

The purpose of this study is to investigate the impact of promotion on the sales of locally manufactured pharmaceutical products in Kenya. The study is confined only to the locally incorporated firms in Kenya who are involved in manufacture of the pharmaceutical products. The main objective of the study was to find out the contribution of promotion to firm volume of sales in the pharmaceutical sector.

The data was collected by use of a questionnaire with structured and unstructured questions. The questionnaire covered questions on several issues including the choice of promotional methods, reasons for promotion, firm's range of products and the importance firm's attach to their promotions. The firms which were interviewed totaled 16 but only 14 responded.

The study discovered that firms believe that promotion is the major factor contributing to the sales volume for their products especially for prescription and over the counter drugs. The study also discovered that effectiveness and coverage of any promotional method chosen are taken in high regards, which gave detailing an edge over the other methods of promotion. Lack of sufficient resources and congested market were given as the major factors hindering the promotion of locally manufactured pharmaceutical products. The impact of promotion on the sale of locally manufactured pharmaceutical products is enormous and need constant evaluation