

Opening the country's economy and liberating trade will make more goods and services available to the citizens of a country. But they may not enjoy fully these goods and services if they do not have the purchasing power. Every country must start first to develop domestic market and strengthen their operations locally and try as much as possible to reduce their production costs in order to venture into competition.

The classical approach in developing the economy of young nations is by establishing import substitution industries. This is a well known theoretical approach that emanated from the Marshall plan of reconstructing war ravaged economies of Western Europe after the Second World War in 1945.

The idea was based on the notion that if a country develops import substitution industries, then there will be no need to import these items. This was then passed on to newly independent states in Africa in 1960's Kenya adopted this economic policy of import substitution and were very successful. Today, Kenya has a well-developed industrial infrastructure, better than that of Uganda, Tanzania, Rwanda, Burundi and Somalia.

Because of pressure from Britain and other institutions that Kenya's economy be opened, the economy was liberalized gradually as from 1990 onwards. This had the effect of exposing protected Kenyan industries to international competition. Industries in these sectors of the economy that could not cope with the world competition folded up. These included textile industries and some of the assembly plants.

## **b)Culture**

Some countries have exploited their unique cultural quantities to improve their participation in international business. Japan and United Kingdom can be said to be two countries that have exploited their cultural aspects.

Japan is known to incorporate all Japanese culture to every management style that is being implemented in Japan. United Kingdom has exploited its history to attract a lot of tourist Egyptian pyramids have attracted a lot of tourists to Egypt and others.

## **c) Geographical position**

A country can decide to take advantage of its geographical position by adopting particular policies which will give rise to acquired advantages. Countries can promote those products that cannot be found in other countries in different seasons. Some countries have already taken the advantage of the western cultures huge demand for cut flowers. There is also a growing demand for various kinds of horticultural products, including tropical fruits like bananas, passion fruits and pineapples.

These products are now being grown in big quantities in tropical countries and then exported to the northern countries during winter, Kenya has tried to take the advantage of this theory by developing the production of tropical fruits for exports and the growing of cut flowers such as roses and carnations.

## **REFERENCE**