place of significant hardship marked by acute food insecurity. A significant portion of the food exchanged in marketplaces is sourced from adjacent counties, hence constraining prospects for agricultural development inside the county. The marketing management tactics, including market research and the implementation of marketing mix elements in agriculture and private sector development, are insufficient. Notwithstanding several initiatives by development partners for the communities in Turkana, resilience and economic self-sufficiency remain human development variables attained at a minimal scale. Significant efforts are necessary to tackle challenges in agriculture and industry; however, additional research is essential to convert these challenges into business opportunities and to optimize leverage points for employing production and marketing management strategies that enhance competitiveness, profitability, and sustainability in agriculture and private sectors.

Keywords: Marketing Management, Resilience, Economic Self-reliance, Displacement, Agriculture, Private Sector.

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1. INTRODUCTION

Agriculture is increasingly gaining worldwide prominence and serves as the economic foundation for numerous countries and regions. It ensures food security and serves as a solid basis for trade and foreign exchange. Despite market influence, agriculture remains a traditional economy in most developing nations. Rising food insecurity in Africa, especially due to climate change, has led to increased food consumption and demand for markets, and the integration of economies, both micro and macro, enhances production efficiency, value addition, and the need for consumer market stability. Rapid expansion of small-scale economies is crucial to combat food scarcity in arid regions like Turkana in Kenya, where small-scale agriculture and alternative livelihoods are key for households' food, income, and nutritional security. As a

matter of fact, collaboration on entrepreneurial projects has led to successful business cases managed by community-based organisations, which create employment, foster sectoral growth, and empower communities by improving their knowledge, skills, and mindsets.

Entrepreneurial ventures in agriculture and industry can help achieve food and economic security for populations through production and marketing strategies capable of creating and exploiting unique and efficient markets. However, producers often remain in poverty due to inability to access and sustain market opportunities. The key challenges faced include insufficient home-grown competitive advantages, limited private sector linkages, restricted commercial partnerships, and inadequate capital

resources. Inimitable, proficient, and effective methods are essential for strategic business decisions capable of advancing profitability and sustainability objectives. Rapid globalisation necessitates actionable research methodologies for durable solutions. Modernisation in agricultural and industrial sectors necessitates investment evaluation for accuracy, convenience, and economies of scale. Strategy, being a pattern within operations, requires strategic planning and marketing to enhance production value and market capitalisation, and consideration of brand propositions, competitiveness, risk and uncertainty management facilitates impact and scale of best practices and business ventures.

To improve agricultural investments in the regions that have been affected by climate change, it is important to have strong strategic implementation networks in order to overcome problems that occur during the execution of the strategy. A lack of awareness regarding the economics of small-scale farming and effective strategies for ensuring food security presents significant challenges, necessitating market-oriented, lucrative, and environmentally accountable solutions. The agricultural and industrial sectors critically require help in the form of relief to help address issues of food and economic insecurity through stakeholder engagement. The growth of the private sector is hampered by the decreased returns that producers, traders and consumers are experiencing. These market components are critical for the sustained growth of agriculture and the private sector in hardship and displacement settings.

2. LITERATURE REVIEW

Strategic perspectives of enterprise development

The studies by Tapera (2014) on how businesses manage themselves and by Tarifi (2021) on the key ideas of strategic planning and company success highlight that strategic planning and marketing are crucial for the growth of private businesses run by entrepreneurs. According to the assertions made by Lunden and Utberg (2017) regarding comparative values in the process of establishing and implementing businesses, the paradigm views of Structural Conduct Performance (SCP), Resource-Based View (RBV), and Dynamic Capabilities (DC) are derived from differences in performance that are based on competition and product differentiation. These variances help to enhance the firm's capacity to discover market imperfections, as well as to exploit them and to manage business risks.

The degree of competition in the markets in which firms choose to operate is the primary factor that drives the competition for market share and the performance of businesses. This assertion is supported by the research conducted by Rizescu and Tileaga (2016) on continuous organisational change, as well as by the research conducted by de Oliveira and Proenca (2019) on formulating and implementing systems for measuring business performance, which further depicts the function of the structural characteristics of marketplaces. Both Shrutika's (2018) study on financial management and forecasting using business intelligence and Enkel and Mezger's (2013) study on limitation processes in business modelling lead to the conclusion that superior business performance can be achieved by investing in markets that have a low level of competitive rivalry.

Positional market advantages can be maintained by creating and exploiting market imperfections that limit competition. It is also argued in the study by Metallo et al. (2018) about understanding business models in the Internet of Things industry

and by Appelbaum et al. (2017) about factors that impact the success of an organisational change that once a company has effectively deployed its resources, any resulting competitive advantage is sustained by the inability of others to substitute, contest, or imitate the firm-specific combination of resources on which the company's strategy is based. This is because the firm's strategy is grounded in the combination of resources that the company possesses. Therefore, the ability to execute the marketing strategy decision options that have been picked is a distinguishing characteristic of successful organisations in any business setting (Tapera, 2014; Enkel and Mezger, 2013).

The success of corporates in competitive business environments

Well-conceived marketing strategies, which define where, when, and how the firm will compete, distinguish successful organisations. According to Taiwo et al. (2016), to successfully direct the deployment of available resources through the firm's marketing capabilities to achieve desired goals, it is necessary to have marketing strategies that are relevant and effectively executed for the visioning and missioning of organisations. As a result of this, a sound marketing strategy, according to the findings of Forbes et al. (2016) and de Oliveira and Proenca (2019), assists in the identification of key resources and their deployment in markets where the greatest earning potential exists. These two studies focused on the role of business strategy in enhancing organisational performance. Resources are stocks of tangible and intangible assets that are available to the company, whereas capabilities are the procedures by which the company obtains new resources and translates available resources into realizable marketplace value offerings (Taiwo et al., 2016).

Resources are a company's ability to acquire new ones. Abdelkafi et al. (2013) also presented the idea that a company's capabilities develop when individuals and groups within the organisation apply their knowledge and skills to acquire, combine, and transform available resources in ways that contribute to achieving the company's strategic goals. The presentation of this idea focused on the role of business model innovations and patterns. According to Parker et al. (2016), the abilities of a company lead to new ideas and changes in how the organisation operates, allowing it to adapt its strategies to meet the changing market needs. Forbes et al. (2016) state that strengthening the corporate intent and direction of business entities can be accomplished by adjusting the resources that are available to the company, combining and transforming the resources that are available in new and different ways, or combining and transforming the available resources.

Role of marketing strategy in private sector development

Gimpel et al. (2018) suggest two distinct but related aspects of marketing strategy content: structuring business digital transformation and the emergence of leadership in new business ventures. As discussed by Baldegger and Gast (2016), these aspects include marketing strategy decisions (creation/formulation) and marketing strategy decision implementation (execution). The literature on private sector development further discusses both of these aspects. According to the research conducted by Kane et al. (2015), strategy, and not technology, is the primary driver of digital transformation. This means that marketing strategy decision-makers are obligated to choose the available resources that the company should deploy, determine where those resources should be deployed, and establish and signal priorities in terms of

achieving the various goals to which the company has committed itself.

According to the findings of the research conducted by Abdelkafi et al. (2013) and Papulova (2014) regarding vision and mission development for businesses, these marketing strategies demonstrate that business strategies can be formal, top-down, emergent, or improvisational. Therefore, the content of a company's marketing strategy contains decisions that are either explicit or implicit in nature regarding the establishing of goals, the selection of target markets, the positional advantages that are to be pursued, and the timing of these activities (Lunden and Utberg, 2017). Consistent with Yin et al.'s (2018) study on evolution and production systems, business managers are required to prioritise objectives that may not be in conflict with corporate networks that were created to guide synergies and complementarities in business programming, focused market access, and competitive positioning.

Xu et al. (2018) and Enkel and Mezger (2013) emphasise that strategic marketing managers are required to make decisions regarding the firm's objectives and priorities, translate them into marketing-related goal criteria, and set and articulate the desired achievement levels for each goal. Considering the state of the art and future trends in corporate business development, as well as the fact that corporate governance and management of the limitations of business modelling (Enkel and Mezger, 2013), strategic marketing managers are required to accomplish these strategic business tasks for profitability, competitiveness and sustainability of their organisations.

Scanning business environment for strategy objectivity

In the research conducted by Arslandere and Ocal (2016) on business environment analysis as a strategic framework for effective management of businesses, as well as in the research conducted by Kossivi et al. (2016) on business investments in human resources, it is stated that these types of goal setting are clearly important in determining decisions about the content of subsequent marketing strategies. This assertion is due to the fact that the majority of definitions of strategy concern plans and the manner in which desired objectives are to be achieved. Indeed, Forbes et al. (2016) assert that decisions regarding goal selection could be considered among the most crucial instances of strategic decision-making within the framework of effective corporate governance.

As per Abdelkafi et al. (2013) and Metallo et al. (2018), there have been few attempts to integrate the insights available from each perspective to provide a clear, comprehensive, and theoretically grounded framework linking marketing with firms' business performance. This is although marketing strategy researchers, practitioners, and managers have frequently drawn their decisions and actions from the dominant strategic management theories when developing their hypothesised models. A variety of social, economic, political, environmental, legal, and ethical factors drive programming in any business context. These issues dictate the types of tactics that are to be adopted or devised, as well as the modalities of implementation (de Oliveira and Proenca, 2019). Baldegger and Gast (2016) claim that to create strong business opportunities in any environment, it's important to assess business ideas and their related strategies, as well as the structural and technological abilities that help the business focus on solving customer problems.

Conceptual Framework

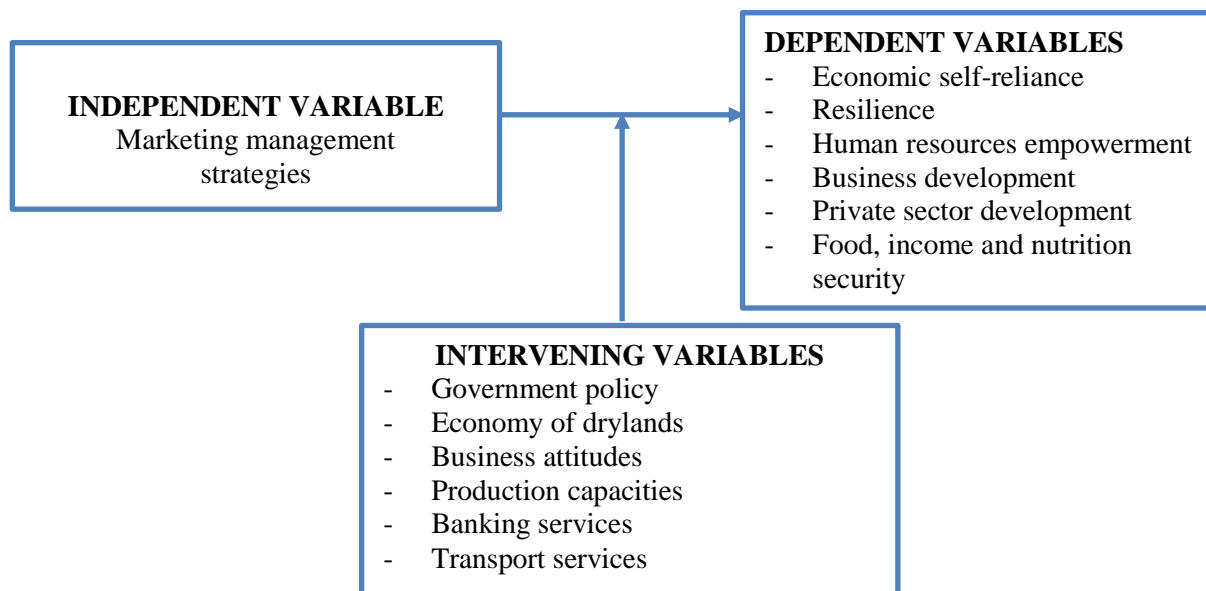


Figure 1: Conceptual Framework for the Study

3. MATERIALS AND METHODS

Research design, data collection, analysis and presentation

To increase the amount of information available on the topic, the study used an exploratory research design to analyse the business environment and marketing management strategies applied in Turkana and similar dryland areas. The research

population consisted of entrepreneurs, particularly those in the agriculture, livestock, and private sectors, as well as policy makers. Purposive and convenience sampling techniques were used to include respondents who are involved in agriculture, livestock, and private sector initiatives, as well as government and civil society officials who are involved in promoting policy in the areas of study

focus. The study sample consisted of 90 individuals, of whom 44% were female and 32% were youths (<35 years old).

To gather data, a semi-structured questionnaire was employed. The majority of the data that was gathered was qualitative in nature. The demographics of research participants were the subject of the quantitative data. Content analysis was one of the qualitative methods used to examine the opinions of the respondents, gathered from individual respondents and in focus groups. Narrative analysis was used to process presentations on organisations' business strategy and private sector developments, drawing from past events, scenarios, and experiences. Grounded theory helped to consolidate ideas for economic self-reliance, resilience, competitiveness, and sustainability of business ventures in the dryland areas, while discourse analysis concentrated on social-cultural issues and stakeholders' perspectives on issues of community empowerment.

Ethical considerations

Along with Prior Informed Consent (PIC), the ethical principle of beneficence was used to improve the well-being of the target population by doing research aimed at filling specific knowledge gaps. The principle of non-maleficence included the idea of "DO NO HARM" in the research process, which helped reduce stress and keep both the researcher and participants safe from physical and mental harm. Respect for persons helped empower research participants to make their own choices. The empowerment of research participants to exercise their autonomy was facilitated by respect for individuals. Confidentiality and privacy were valuable ethical principles that enhanced the self-esteem and security of research subjects, as well as mitigated the negative perceptions of others and facilitated their participation. Key stakeholders validated the entire research process, ensuring justice and accuracy of the obtained information. The principle of dignity contributes to the veracity necessary to guarantee the truth and justice of research endeavours (Anno, 2022). Ethical considerations enabled the researcher to integrate all essential ethical principles, which led to the production of a research output that is free from the influence of depravity.

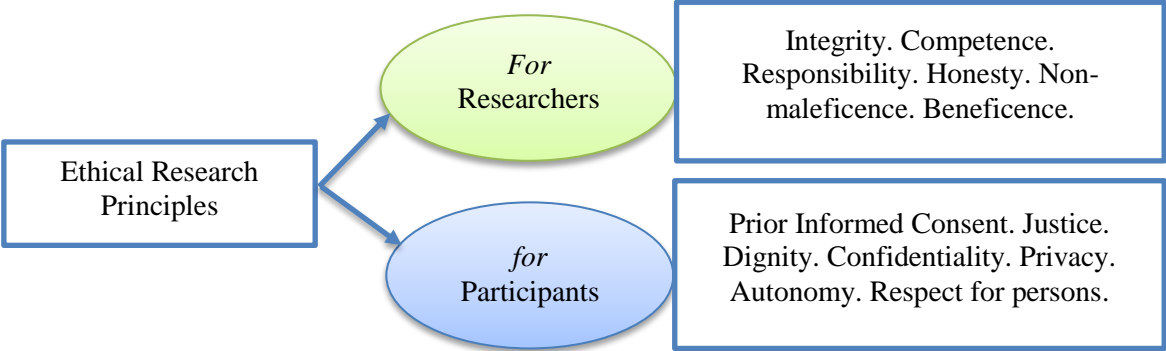


Figure 2: Ethical research principles for researchers and participants (Source: Anno, 2022, published doctoral thesis - ISBN [Book] 9783346871589)

4. RESULTS AND DISCUSION

Demographics

Study participants' demographics

The average age of the respondents in all three Turkana regions of study was 36.62 years old. The standard deviation was 8.82 years, and the age range of the respondents was anywhere from 18 to 59 years old. Men made up the majority of the

responses (68.30% of them), with high female participation in the Northern Turkana research area at 35.70%. Whilst none of the study participants were illiterate, 21.37% were degree holders, while 78.63% were holders of certificates and diplomas or both. The standard deviation of the respondents' years of service, either in government, civil society or the private sector, was 5.14 years, with the average number of years of experience being 9.57 years. The breakdown of study participants' demographics is presented in the table below (Table 1).

Table 1: Descriptive statistics of study participants' demographics

Region of study	Overall n=90	Southern Turkana Area n=30	Central Turkana Area n=30	Northern Turkana Area n=30
Age	36.62 (8.82)	37.65 (7.73)	36.24 (9.55)	35.98 (7.87)
Male (%)	68.30	70.40	64.30	70.20
Female (%)	31.70	29.60	35.70	29.80
Education level (%)				
Graduate education	21.37	19.80	25.90	18.42
Middle level education	78.63	80.20	74.10	81.58
Non-literate	0	0	0	0
Years in service	9.57 (5.14)	8.67 (4.64)	10.32 (5.30)	9.73 (5.48)

Marketing Management Strategies

Market research

The study established that, despite being dry and remote, Turkana's growing urbanisation, especially in towns and trading centres, is turning it into a potential business hub. The county is home to a diverse range of businesses that operate in a variety of industries. Turkana has managed to maintain its position as one of the leading livestock producers in the country, despite the fact that it is among the lowest exporters and value adders. This objective is accomplished by concentrating on the industries that are relied on by a large number of people, particularly for food, nutrition, income, and livelihoods. These industries include agriculture, which comprises crop and livestock farming, as well as retail trade. Both rain-fed and irrigated farming depend on the seasons to determine crop production. The amount of water used for irrigation is also dependent on the amount of rainfall that is received.

The majority of study participants said that market research is not something that is routinely carried out in the agricultural and livestock industries and markets. Several aspects of marketing management were evaluated, one of which was market research. External traders from Transzoia, Uasin Gishu, and Elgeyo Marakwet counties are responsible for a significant portion of the supplies that are brought into Turkana, making the rate of dependency on crop products from other counties quite high. Additionally, agricultural goods are brought into Turkana from Uganda via the Lokiriana border point. A minor percentage of the livestock resources that are produced in the county are targeted for local markets and industrial processing, whereas the majority of the livestock resources are produced for cultural and subsistence purposes.

Marketing Mix (4Ps)

Product

A variety of livestock products are traded in Turkana, including live animals, meat products sold in butcheries, meat products sold in eateries, hides and skins, and services related to livestock production that are provided by the government and organisations that are part of civil society. Crop products include grains and vegetables that are purchased from other counties, with only a small number of items originating from irrigation schemes in Turkana sub counties, mainly Turkana East, Turkana South and Loima. County Government and non-governmental organisations (NGOs) are the primary providers of agricultural technical and extension services.

Fish from Lake Turkana are fresh, fried, dried, and smoked; fish ovals are used in industry; and fish bones and scales are used for making ornaments. On the other hand, the majority of customers have the impression that the class of agricultural products differs in terms of quality, quantity, branding, and packaging. There is a lack of understanding regarding the target market when it comes to the production and development of products that are designed to fulfil its requirements. To strengthen Turkana's competitive advantage, the study establishes that it is necessary to conduct periodic market research, innovate, and add value to the products on offer.

Price

Generally speaking, the prices of commodities in Turkana are quite expensive. Additionally, the study found that the tactics for discovering and determining prices for products are not precisely based on the actual costs of the products, the expenses of bringing them to the market, and the profit margins between the production areas and the market. The process of setting commodity prices should strike a right balance between profitability and customer affordability. This is necessary to ensure that pricing decisions can influence consumer perception in the positioning of products as high-end, mid-range, or budget-friendly. When setting commodity prices, factors such as production costs, market

demand, competition, and perceived value should be considered with the goal of achieving this balance.

Place

A marketplace is created in Turkana as a result of the increased demand for agricultural goods and services. The presence of refugee camps in Turkana contributes to the potential of the consumer market that is now available. However, the distribution of products to different locations is made more expensive by the restricted methods of transportation and the poor road networks. This situation delays the delivery of products to clients and consumers at the appropriate time and location. The participants in the study prioritised the following strategies: improving storage and safety of commodities along roads that are prone to insecurity and highway robberies; ensuring that product inventories are properly managed at various markets and outlets to maintain supply; and ensuring that product distribution channels are efficient.

For the purpose of assisting in the management of the objectivity and consistency of supplies, the concept 'before the stores', i.e., collected clients orders before supplying goods, is highly preferred. During this process, the suppliers obtain the commodities they need in accordance with the orders placed by their clients. This technique will reduce the amount of time that commodities are kept in storage, which will reduce the likelihood of perishability as well as the consequences of price volatility and high storage costs.

Promotion

In Turkana, there is still a lack of communication and marketing activities for the purpose of publicising products to the target population. These activities include advertising, public relations, sales promotions, and digital marketing tactics. According to the study's findings, it is extremely important to create awareness, stimulate interest, and convince local buyers to use products made from Turkana. Hotels, which are the biggest agricultural product consumers, must follow their customers' tastes and preferences. In Turkana, the salinity has caused a decrease in the quality of agricultural products, like vegetables, which has resulted in hotels having to purchase them from neighbouring counties.

Several hotels purchase beef products from Nairobi because of the stringent quality standards and health regulations about food safety. When it comes to the promotion and consumption of Turkana products in the formal market, quality and health standards have had a big impact. The quality of crop goods produced in Turkana will be restored through the implementation of conventional crop production technologies such as hydroponics and the observance of livestock health standards. These measures will result in an increase in the level of satisfaction and loyalty experienced by consumers.



Figure 3: 4Ps of Marketing. (Source: <https://www.pinterest.com/ideas/4ps-of->

Self-reliance and resilience strategies

Over the course of its history, Turkana has continued to rely on humanitarian assistance for both emergency and development plans implementation. This tendency has significantly weakened both the elements of resilience and economic self-reliance. According to the findings of the study, resourcefulness is a mechanism by which populations in Turkana, including the refugee community, can enhance their capacity to manage production and market hurdles by employing market-based solutions that are relevant and well-conceived. With regard to the development of dependability and consistency in the participation of the populace on concerns pertaining to their health, reliability is another crucial quality that plays a key role. The resilience results would make it possible for them to recover from adversity and uncertainty, such as the effects of drought on food security and commerce, as well as the management of social, economic, and political consequences.

The participants in the study are aware of the investments in humanitarian aid and development support that have been provided to Turkana by development partners. The most important aspect of the study is the dissemination of information and expertise across industries through education and training. Nevertheless, the acceptance and replication of knowledge and skill materials obtained from many stakeholders are still impacted by software skills that are not accompanied by the resources necessary to effectively implement them. The majority of people who took part in the research study believe that economic self-sufficiency is something that can be attained in a sustainable manner if the people living in Turkana are able to accept responsibility for their lives and the choices they make. This needs to be a goal that is driving the individual and communal pathways towards independence and the ability to purchase goods and services for oneself. Significant amounts of self-assurance, resiliency, and a decreased reliance on the external support should be available to accomplish this goal. Self-reliance-building programmes have the potential to be successful if they are centred on the establishment of goals that are attainable and if they provide populations with opportunities to practise decision-making through the development of problem-solving skills.

Business Development in Turkana

Market capitalization

Based on the findings of the study, it is possible for market capitalisation to generate value for farming and trade in Turkana. However, due to a lack of comprehensive marketing, differentiation of products and competitiveness, local companies continue to be considered secondary options. It will be possible for stakeholders to consider the necessity of keeping production costs at a minimum while simultaneously maximising earnings from farming and commerce as a result of the transformation of society that will occur as a result of commercialisation and the strengthening of regulations and frameworks.

It is essential that crop and livestock production zones and trade areas be located near highways, towns, and trading centres or improving road networks to attract more suppliers and product customers. This can be accomplished by conducting an analysis and recording the potential that exists on drylands for increasing, scaling up, and maintaining the productivity of farming opportunities. A transformation in the economy of Turkana can also be brought about by the establishment of additional outlets for

the consumption of products, the refurbishment and operationalisation of non-functioning and sub optimal irrigation systems and livestock holding grounds, the enhancement of the functionality of agricultural markets, the formation of farmer associations, and full decentralisation of government services. When it comes to manufacturing and marketing, it is essential to engage in strategic thinking and planning processes to effectively direct the activities of stakeholders in agriculture and commerce sectors.

Private Sector Engagements

Markets and uniqueness of commodities selling propositions

The most successful businesses strategically place themselves in the shoes of their customers, engage in continuous research to understand the potential motivations driving potential customers' purchasing behaviour and decisions, and anticipate the causes of supply and demand imbalances. The study also demonstrates that the capitalisation of markets in the Turkana context necessitates unique selling propositions (USPs) for products across the industry. Although capital resources, factors of production, and regulatory frameworks are all extremely important, marketing strategies for the development of the private sector can be advantageous to local businesses. Entrepreneurs operating in Turkana can benefit from well set equal playing fields and enterprise regulations.

Commodity marketing, pricing, distribution and business partnerships

The majority of individuals who took part in the research study believe that the inability to promote and trade local products with purchasers from outside the region will further unsettle the pricing of local commodities and make it more difficult to find space for them in the market. The output of integrated campaigns, which are aimed at providing leads that have a positive impact on sales, brands, value, and the overall vision of local businesses and products, is also impacted by these kinds of incapacities. Integrated campaigns are designed to produce leads that have a positive impact on sales.

Harmonising pricing and positioning strategies with seasonal dynamics and market appropriateness can potentially achieve season-long market capitalisation in Turkana. This is a possibility that can be accomplished by increased help from the government in the form of regulatory oversight, control of competition, and improved access to markets. The majority of those who participated in the study were unaware of the corporate positioning strategies that were developed through the utilisation of the Price-Value Matrix. "Skim", which means "price above the rest"; "Match", which means "price on par with the competition"; "Surround", which means "first room type as the cheapest"; "Undercut", which means "attraction of more customers"; and "Penetrate", which means "low price in the market with benefits and drawbacks", are some of the strategies that fall under this category.

When the fact that marketing ensures that goods and services must be obtained from either a production point or a commercial agent to its end customers is considered, the price-value matrix becomes of the utmost importance. This is because marketing begins with the development of the product and continues through the final sale and post-purchase assistance. It is contingent upon the appropriateness of Customer Relations Management (CRM) systems as well as operations and quality

management systems that are able to cause dependable and long-lasting customer delight and satisfaction through pricing, distribution, and the impact of business partnerships that are created by entrepreneurs, who can be individuals or corporations. The fulfilment of this expectation is contingent upon the appropriateness of these systems.

5. IMPLICATIONS OF THE STUDY

In the context of Turkana and its displacement setting, this study is essential for development and emergency programming. In the drylands, where agriculture and business are essential means of subsistence and socioeconomic prospects for the majority of communities, it will strengthen the efforts of stakeholders to improve agriculture and business environment. When it comes to business programming, the creation and design of products, and the roadmap for market capitalisation, the significance of strategic marketing will be seen as an elementary component. In order to broaden the scope of humanity interventions and to make interventions connected to business and livelihoods more comprehensive and inclusive, organisations that are part of civil society will make use of the knowledge that is gathered by this study.

Using competitive prices that are accepted by a wider consumer clientele through robust promotion services, the outcome of the study will be a major resource for planning and implementing marketing management strategy, which is crucial for producing market-demanded products for targeted locales. As a consequence of this, agricultural livelihoods and enterprises with a varied range of industries will be connected to the market and maintained in a manner that is both profitable and competitive.

6. CONCLUSION

The study concludes that strategic planning and marketing integration are crucial for long-term success for enterprises. These strategies improve corporate performance and facilitate business and customer interaction. Cross-sectional marketing aims to enhance business revenue streams, acquire significant market share, formulate an efficient commodity distribution strategy, and develop a unique service framework. These goals are of substantial importance to product development, value chains, marketing, and consumption processes. Establishing a consumer service guide for customer satisfaction and product usage and utilising a customer information network for market share evaluation and conservation will help improve disseminating business models and encourage potential customers and business partners to adopt it. Also, implementing product branding, rebranding, remaking, and creating unique, transformative, and profitable advertisements and documentaries based on customer testimonials will position enterprises in potential markets and myriad consumption points.

Business planning and marketing analysis are sustained through research that helps predict market viability. Analysing political, economic, social, technological, legal, and environmental factors impacting businesses; conducting internal analysis of business management systems, product offerings, marketing strategies, human resources, financial management, manufacturing processes, and value addition are essential variables of managing business planning and marketing. Limiting the factors that impede expansion of enterprise is an avenue for building a robust business environment for strategic advantages. Gaining a strategic advantage by understanding the current business environment and implementing strategies such as targeting potential customers,

monitoring market share and economic returns, developing a unique selling proposition (USP), and establishing pricing, positioning, and distribution plans is crucial for ensuring business stability amidst intense competition.

Factors contributing to strategic marketing include business proposal evaluation, marketing collateral, promotional techniques, conversion tactics, joint ventures, customer referrals, pricing enhancement strategies, retention plans, and marketing procedures. Marketing is a comprehensive process aimed at nurturing and maintaining product marketability. Many businesses struggle financially due to the belief that marketing is either not vital or ineffective. In a free market economy, the primary concern is how potential buyers are informed about solutions to their market needs. Therefore, the adoption of marketing strategies and strategic business planning can help achieve these goals in the context of Turkana, similar dryland contexts and displacement settings.

7. SCOPE FOR FUTURE RESEARCH

Resilience and economic self-reliance are two aspects of humanity that require additional research and use as leverage points and accelerators for inspiring system change in economies that are characterised by dryland and displacement situations. Continued study should be directed towards building sustainable contingency and development plans for season-long management of dryland areas and business dynamics. One of the most important focus areas for this research is the influence that climate change has on the livelihoods and enterprises of those living in difficult places. The development of a long-term plan for establishing resilience and economic self-sufficiency will be accomplished through study, and a diverse range of resources will be utilised in order to accomplish the goals that have been established.

Disclaimer

- The views stated in this article are those of the authors and do not necessarily represent those of any of the entities mentioned.

Interest Conflicts

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