

Surname SIBOMINA
Other Names: ERNEST
Reg No: 08/M/KAB/MBA/015
Gender: MALE
Programme: MBA
Academic Unit: ECONOMICS AND BUSINESS STUDIES
Title of Dissertation: SKILLS ACQUISITION AND THE INTEGRATION OF RWANDAN ECONOMY WITH THE EAST AFRICAN COMMON MARKET: A CASE OF INYANGE INDUSTRIES LTD, MASAKA, KIGALI
Supervisor: DR.DABO CHRISTOPHER
Submission Date: OCTOBER 2011

ABSTRACT

International marketing has intensified and is evident in nearly all aspects of daily life. Today the east African Common market has intensified its boundaries by integrating other new countries like Rwanda, Burundi even the recent new country southern Sudan has started to seek how to be integrated. Local regions or national boundaries no longer restrict competitive forces. to be successful in that internationals' economy, companies must be simultaneously responsible to local and global market conditions. Hence international marketing skills are an important ingredient for every company, whether or not it is currently involved in exporting activities. The purpose of this study was to; analyze the skills needed to be effective in international marketing, 2, explore the level of importance of each of these skills, 3. Investigate the degree to which these skills are present in employees of exporting companies; and 4. Examine the gap between the skills between which theses employees have and the skills they need. Data were collected regarding the skill importance, through a Delphi participant sample of exporting and distribution practitioners of international marketing experts. Inyange industries ltd, one of Rwandan company of exporting and distributions, were surveyed regarding the degree their employees possessed the identified skills. Possession ratings were compared across importance ratings, in a way that allowed skill-based areas for training programmes to be priotized. A sample of twenty five senior employees, categorized into five departments was selected through a purposive method technique. Among 60 skills identified, twenty four of the skills were rated as being highly important 36 were rated as medium importance and none were rated as below importance. Possession ratings were compared across importance ratings, which identified twenty four international marketing skills as training priorities. 3) The study has produced a new assessment tool which would go a long way to assist small and big firms in identifying international marketing training needs where effectively the east African Common Market is expanding their activities. Rwandan companies will benefit that the new assessment tool and set effective engagement in order to be responsive in the east African Common Market conditions, which are basically competitive. Rwanda private sector federation will need to provide significant trainings for the exporting and distributions companies.