

CONFIGURING LIVESTOCK PRODUCTION AND MARKETING IN THE DRYLANDS OF KENYA USING HYBRID BUSINESS MODELS AND MARKETING SYSTEMS: A CASE OF TURKANA COUNTY

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ABSTRACT

The performance of livestock markets is dependent on the applied marketing systems, which not only structure the marketing activity and management of markets, but also regulate stakeholder engagements in trading, coordinate communications, and support market programming based on consumer behavior and the satisfaction of needs. The study to organize livestock production and marketing in Kenya's drylands, using Turkana County as a case study, was an opportunity to reconsider livestock trading, which has for a long time been based on bartering. The shifting corporate environment necessitates the usage of market-based trade mechanisms, which coexist with the growing prevalence of technology and a cash-based economy. "What are the livestock market pillars and opportunities that warrant the adoption of business models and trading systems vital to structuring and increasing the performance of livestock marketing in drylands?" was the overriding question that guided the investigations. Case study and exploratory research designs were utilized, as well as a mixed-methods approach, in this study. The study selected 13 livestock marketplaces in Turkana, and 130 participants took part in the research. The study determined that livestock markets in Turkana require business models and strategies to organize the markets and marketing activities, such as the organization of livestock marketing associations (LMAs) into corporate units, i.e. cooperatives, the assembly of livestock and meat products for various markets, and sale yard management systems. In addition, the study establishes that the use of defined, value-added business models and trading systems necessitate a professional approach and investments in resources in the delivery of marketing management. The paper suggests improved knowledge capture through market research, regularized monitoring and evaluation, and comparative application to strengthen knowledge, lessons learned, and good practices to structure and coordinate livestock marketing systems. The most important implication of the study's findings is that they will assist in the configuration of crucial aspects of livestock production, marketing, stakeholder engagements, competitiveness, profitability, and sustained functionality of numerous markets in Turkana and other similar dryland contexts in Kenya.

Keywords: Business Models, Competition, Livestock Production, Marketing, Marketing Systems, and Theory.