

Chapter

Entrepreneurial Marketing Strategies

The Case of Ghanaian Artisans in Suame Magazine

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ABSTRACT

This chapter provides an overview of a case study on the entrepreneurial marketing (EM) strategies employed by artisans in Suame Magazine, an artisanal hub in Kumasi, Ashanti Region, Ghana. The study explores the EM strategies employed by these artisans to navigate their businesses in a resource-constrained and highly competitive business environment by interviewing five opinion leaders (masters) of some of the artisanal units. The strategies identified include effective resource mobilisation, collaborations and partnerships, product localisation and adaptation, word-of-mouth and relationship marketing, and the use of offline marketing channels. The findings highlight the importance of integrating entrepreneurship and marketing in achieving business success in developing economies. The study also suggests future research directions, including exploring the effectiveness of specific strategies in different sectors and regions and developing practical frameworks for entrepreneurs in resource-constrained environments.