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The role of strategic marketing practices on customer acquisition in the private security companies in Tanzania: the case of SGA Security Tanzania Limited.

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This study analyses the role of marketing strategic practices on customer acquisition specifically for security service firms in Tanzania. The SGA Security Tanzania Limited was selected to represent platform of strategic marketing practices among other security companies operating in Tanzania. The specific objectives centred on assessing how customer acquisition relates to customer orientation, competitor orientation and international coordination. A total of 130 respondents were randomly sampled and involved into the study. The study basically used descriptive survey design. Data collection was done using self-administered questionnaire. Mean and regression analysis were used for quantitative data analysis while in-depth interview's key informants were castoff for qualitative data analysis to complement quantitative data. The findings indicate that customer orientation and competitor orientation had strongest influence on customer acquisition. It was also found out that international coordination had a positive but insignificant influence on customer acquisition. The study recommends that security companies should adjust and advance their customer orientation in line with business setting and internal competences on customer-oriented innovation. It is also recommended that security companies should efficiently examine competitor strategies and actions and strive to counter the actions through offering competitive products and services to their customers.