

ST. MARY'S UNIVERSITY
BUSINESS FACULTY
DEPARTMENT OF MARKETING
MANAGEMENT

AN ASSESSMENT OF SALES PROMOTION PRACTICE
IN AMBO MINERAL WATER SHARE COMPANY
(AMW S.C)

BY
AZEB TESFAYE

JUNE, 2014
SMU
ADDIS ABABA

**AN ASSESSMENT OF SALES PROMOTION
PRACTICE IN
AMW.sc**

**A SENIOR RESEARCH SUBMITTED
TO THE DEPARTMENT OF MARKETING
MANAGEMENT**

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CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Sales Promotion is high effective on Exposing consumer's to product for the first time and can serve as key promotional components in early stage or new products presentation. (Shimp2003:123) indicate that sales promotion as any incentive used by a manufacturer to induce the trade or consumer to buy a brand and to encourage the sales force to aggressively sell it. Short term sales promotion refers to many kinds of selling incentive and technology intended to produce immediate or short term sales effective in almost all companies. According to Kumer (2006:409) sales promotion is incentives to consumer and trade that are designate to stimulate purchaser sales promotion consists of a wide variety of promotional tools designed to stimulate earlier and stronger market response. They include tools consumer promotion (include sample comps money offer price off premiums contests trading stamp demonstration)Trade promotion (include buying allowance free goods merchandise allowance co-operative advertising push money dealer sales contests and sales force promotion (Include bonus contests sales retiles.

A Theory about Sales Like any other companies Ambo mineral Water share Company (AMWS.C) which is the focus of this study also promotes it's in various ways the factory named Ambo Mineral water Share Company was established 80 years ago in Senkele locality near a hot spring 130 km west of Addis Ababa, near ambo town the factory was nationalized in 1974 and it was partially privatized in 2008 Ambo mineral water manufacturing plant had two lines which have a total a total production capacity of 14000 per hour the two old lines were renovated and another New line of 24,000 bottles per hour according to

the company's source , There is a growing demand for ambo both locally and abroad and this in turn has result in New investment in capacity and packaging variation. As a result the product and its pack rang has been extended as well as new (lower carbonation and mineralization) and ambo flavored water (orange apple pineapple lemon lime) etc. Hence this study is intended to assess the effectiveness of sales promotion in the company.

1.2 Statement of the Problem

According to (Alvarez and Casielles 2005; 177) sales promotion is stimulates that is offered from time to time, and encourage publicity that will lead to action for purchase of a certain product. Sales promotion techniques are techniques that immediately try to affect customer's buying behavior research are still telling that sales promotion activates should be done infrequently, when the customers do not expect it. if the customers are aware when the results will not be as successful (Garretson&200; 342). Hence Alvaraz and Casielles 2005; 213) say that because the sales promotion is conducted from time to time this is not something done on impulse rather it has to well prepared , organized and integrated in the company's marketing plan. It is also crucial for the companies to decide what the objectives for the sales promotion are as the objectives help to decide on what techniques to use.

In light with this, the case company has lack of effective marketing and sales promotion strategies which is to select the media to assure the message to reach their target audience with sufficient frequency and provide memorable message. There is lack of proper budget for the sales promotion and building brand build brand awareness for their product Due to lack of proper budget the company forced the sales promotion to be customized, This help for the competitors' to cover certain geographical area and to have competitive sales promotion.

Undifferentiated brands those that closely resemble other brands in their product class require aggressive promotion to set them apart from their competitors. Moreover, those that closely resemble the brand in their product class require have sales promotion to set them apart from their competitors during the company launched its sales promotion faced customer resistance from different territory after doing promotion. One to this the company has no immediate result from its sales promotion and this create high expenditure to be wasted on sales promotion often not being target to their customer.

1.3 Basic Research Question

This study attempts to answer the following basic question

1. What does sales promotion practice of the company looks like?
2. What are factors that affect the sales promotion practice of the company?
3. How far the company's sales promotion is effective in attracting customer?
4. How the companies sets sales promotion budget?

1.4 Objective of the study

1.4.1 General objective of the study

The Student researcher tries to assess the sales promotion practice of AMW S.C.

1.4.2 Specific objective of the study

- To examine how the company's sales promotion activates could be organized.

- To identify factors that affects the sales promotion practice of the company.
- To assess how far the company's sales promotion is done or performed in attracting
- To the company's sales promotion budget.

1.5 Significance of the Study

The major significance of this research is to provide concrete information for the reader about the way AWMS.C under take sales promotion. Moreover the marketing expertise of this organization may benefit from these finding as it give them an idea of the presently stand in terms of their sales promotion and what they should do in the future. In addition to these it could also serve as guideline for who is interest to conduct further study in this area.

1.6 Delimitation of the study

This study mainly focuses on sales promotion practice of AMWS.c in Addis Ababa. And the study was taking 2 years (2011-2012) sales data promotional expenditure to compare each other.

1.7 Research Design and Methodology

1.7.1 Research Design

To conduct a study that assesses that sales promotion practice of AMWS.C the student researcher used descriptive research method. Because this kind of method helps to describe situation and answer the research question.

1.7.2 Population Sample Size and Sampling Techniques

The participant of the study used sales promotion Managers of AMWF and Restaurant, cafe and shops customer in Akiki Kality subsidy who selected by using convince sampling Techniques because the student researcher may not have access to the entry group of customer's suggested by research book written by Malkotra. That is a total number of 250 respondents will be taken a reliable sample size to conduct the research.

1.7.3 Type of Data Collected

The student researcher use both primary and secondary data the primary data collected by conducting personal interview the area sales promotion manager and by distribution of questioner for convince selected respondent customer. Furthermore the secondary data collected from different secondary data source.

1.7.4 Method of Data Collection

To gather data from primary sources the student research or used personal interview with the sales promotion manager and questionnaires used for gathering information from sampled customers.

1.7.5 Data Analysis Methods

As suggested by marketing research literatures, the student researcher analyzes and presents the collected facts by using qualitative and quantities data analyses techniques. The interview open ended question analysis in qualitative method and the information that is collected by questioner used analyses quantitatively and presented by summarizing in the form of percentage tables and charts.

1.8 Limitation of the Study

While conducting this study the student researcher had experienced certain limitation among others. The following are the major limitation encountered.

- Some respondent was not willing to complete the questionnaire.
- Late reply by respondents a lot of respondents took more than three weeks time to complete and return the questionnaire.

The interruption of computer virus and delete some data by customer

1.9 Organization of the Study

As suggested research literatures and related research works, the final paper were contain four chapters. The first chapter is introduction part and it contains background of the study, statement of the problem, objective of the study, significance of the study, Delimitation of the study, research design and methodology and organization of the paper. The second chapter has the review of related literature of the study. The third chapter was data analysis, interpretation and presentation. The last chapter contains the summary, conclusion and recommendations part.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

The Important of This section to review literature related to the study. Therefore the Researcher tries to see to the work of different writes regarding sales promotion and definition, objective significance, scope forms of sales promotion and its strategies.

2.1 Definition and Concepts

Promotion is a term form Latin (promver) where it means moving from one end to another. in marketing promotion means all those tools that a marketer uses to take his product from the factory to the customer an hence involves advertising sales promotion personal selling public relation publicity and merchandizing in common they are communicating a message to the customers “buy me” (saxena 2004;192) promotion is the co-ordination of all seller initiated efforts to set up channels of information and persuasion to facility ate the sales of hoods of service or acceptance idea the promotion refers to activates to push forwards or the advance an idea in such away as to gain its approval and acceptance, promotion is telling and selling. (Bagavathi.2005:164)

2.1.1 Definition of Sales Promotion

Sales promotion is the marketing activity other than advertising: publicity and personal selling are known as sales promotion. It serves as a bridge between personal selling and advertising. It is an aggressive method of selling (Bagavathi, 2005:165).

Sales promotion has been defined as a direct inducement that offers an extra value or incentive for the product to sales force, distributors or the ultimate consumer with the primary objective of creating on immediate sales (EBelch&A.belch 2003; 513).

Sales promotion collectively comprise of the tools used to promote sales in a given territory and time. These are primary short-term in nature and are designed to quickly stimulate sales (Saxena.2004:357).

Sales promotion aims directly at inducing purchasers to buy a product it involves demonstration, contests, price off, coupons, free samples specials packaging and money refund offers. Sales promotion activities are designed to encourage resellers and sales people to sell the product. it is different from personal selling and adverting in sense that sells promotions non-recurrent in nature and is for a short period. This type of promotion mix is complementary to the other kind of promotion mix (mishra.2004; 1).

Sales promotions demand stimulating activity designed to supplement advertising and facilitate personal selling. It is paid for by the sponsor of frequently involves temporary incentive to encourage a sale or purchase (J. Etzel. J. Walker& J. Stanton 2001:493).

The three key element of sales promotion definition are

Non-standard: promotion is usually temporary and may be limited to certain customer groups or specific to particular distribution channels.

Response orientated: promotions seeks a direct response from customer, or those who deal with customers on the producer's behalf .the direct response sought is not necessarily a sale.

Benefit orientated; promotions offer their target additional benefits beyond the standard marketing mix the enhanced price or an advertize item, service or opportunity (J.Baker2000:419).

2.1.1 Objective of Sales Promotion

Sales promotion objective are consistent with marketing objectives. In spite of the several objective sales promotion are following.

1. Informing

Informing is to educate the consumers about the product they must have some know ledge about the product offered by the producer. They should therefore, be informed of the new product and told that the new product works better than all similar existing products. Free sample may be distributed to leading consumers who may be a source of advertisement for other prospective consumers.

2. Persuading

Salesperson perused consumers to buy product. They develop or reinforce a favorable set of attitude and influence their buy behavior. They supply comparative information on various products so that consumers may be willing to purchase the product promoted by them (S axena.2004:355).

3. Reminding

Reminding leads the firms to reinforce to previously satisfactory. behavior of the costumer For this purpose it provide suitable Knowledge for recollection reminding the consumers' of their past satisfaction with persuade them to stay with the product and prevent them from shifting to competitors (E. Belch & Belch 2003:520).

2.1.2 Significance

Sales promotion alters the market share permanently. It persuades the buyers or the competitor's product to shift to the product of the company. It helps develop brand loyalty. It has been more effective when used to set her with advertising. Sales promotion has become an important to in developing product symbolization which is important in increasing the value of the products than customer is use in self expression. Many create awareness Interest and adoption of the product because it has provided an opportunity for evaluation and trial and finally confirmation of brand loyalty (Mishara 2003; 4:5).

2.1.3 Limitation of Sales Promotion

1. Sales promotion is only supplementary device supplement selling efforts of efforts of other promotion tools.
2. Sales promotion activities are having temporary advertizing short life. The benefits are also short-lived for three or fourth month .then the demand will fall down.
3. They are non-recurring in their use.
4. Brand image is affected by too many sales promotion activities Consumers is the opinion that due to the lack of popularity and over stocking of products of a company, these sales promotional activates are conducted.
5. There is feeling in the minds of the customers that sales promotional activity tools are used to sell inadequate or second ground product.
6. Discount or rebated are allowed by boosting the process of the goods, with a view to sell at a gain, which is not real.
7. Immediate increase in advertizes stimulate by this hence it is a short lived tool.

8. It is expensive and leads to rise in the price of products (Pillai & Bagavathi 2005: 175).

2.1.4 The Growth of Sales Promotion

There are several possible factors that may have contributed to this dramatic growth

1. There is greater acceptance by to management of sales promotion as a sale –generating device.
2. Product managers have learned to implement sales promotion as part of their overall product strategy.
3. There is increased pressure on management to show a faster return on the promotional investment, which sales promotion can do.
4. Inflation and other economic factors have made the appeal of sales promotion more attractive to the average consumer.
5. These same factors have brought greater pressure from middle agents for sales promotion deals.
6. The increase competitive situation has forced companies to look for new advantage in the form of sales promotion (Singh & B. Naryan; 1990:60).

2.1.5 Factor Affecting Sales Promotion

The magnitude of sales promotion sales promotion activity is mind boggling although no statistics are available on total expediter the trade publication magazine compiles annual estimate that place the figure at about \$85 billion in 1998, and growing at more than 5% a year.

Several factors in the marketing environment contribute to the popularity of sales promotion.

Short term result sales promotion such couponing and trade allowance produce quicker, more measurable sales result.

Competitive pressure if competitor offer buyers price reduction, contrasts, or other incentives a firm way may feel forced to retaliate with own sales promotion.

Buyer's expectations once they are offered purchase it endives consumers and channel members get used to them and soon began expecting them.

Low quality of retail selling. Many retailers use inadequately trained sales clerks or have switched to self-service.

Sales promotion should be included in a company's promotion plans along with advertising and personal sealing this means setting sales promotion objective and strategies, determine a sales promotion budget and selection appropriate sales promotion technique.

One problem management faced is that may sales promotion techniques are short run, tactical actions.cupons premiums and contests for example are designed to produce immediate (but short lived)response as result they tend to be used as stopgap measure to reverse unexpected sales declines rather than as parts of an integrated marketing commendations program.

According to Low Mohr(2000)manufacturers continue to spend a large amount from their communication budget on sales promotion they allocate around 75persen to their marketing communication budget to sale promotion.

Theory of budget

Most people will at sometimes or other plan ahead in terms of their activities and their available resources. They do this in order to arrive at their correct standard of living in relation to the income available, to make decisions about saving and to arrange a suitable cash flow. The more complicated the forms of incoming and outgoing the more essential it is to plan in the form of a budget.

Sales promotion budgets

The sales promotion budget should be established as a specific part of a budget. Being a plan, a budget also acts as a control against which actual performance can be evaluated. If the budget for the total promotional mix includes sales promotion, it may be overlooked or poorly integrated with the other components of promotion. Setting a separate budget for sales promotion forces a company to recognize and manage it.

Within the concept of developing an integrated marketing communication strategy, the amount of budget for sales promotion should be determined by the task objective method. This forces management to identify specific objectives and the sales promotion techniques that will be used to accomplish them.

Type of sales promotion

Sales promotion can be broken into two major categories: consumer-oriented and trade-oriented.

1. Consumer-oriented sales promotion

Consumer-oriented promotions are part of a promotional pull strategy; they work along with advertising to encourage consumers to purchase a particular brand and thus create demand for it. Consumer promotions are also used by retailers to encourage consumers to shop in their particular

stores. Many grocery stores use their own coupons or sponsor contests and other promotion to increase store patronage. (E. Belch & Belch: 2003:513).

1. Obtaining trial and Repurchase

One of the most important uses of sales promotion techniques is to encourage consumers to try a new product or service. While thousands of new products are introduced to the market every year, as many as 90 percent of them fail within the first year. Many of these failures are due to the fact that the new product or brand lacks the promotional support needed either to encourage initial trial by enough consumers or to reduce enough of those trying the brand to repurchase it. Many new brands are merely new versions of an existing product without unique benefits, so advertising alone cannot induce trial (Pillal & Bagavathi; 2005:180).

2. Increasing consumption of an established Brand

Many marketing managers are responsible for established brands competing in mature markets, against established competitors, where consumer purchase patterns are often well set. Awareness of an established brand is generally high as a result of cumulative advertising effect and many consumers have probably tried the brand, these factors can create a challenging situation for the brand manager. Sales promotion can generate some new interest in an established brand to help increase sales or defend market share against competitors (Saxena: 2004; 198).

3. Defending current customer

With more brands entering the market everyday and competitors attempting to take away their customers through aggressive advertising

and sales promotion efforts, many companies are turning to sales promotion programs to hold present customers and defined their market share. A company can use sales promotion techniques in several ways to retain its current customer's base. One way is to load them with the product taking them out of the market for a certain time. Special price promotion coupons or bonus packs can encourage consumers to stock up on the brands (mishra 2004; 5).

4. Targeting a specific market segment

Many marketers are finding that sales promotion tools such as contests and sweepstakes events coupons and samplings are very effective way to reach specific Geographic demographic Psychographic and ethnic markets sales promotion programs can also be targeted to specific user status group such as New users or light versus heavy users. (Pillai & Bagavathi; 2005:181)

5. Enhancing Integrated Marketing Communications Building Brand Equity

Objective for consumer-oriented promotion is to enhance or support the integrated marketing communication effort for a brand or company. Building Brand equity and image had traditionally been done through advertising. However, sales promotion techniques such as contests or sweepstakes and premium offers are often used to draw attention to an advertisement increase involvement with the message and product (service and help build relationship with consumer (E. Belch & A. Belch; 2003:524)

6. Fast Sales Boost

Short-term sales increase is required to reduce inventories, meet budget prior to end of financial year, moving stock of old model prior to replacement, increase stockholding by consumers and distributor in advance of the launch of a competitor's product. These are very

legitimate goals. promotion that give large immediate benefits such as money _off or bonus packs have bigger effect on sales volume than more distant promotions such as completion (Kumar&meenaskhi:2006:415)

Consumer oriented sales promotion techniques:

A. Price deals

Price deals are simply a short-term reduction in the price of a product, either nationally or, more usually, locally in order to stimulated demand that for some reason has fallen off. a scheme like this might include refunds on new products cent off coupons, or some types of combination.

B. Price discount or cents-off deal

Price discount or cents-off deals are probably the type of sales promotion with n this category. A price discount usually apparent only at the point within the sale. It is marketed on the package and is not usually advertised a price offer alone is of little practical use in attracting customer who have never used the product before more over a price offer does not make existing customers buy more often, but they may buy in large quantities (Singh & B, Naryant;1996:67).

C. Sampling

IT Involve a variety of procedures where by consumers are given some quantity of a product for no charge to induce trial sampling is generally considered the most effective way to generate trial, although it is also the most expensive (E. Belch & A. Belch 2003:528).

D. Coupon offers

Coupon offers may be the fastest growing area of sales promotion. coupons are certificates that are placed in consumers hands through door-to door distribution or through direct mail ;they can be part of a

newspaper or magazine advertize they are in some packages, and on some packages (Singh & B. Naryan 1998;67).

E. Contests

It is the most popular types of consumer promotion. These are conducted to attract new customers or to introduce new product, the consumer are asked to state in a few words why they prefer a particular product..to entering into contests, the consumers must purchases a product and submit the evidence able or package or a card attached to the product with the entry form for contest to take part in the contest the consumers must be interested in the product . Consumer's skill and their idea are tasted and the prizes given to the best entry. It stimulate sales at the retail level entry forms correctly filled are submitted to the panel of judge. They will select the best and prized will be given to the successful consumers (Pillia & Bagavath; 2005:177).

F. Money off

The brand is offered a lower price than what is normally sales for. It provides direct value to consumers and is an unambiguous incentive to purchase, money offers have a proven tracks record of stimulating short term sales increase. But price reductions can be easily matched by competition and it used frequently can devalue brand image due to its association with low price for long period of time. If the brand sales at the lower price for a considerable period of time. customer will associate the brand with the lower price and when the company terminates the sales promotion shame the original price will seem high as customer have got used to buy at the low price.

G. Bonus Packs

The company given added value by giving consumers extra quantity at no additional cost. Because price is not lowered. There is lesser risk of

devaluating brand image with some products group like cold drink it encourages buyers to consume more. Bonus packs are useful when the product is consumed over a period of time, bonus pack will be useful for such products if a separate pack containing the extra quantity is offered. Even for goods which are consumed over a period of time a separate pack containing the extra quantity is more useful than stuffing the extra quantity in the same pack (Kumar & Meenakhi:2006:425).

H. Premium

Premiums are any merchandise offered for free or at a cost as an incentive to purchase a brand. There are two major forms of premiums

I. Free in or on pack gift: They are given away free with brands occasionally the gift is a free sample of any new brand that is related to the brand so that consumers get a chance to use it. Free sample may be a new variety flavor which benefits by getting trial.

II. Free in the mail offer: The scheme involves collection of packet tops or labels by customers which are sent in the mail as proof purchase to claim a free gift or money voucher (Mishra2004:7).

I. Competitions

Competitions requires participants to increase a certain degree of skill and judgment They may be asked a few simple Questions entries usually dependent upon at least one purchase compared to premium and money-off ,competition offer gives immediate incentive to buy and require time and effort on the part of entrants, however, they can attract and interest in the brand.

J. Draws:

Draws make no demands on skills or judgment. The result depends on chance. A store may run an out-of-the-hat where customers fill in

their names and address on an entry and on a certain day, draw is made (Kumar&Meenakshi2006:413).

K. Consumer sweeper stakes:

Consumer submits their name for inclusion in a list of prize winning contest. A ticket (like a lottery ticket) is given to the consumer of specific brand. At the specified time, lots will be drawn. The prize –winner gets the prize. This system is followed by retail business men to promote sales (Pillia & Bagavathi, 2005:178).

2. Trade-oriented sales promotion

It includes dealer contest and incentive, trade allowance point-of-purchase displays. Sales train programs, trade shows, cooperative advertising and other programs designed to motivated distribution and retailers to carry a product and make an extra effort to push it to their consumers (E. Belch & A Belch 2003:513).

Objective of trade-oriented sales promotion

The major two objectives of trade- oriented sales promotion are;

1. Encouraging trade to build inventory

A promotion tool designed to motivate trade to invest and build inventory of particular brand at the expense of a competing brand is a good tactical weapon to preempt competition. This is also use full when marketers develop consumer oriented promotion to boost their sales, as they do during the festive season. During such occasions it is necessary to prevent any stock out in the retail market (Saxena2004:360).

2. Getting trade's cooperation in promotion

Often the manufacturing wants the distribution or wholesaler to participate in his promotional activity. one reason for this because it can help lower promotion costs of the manufacture another reason is it helps heighten the interest and motivation of the distribution in the company's brand or products (Kumer&Meenajshi2006:426).

Trade-oriented sales promotion techniques;

A. Price discount

The trade, i.e. retailers and wholesalers may be offered discounts in return for purchasing and keeping the manufacturing brand. Concentration of buying in to fewer outlets has made the retailers very powerful and this power translates in to discounts from manufacture. The discount may be part of joint promotion where by retailer agrees to devote extra shelf space, buy large quantities and allow in store promotion (E. Belech & A. Belch 2003:524).

B. free goods:

The retailer is offered more merchandise the same price. The scheme ultimately translate in tot the manufacture offering price discounts, with its accompanying pitfalls (J.ETZel,J.Waker&J.stanton2001:498).

C. Competition

The manufacturer offers financial inducement or prizes to the distributor's sales force in return for achieving sales targets for its products. Besides increasing sales for its product, the manufacturer is able to wield some influence over distributor's sales persons. Sales person many show loyalties towards products of such manufacturer and may push their product. But the manufacturer should ensure that the distributor is a part of the deal. It should not happen that distributor and his sales persons want to promote products of different

manufacturer with the distributors promoting products of manufacturer who gives those inducements for selling his product (E.Belee & A.Belch2003:524).

D. Allowance

The manufacturer may offer allowance in the form of a sum of money in return for retailers providing promotional facilities in the store ,an allowance would be provided to persuade a store to display card on its shelves indicating that brand was being sold at a special low price (Kumar&Meenakshi2006:413).

E. Push money or Premium

Manufacturers' may offer push money. It is a payment in cash or gift given to dealers or to their sales force to push the manufacturer's product. to push his brand, The manufacture will offer free specialty items that carry company 's name, such as pens, pencils, calendars, match tuxes memo pads and yard sticks etc . This is advice for aggressive selling.

F. Co-operative advertising:

Dealers spend money in advertising manufacturer's product with the consent of the manufacturers. The dealer can claim an allowance by giving the proof of the advertising. This is an indirect advertising for the manufacturer. It will increase the sales of manufacturer's product. But it is a burden on the manufacture's budget (E.Belch&A.Belch2003:525).

G. Dealer sales contests

This is an indirect way of boosting the sales. This type of contest is conducted at the level of retailers and wholesalers. This is in the form of window display, store display, sales (volume) etc. Prize is awarded to the

outstanding achievements. This method is aimed at stimulating and motivating distributors, dealers, sales –staff etc.

H. Dealer's listed promotion

Listing dealer is an advertisement. It gives a list of dealers of retailers, who stock the product or who are, engaged in its promotion. The consumer can buy the product from any one of the listed dealers. This method induced the dealers stock the product are encourage to buy the product from the listed dealers (Etzel,J.Walder&J.Stanton2001:498).

I. Dealer' gift

Manufacturers give attractive and useful articles to dealer against their order. The articles are transistor, radio, television set, watch etc. some manufactures offer free holidays family tours dealers who place more order (Singh&B.naryan1999;69).

J. Point-of purchase

This plays the role of silent salesman. Point of purchaser is also known as dealer. Aids dealer displays, dealer hopes etched competition among the retailers or trader has encouraged point-of purchaser advertising which is a significant method for sales promotion. It means advertising at the level of retailer's shop. For instance floor displays, stands over head sign wall signs, and wall signs, posters etc are examples of point of purchase materials. Again are exterior or interior items (PILLia&Bagavathi2005:178).

K. Trade Shows

Thousands of manufactures of consumer and industrial products display their wares at trade shows. For many type of business trade shows provided the major opportunity to actually write order for their product. For other, it allow then to actually them to demonstrate their product,

provide information, answer questions, and to be compared directly with their competitors (Singh2002:139).

2.1.5 Sales Promotion Strategies

Sales promotion strategies are an important element in the overall marketing strategy, practically in promotion strategy. It involves communication, objectives and tasks media, budget, mixes, strategic approach, evaluation and control.

A. Communication

Sales promotion should attract the attention of the target audience. If the prizes, discount off-season facilities etc are not adequately and effectively communicative , the effort at sales promotion would be wasted. The audience evaluate not only the message but also the source of the message in terms of its credibility . The purpose of communication is to persuade potential customer to purchase the product. Persuade ability is related to feelings of inadequacy and social inhibitions differently. Semantic problems in the same language may not be very obvious (Mishra; 2004:10).

B. Objectives and tasks

The marketers should determine his sales promotion objective and tasks he should mention what is to be accomplished and what kind of buyer responses are desired. Sales promotion tasks should be objective oriented. These tasks are informing persuading and reminding the customer about the product the marketer should inform consumers about the products the marketer should inform consumer about product and should show how it works better than all similar existing products. He has not only to inform the customer s but persuade them to buy it. It customers have positive attitudes, a reminding objective should be endorsed that leads to reinforcing previously satisfactory behavior and

preventing the customer shifting to competitors (Kumar & Meenadshi; 2006:465).

Method of approaching people Strategic variables is taken in to account while deciding a particular method of sales promotion. Consumer promotion has been considered very effective mode of sales potential consumers is offered.

C. Media

Sales promotion may involve different samples, coupons, trading stamps, etc to promote sales. The point of purchase display is a silent strategy to trigger off buying decision. Retailer relies on in store display to familiarize themselves with the different fractures of the product. trade promotion through buying allowance, free goods, merchandise allowances , push money etc help to enhance sales by retailer and traded packaging is another selling messages and information about the product A hood package design attracts the hopper's attention away from other products it is a proper blend of color design and type sales force promotion has motivated the sales person to enhance their sales quota and get the benefits of bonus on additional sales special premium have attraction for people (Mishra;2004:11).

D. Budget

It is Essential to determine sales promotion budget before resorting to sales promotion activities the resource and salesmen potentials are estimated before the formulation of budget sales promotion budgets should be adequate so that they might achieve promotion objective some marketing mangers use arbitrary budgeting methods based on trial and error (Mishra2004:12).

E. promotional mix

The term promotional mix refers to the combination, types and amount of promotion used by the marketing manager. An individual form of promotion is seldom effective or efficient. The sales promotion program if accompanied by publicity, advertising and personal selling or a combination thereof, may be more effective than individual approaches to promotion. The promotional mix depends on the notion that promotional mixes are more suitable for the attainment of certain objectives. Therefore, attempts are made to select the optimum combination of the methods of promotion (Kumar & Meenakshi 2006:466).

F. strategic approach

The marketing strategy as such guides the determination of the promotional strategy which may be divided into sales promotion strategy, personal selling strategy. The strategies may be push and pull promotional strategy, sustaining promotional strategy, developmental promotional strategy or promotional appropriation (Mishra 2004:12).

G. Evaluation and control of sales promotional strategy

Sales promotional strategies should be evaluated at the stage of implementation and final performance because implementation control will suggest improvement during the application of the promotional strategy while performance control covers initial planning objectives, promotional packages, and printing of special premiums and packaging material, distribution to retailers, etc (Mishra 2004:12).

CHAPTER THREE

DATA PRESENTATION, ANALYSIS AND INTERPRETAION

IN This part of the research paper, data which were collected from sample respondent and interview results are presented analyzed and interpreted The data have been collected and then processed in response to the problem posed in the first chapter of this study.

The data were obtained through, Questionnaires and interview the questionnaire were distributed to café restaurants and Hotels and holes in Akaki kality area The interview was held with AMWS.C marketing manager among the company's customer who a are found within the Specified sales 250 copies were selected as a sample respondents of however 225 questionnaire were successfully respondent an collected the rate of return for the questionnaire was 225(90%).The quantitative data was analyzed and presented in tables. While the quantitative data is used to support the finding with quantitative once.

3.1 Analysis of Respondent's General characteristic

Table: 1 General Characteristics of Respondent

Item	General Characteristics	No of respondent	Percentage %
Gender	Male	200	80
	Female	25	20
	Total	225	100%
AGE	18-25		
	25-35	41	18
	35-45	117	53
	Above 45	63	26
	Total	225	100%
Educational Background	Primary	44	19
	Secondary	115	51
	Certificate	50	22
	Degree	14	6
	Master and above	2	2
	Total	225	100%
Occupation	Student	30	14
	Private Servant	65	29
	Civil Servant	130	57
	Total	225	100%

As it can be seen in item 1 table 1 on the pervious page 150 (78.95%) of the respondents were male and 40 (21.1%) were female possible explanation of this figure is that male dominant user of the product.

In the relation to age category shown in item 2 of the same table respondents from 18-25 comprises of 41(18%) from age 25-35 Comprises of 117(53%) and 35_45comprise of63 (26%) of the total respondent were between the age (25_35) this is possible to say that AMW product highly favored by the customer who are found in this specific age group.

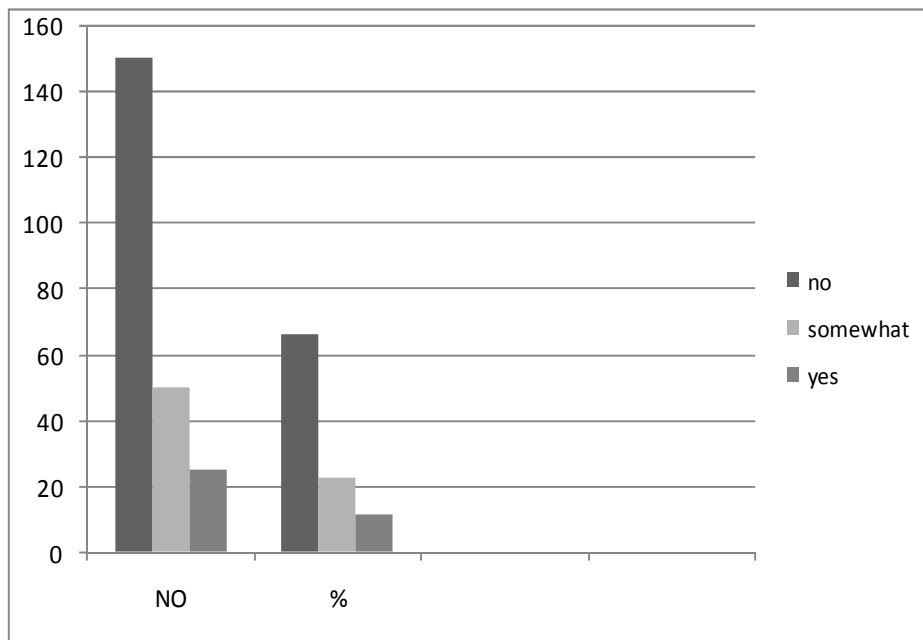
Regarding educational back ground of the respondent, 44(19%)of them is primary school level,115(51%)of them were secondary school level, 50(22%)of them were certificate holder, and 2(2%)of were master and the

above part of the society This figure tells us all can give sound information to the study since the majority have completed secondary . so it can be easy to get reliable and representative data concaving the occupation type as it is shown in item 4 of the same table , 30(14%) the respondent can be consist of jobless people, 65(29%)and 130(57%)workers constitutes . as it can be seen in item4 of the table the majority of the respondent were engage in office workplace.

3.2 Analyses of Finding of the study

The student research tries to investigate an assessment of the role of sales promotion, from the point of view of customers as well as from the company’s foremost. To this end, various questionnaires were put forward to the sample respondents and interviews to the companies are markets manger.

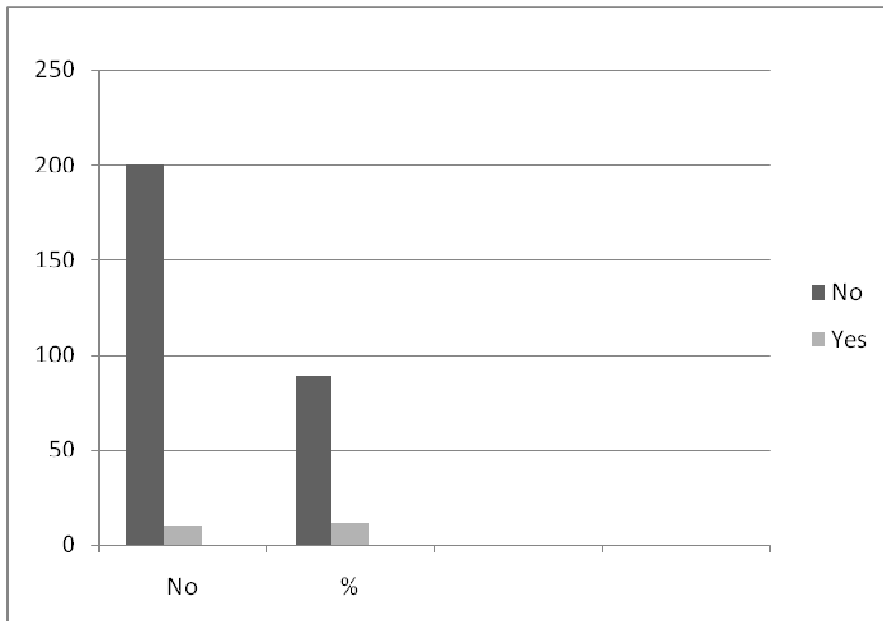
Figure 1: Regular customer of the product



Those respondents that have asked as show the above figure1, 50(22.2%) of the respondents are that ‘yes’ with regular customer for the company’s

products. Around 150(66%) of the respondents are not completely use the company's products those only 25 (11.2%) of respondents are 'somewhat' users.

Figure 2: Brand shifting customer



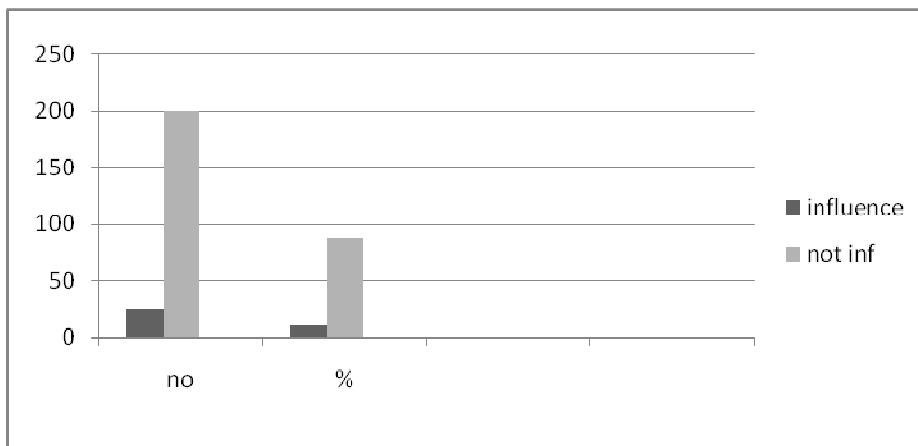
Those respondents who are asked as shown the above figure 2, 90% of the respondents believe that they were loyal customers or existing customer of the company's product around 10% of the respondents also respondent that they were using competitors product. Those product shifting customers gave their reason why they are shifting From AMC product the respondents suggest, better quality of the product than its competitors those customers can get easily the firms products from various outlet we can suggestion the company's sales promotion which implement by the company as such didn't create strong impact on their appreciate customers to shift from the competitors product marketer should remember that the role sales promotion to create demand for a product.

Table 2: Reason for ‘heavy user’ or ‘frequent user’

Item	Description	No of respondent	Percentage%
1	Reason for heavy or frequent user of the company product	No respondent	
2	Due to the attractiveness of sales promotion of the company	2	4
3	Due to the attractiveness of advertising campaign	3	6
4	Due to sales promotion provided by their competitor	1	2
5	Due to better quality of the company’s product	43	86
Total		50	100

Those respondents who are asked to above figure 3 item around, 53(23.55%) of the respondents they are heavy user (loyal customers) of the company’s product, 22(9.7%) of the respondents said that they are frequent user of the company’s products and the rest of 150 (66%) the respondent are infrequently user of the company product. These imply that the 90% of the company customer who are “heavy user “the company product due to better quality of company product.

Figure 3: Company Sales Promotion Influence



The Respondent replied that, 25(11.11%)of the consumer highly influence to buy product and 200(88%)of the respondent not influence by sales promotion of the company. From this researcher has observed the consumer sales promotion of AMW does not influence consumer to buy product this is the reason that AMWFs.c is not in a position to create familiarity of sales promotion incentive with customer purchase. This implies that the company’s consumer sales promotion is very poor to attract consumer.

Table 3: Customer’s opinion about sales promotion of the company

item		Respondent	%
How do you evaluate the value that you have obtained from the company’s sales promotion	Very good	5	4
	Good	23	11
	Medium	8	17.6
	Poor	100	45
	Very Poor	90	40
Total		225	100

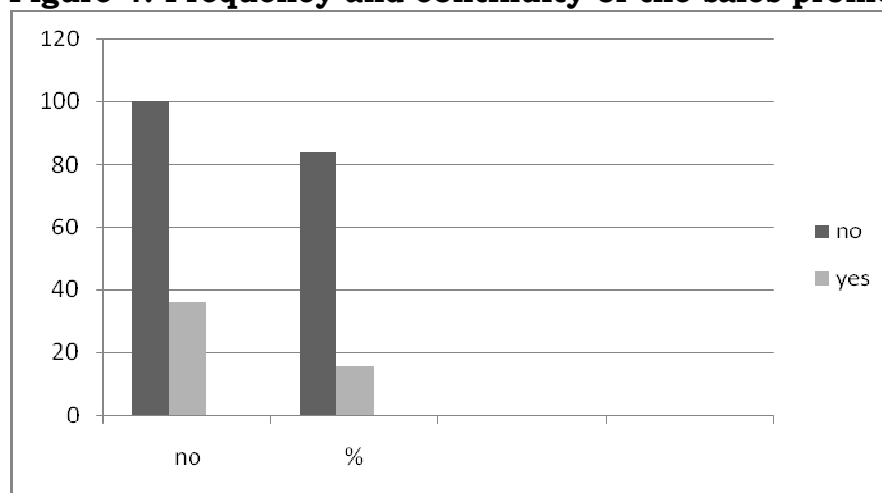
Based on table information obtained from The customer evaluate as follows poor 100 (45%), Good25 (11%) very good 9 (4%) and the rest 90(40%) response very poor in this case majority of the customer replied poor.

Table 4: comparing the sales promotion with the competitors

question	Item	Respondent	%
How could you evaluate the company sales promotion which provided to you when compared to its competitor	Very good	10	4.4
	Good	5	2.22
	Bad	198	88
	Very bad	10	4.4
Total		225	100

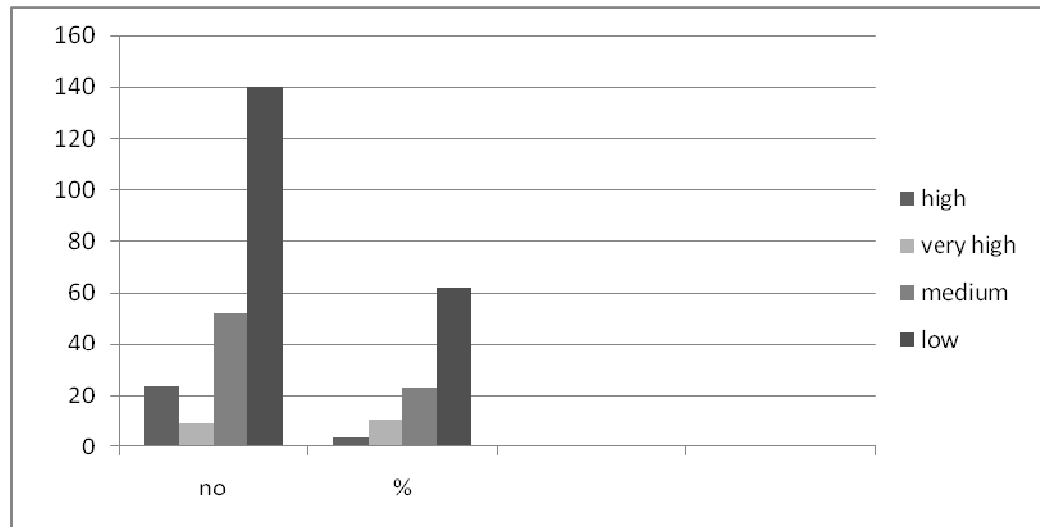
Those respondents who are asked comparing the company's sales promotion with its competitors as shown on the above table 4,198(88%) of the respondent have answered the sales promotion of the company is poor when they are compared to the competitors 10(4.4%) of the respondents response 'very poor 10(7.11) of the respondent and 10(4.4)is very good the rest 5(2.22) of the respondent answer 'good' This implies that most of the company's customers have negative attitude towards the company sales promotion when they are compared to the competitor.

Figure 4: Frequency and continuity of the sales promotion



AS one can understand from the above figure 4, around 100(84%) of the respondents respond that they are 'NO' with the frequency and the continuity of the sales promotion of the company 36 (16%)of the respondents said that they are convenience 'yes' with the frequency and continuity of the sales promotion which have arranged by the company . These imply that most of the company's customers have get that promotional campaign worth less frequency and continuity.

Figure 5: Attitude of The Customer before the Company Provided



Regarding table 5 from the total of 225 respondents in the issue on how the sales promotion of the company encourage buyers to buy 140(62.22%) of respondent said low ,52(23.11%)replied respondent medium 24(10.66%)replied high and 9(4%)said very high by observing data what the students researchers can understand is the incentive of the company are not encourage the customers to enhance their purchases because the company’s sales promotion is weakly designed to stimulate strong market response.

Table 5: The Company Sales Promotion Easily Memorable Identifiable and Understandable

Question	Item	no	%
Do you believe that the company’s sales promotional easily identifiable and understandable than competitors	YES	20	8.88
	NO	180	80
	Somewhat	25	11.11
Total		225	100

Those respondents that have asked the shown figure the 25(11.11%) of the respondents partially (somewhat)the company advertising campaign which identifiable, memorable as well as understandable. The majority180(80%)of the respondent with the above respondent don't accept the company sales promotion easily identify ,memorize and understanding of the company sales promotion only 20(8.88%)of the respondent respond there is memorable in mind of customer furthermore ,the company sales promotion imply that there is lack of position its product in the frequent time table ,when we look at the performance of sales promotion achieve the objective quickly and smoothly the marketer should have considered These principle of the marketing objective to make identify his product from the competitors.

Table 6: Product availability in selling center

Question	Item	No	%
Availability in selling center during sales promotion is offering	Yes	125	55.5
	NO	100	44.4
Total		225	100

In the item 2 with regarding the availability of the products during sales promotion is offered 125 (55.5%) of sample respondents 'yes' that the product is available in selling center during sales promotion is offered and 100(44.4) sample respondents' no' available in selling center during sales promotion is offered.

3.3 Interview Analysis

To make the researcher reliable it is necessary to see from those points of view the company. Hence the area marketing manager of AMW S.C has been interviewed for some points which are not respond by the customer.

According to the interviewed information the company's promotion strategy has been setting in segmenting and targeting group based on their similar characteristics of which sex, geographical, demographic ,psychological and behavioral segment, these though are the modern principles of marketing management, when come to actually (currently observed)during this time the company's didn't apply those principle properly in the industry. These may be due to there is no currently in isolation strong competitors to take the competitive advantage in water Industry they are not strong enough to kick their rivals using competitive advantage. Further one can easily infer that currently the company is applied majority of push strategy then pull strategy in order to motivate the outlets to stocks more of their products and to attract non user of the brand for trial as well as stimulating demand by arranging incentive. Regarding information obtained from expires of the company, those promotional tools such as premium has applied to keep those existing customer, to create test preference as well as to have more marketer share in water industry the objective also those promotional tools implemented based on the profit bench mark with the assumption of high scale volume and better market share in the same industry these may lead those company's frequency consumer look ahead to the incentive

With regarding to which sales promotion tools those instated the customer to buy the company the sales people agree that quality discount.

Based on the information obtained from the company marketing expertise the total promotional Budget of the company from the expertise practice after the company setting its objective the next stapes could be designing project as per the objective .to make intend project to be practical the company allocate the total promotional Budget.

With Regarding the major problem that the company faced during offering sales promotion such price war high cost and risky .there is existence of price war due to the fact that is existence high cost inventory cost and transportation cost and also the major problem of sales promotion the company face is that riskiness of acceptance of the product when the company provide qualitative discount.

Based on the information obtain from the company marketing experts the total promotional budget of the company has been set according the expert is practice after the company setting its Objectives the next step could be designing project as per the objective. To make the intended project to be the company allocated the total promotional budget.

Company to create impact on individual infrequent users to turn in to regular customer of the company.

However those promotional tools implemented based on the profit bench mark with the assumption of high sale volume and better market share in the same industry .These may lead those company. More over the promotional tool functional by the company has no power of creating

Positioning the company's product in the minds of their esteemed customer The tasks of advertising as well as the sales promotion are not the only way of profit maximization those the 4ps should be integrated with the promotional campaign to have more market share and easily to take the competitive advantage in the industry.

According to the interview information, the company's effectiveness of sales promotion is evaluated through qualitative and quantitative methods. The company applies qualitative measurement through its sales promoter by asking value customers about sales promotion, which has increased the company's sales volume as well as its market share in the industry.

With regard to the time interval, the company provided sales promotion to its customer. The marketing manager replied that the interval is 2 weeks.

Interview Analysis Marketing manager of AMBO Mineral Water

To make the researcher reliable it is necessary to see from that point of view the company .hence the area marketing manager of AMW has been interviewed for some points which are not respond by the customer.

According to the interviewed information the company's promotion strategy has been setting in segmenting and targeting group based on their similar characteristics of which sex, geographical ,demographic ,psychological and behavioral segment, these though are the modern principles of marketing management, when come to actually (currently observed) during this time the company's didn't apply those principle properly in the industry. These may be due to there is no currently in isolation strong competitors to take the competitive advantage in water Industry they are not strong enough to kick their rivals using competitive advantage. Further one can easily infer that currently the company is applied majority of push strategy then pull strategy in order to motivate the outlets to stocks more of their products and to attract non user of the brand for trial as well as stimulating demand by arranging incentive.

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CHAPTER FOUR

SUMMARY, CONCLUSION AND RECOMMENDATION

4.1 Summary of the Major Finding

- 66% of the respondent show as there is not using the company product because there are more alternative and competitors.

According to the information obtained from the respondent 90%of the customer shifted to competitors' product, the rest 10%use company's product.

- The study shows that majority of the company customers are infrequent user than heavy user more over those occasional customers are easily shifted towards the competitors product and these also an induction for the competitors to competitive advantage in the industry. To make those infrequent customers to be regular customer the company should be arranging special budget to select promotional tools to made better affection with the company product.
- The majority of the company's customer are somewhat agree with the impact of the company's sales promotion on their test preference to do not switch the company s product those company estimate customers are using the product of the firm without the impact of the aforesaid promotional campaign Furthermore the least of customers have influenced by these promotional mixes to do not change the product to the company However the role of sales promotion of the firm should be for creating stipulate of product.
- Despite the study shows that the sales promotions lunched by the company do not bring for the customers any impact on their test preference and withhold the influence of sales promotion. Those

customers are regular customer of the company these may be due to the goal will the quality as well as the price of the company product.

- The larger part of the company's consumer during this time have no a chance to get the sales promotion implemented by the company at various outlets moreover, the medium of those customers also agree that they didn't see any in contrive which launched by the firm. Those customers have chance for testing and easily to shift to words the competitor's product.
- The study reveal that the majority of the company's customers are partially convenience/somewhat agree with the frequency and the continuity of sales promotion of the company more over most of the company's customers have not an option to set the complain in specified time span frequent manner an keep in their minds easily .However the marketer must understand reach, frequency message weight and continuity of the sales promotion to words target customers as well projection buyers.

4.2 CONCLUSION

- ✓ The major objective of the study is to assets the t role and impact of sales promotion in AMW and to identify problems and to recommend appropriate clarification to the problem. Based on the above major finding the following conclusions are drowning.
- ✓ During this time from the interview point the company has been practical the most logical budget –selling method which is objective task method.
- ✓ Currently the company has been practical push promotional strategy in order to motivate the out lets to stock more of their products and to

attract non user of the brand for trial as well as stimulate demand by arranging incentive for those outlets.

- ✓ The company at this time did not implement stable promotional budget for each promotional mix more over the company allocates the total promotional budget in keeping with the current market situation.
- ✓ The greater part from the company customer infrequent user when we compare from heavy user and frequent user /loyal customer/ and those customers /infrequent customers /which are easily shifted to words the competitors product.
- ✓ Currently those customers of the company/heavy user or frequent user has used the company's product due to better quality of which product by the company despite of the company incurred much expenditure for those promotional mixes. However those customers are using without the impact of the sales promotion which implementer by the company.
- ✓ AMW should control the premium program in order to prevent wastage of financial resource that is allocated to sales promotion program and to build successful premium programs because the premium programs provided by the Company they are not reaching to customer effectively
- ✓ The company should follow-up the after sales promotion offered and to collect feedback from customer.
- ✓ The company should create cooperative and collaborative activity between the Marketing and sales staff in order to understand the problem faced by the sales person to give solution for their problem and to communicate effectively with sales person.

4.3 RECOMMENDATION

This study examined assessment of sales promotion practice in the company and based on the summarize finding and calculation drawn from recommendation so as alleviate observed problem to promote the product to the company. Sales promotion is found to be an effective promotional tool. Therefore the company should enhance effective implement of sales promotion practice and implement the following recommendation.

The company should used different sales promotion tools depend on its product line and the nature of the product because it has become an important in increase in the value of the product that consumers use in self-expression between the company and its customer and also to initiate or create interest to buy the company product Blend help the company that offer an extra value or incentive for the product to Blend help the company that offer an extra value or incentive for the product to the sales force, distribution ultimate consumer with the primary objective of creating an immediate sales and these encourage resellers and sales people sell the product.

The company should follow up after sales promotion offered and to collect feedback from customer.

The management of the company should design appropriate promotional objective with respect to sales promotion, as well as designed sales promotion objective would help to initiate or create interest, adapt the product and could build sales as well as create long term relationship with customer.

Finally, the company should set adequate promotional budget with respect to sales promotion activity which has to be carefully considered by the company to get better result.

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Appendices

ST. Mary University
Faculty of Business
Department of Marketing Management
Questionnaire to be filled by customer of
AMW S.C

This Questionnaire prepared by St. Mary's university undergraduate degree student in the department of marketing management. It is aimed to assess the sales promotion practice of AMWS.C and developed for the purpose of collecting data which are relevant and important to get complete result of the research paper. Therefore, you requested to fill this questionnaire, to get complete and real information to dome the research, so that your kind and precise response is appreciated.

Thank you for your corporation

Notice:

-It is not necessary to write your name

-Please put “√”Mark on the space provided.

1. Personal information

a. Male b. Female

2. Age

a 18-25 b. 26-35 c. 36-45 d. 45-60

e. greater than 60

3. Educational Background

a. primary b. Secondary c. Certificate d. Degree

e. Master and Above

4. Are you regular customer of AMWS.C?

a. Yes b. No

5. Are you competitor product user before you are customer of AMWSC?

a. Yes b. no

6. If your answer is “yes” for above Question no 5 is what your reason to shift currently is?

7. How do you categorize yourself in relation with other the product user of the company?

a. Heavy user b. Infrequent user c. medium user
d. frequent user

8. If your answer for question no 7 “Heavy user” what is your reason?

a. Due to the attractiveness of the sales promotion of the company.
b. Due to the attractiveness of the advertising campaigns.
c. Due to sales promotion provided by their competitor.
d. Due to better quality of the company’s product

9. Do you believe that the company sales promotion influence your choice?

a. Yes b. No

10. If your answer is “yes” for above Question no 9 is what your reason?

11. How do you evaluate the value that you have obtained from the company’s sales promotion?

a. very good b. good c. bad d. very bad

12. How could you evaluate the company’s sales promotion which provided to you when compared to its competitor?

a. good b. very good c. bad d. very bad

13. Do you believe that the company sales promotion which delivered to you have the appropriate frequently and continuity?

a. Yes b. No

14. To what extent the sales promotion provided by the company encourage you increase your purchasing?

A. high b. low c. neutral d. very high

15. Do you believe that the company’s sales promotion easily memorable identifiable and understand than its competitor?

A. Yes b. No

16. Is the product availability in selling center during sales promotion is offering?

A. Yes b. No c. I don’t know

St. Mary University Business faculty
Department of Marketing management
Translation of the interview filled out by AMWS.C
Area Marketing Manager

1. Could you believe that your company has successful sales promotion strategy?
2. What type sales Promotion strategy does you company use?
3. In order to promote your product to your esteemed customers' in the market which type of sales promotional tools does your company use?
4. How your company s could have been setting the total sales promotional budget?
5. Ho w could your company's designing a message and choosing the right media to achieve target audience as well as the perspective buyer?
6. How do you measure the effectiveness of the sales promotion program provided your company?
7. At what time interval does the company's sales promotion provided to your esteemed customer and what is the reason?
8. How could you see the effect ivies of the role and impact of sales promotion on your company?

ቅድስተ ማርያም ዩኒቨርሲቲ

ቢዝነስ ፋክሊቲ

ማርኬቲንግ ማኔጅመንት ትምህርት ክፍል

ይህ መጠይቅ የተዘጋጀው በቅድስተ ማርያም ዩኒቨርሲቲ የማርኬቲንግ ማኔጅመንት ተመራቂ ነው። ዓላማው የአምቦ ውሃ ሼር ካምፓኒ የሽያጭ ማስታወቂያን ለመገምገም ነው። እንዲሁም መጠይቁ የተዘጋጀበት ምክንያት ለጥናቱ የሚያስፈልገውን ጠቃሚ መረጃ ለማግኘት ነው። ስለዚህም እርስዎ መጠይቁን እንዲሞሉ ተመርጠዋል። ማንኛውንም ዓይነት ምላሽዎን አክብራለሁ።

ስለትብብርዎ አመሰግናለሁ።

~~ማላላቢያ~~

- ስምዎን መጽሐፍ አስፈላጊ አይደለም
- እባክዎን ✓ ይህን ምልክት በመልስ መስጭያ ቦታው ላይ ያስቀምጡ

ክፍል አንድ

~~ጠቅላላ መረጃ~~

1. ያታ

ሀ . ወንድ ለ . ሴት

2. አድሜ

ሀ . ከ 18 እስከ ለ . ከ 26 እስከ 35 ሐ . ከ 3 ስከ 45
መ . ከ 45 ስከ 60 60 በላይ

3. የትምህርት ደረጃ

ሀ · አንድ ደኛ ደረጃ ለ · ሁለተኛ ጃ ሐ · ሰርተኛ ኬት መ ·
ዲፕሎማ የመ ርዕይ ድግሪ · ድህረ ምረቃ

4. የአንባቢው ምርቶች ደንበኛነቱን ብለው ያምናሉ?

ሀ ደንበኛነት ለ ደንበኛ አይደለም ሐ በከፊል ደንበኛነት

5 ከዚህ በፊት ከኩባንያው ምርቶች ውጪ የሌላ ምርት ተጠቃሚነት ስላሉ?

ሀ አዎ ለ አይደለም

6 ከላይ በተራ ቁጥር 5 ለተጠቀሰው ጥያቄ መልስዎ አዎ ከሆነ በአሁኑ ወቅት ወደዚህ ካምፓኒ ምርት ለመቀየር ያስቻሉትን ምክንያት ይግለጹ?

7. እንደካምፓኒው ምርት ተጠቃሚነትዎ አርስዎን በምን ደረጃ ያስቀምጣሉ?

ሀ በከፍተኛ ደረጃ ተጠቃሚ ለ አልፎ አልፎ ተጠቃሚ ሐ የረጅም ጊዜ ተጠቃሚ

8 በተራ ቁጥር 7 ለተጠቀሰው ጥያቄ የአርስዎ መልስ ከፍተኛ ወይም ተደደጋጋሚ ተጠቃሚ የሚል ከሆነ ምክንያትዎ ምን ድነው?

ሀ · ከካምፓኒው በሚተላለፈው የሺያ ጭማሪ ታወቂያ በመ ኬነው

ለ · በካምፓኒነት በሚዘጋጀው አርኪ የማስታወቂያ ጥቅማ ጥቅሞች ምክንያትነው

ሐ · የኩባንያው ተወዳዳሪዎች የሚያቀርቡት የማስታወቂያ ጥቅማ ጥቅሞች አጥ ለመሆኑነው

መ · የኩባንያው የምርት ጥራት ከተወዳዳሪዎች የተሻለ በ ኑነው

ሠ · ሌላ ካለ ይግለጹ -----

9. በእርስዎ እምነት የካምፓኒው የሺያጭ ማስታወቂያ በምርቱ ተጠቃሚነት ላይ ያሳረፈው ተጽኖ አለ?

ሀ. አዎ አለ ለ ለ . የ ሐ. በከፊል ለ

10. ከካምፓኒው የምርት ማስታወቂያ እንዲሁም ከማስታወቂያ ጥቅማጥቅሞች ያገኙትን ጥቅም እንዴት ይመዝኑታል?

ሀ. በጣም ከፍተኛ ለ ከ ኛ ካማ መ ም ደካማ

11. የካምፓኒውን የማስታወቂያ ጥቅማጥቅሞች ከሌሎች ተወዳዳሪዎቹ አንፃር እንዴት ያዩታል?

ሀ. በጣም ጥ ለ ሐ. ደ መ በጣም ማ

12. እንደርስዎ ላሉ የካምፓኒው ደንበኞች የካምፓኒውን የማስታወቂያ ጥቅማጥቅሞች በመገናኛ ብዙሃን በሚቀርብበት ወቅት በቂ ነው ብለው ያምናሉ? ቀጣይነቱስ የተጠበቀ ነው ብለው ያምናሉ?

ሀ. አዎን ለ አይደ ሐ. በከፊል የጠበ ነው

13. የሺያጭ ማስታወቂያው የእርስዎን የመግዛት ፍላጎት በምን ያህል ደረጃ ይጨምረዋል?

ሀ. በከፍተኛ ደ ለ በዝቅ ደረጃ ሐ. በመካከለኛ ደረጃ

14. እንደርስዎ ላሉ የካምፓኒው ደንበኞች የካምፓኒውን የምርት ማስታወቂያ በተለያዩ የመገናኛ ብዙሃን በሚቀርብበት ወቅት መልክታቸው በቀላሉ የሚታወስ፣ የሚለይና የሚረዱት ነው ብለው ያምናሉ?

ሀ. በከፍተኛ ለ በመካከለኛ ሐ. በ ተኛ

15. የአምቦሃ ምርቶች በፈለጉት ጊዜና ወቅት በፈለጉት መደብር ያገኛሉ?

ሀ. አገኛለ ለ አላ ም

16 ካምፓኒውምርቱን ለመሸጥ የሚጠቀሙት ማስታወቂያዎች ምርቱን ለመግዛት የሚያነሳሱናቸው?

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DECLARATION

Advisee's Declaration

I, the undersigned, declare that this senior essay/project is my original work, prepared under the guidance of Abera Yilma. All sources of material used for the manuscript have been duly acknowledged.

Name: _____

Signature: _____

Place of Submission: _____

Date of Submission: _____

Advisor's Declaration

The paper has been submitted for examination with my approval as the University advisor.

Name: _____

Signature: _____

Place of Submission: _____

Date of Submission: _____