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ST. MARY'S UNIVERSITY

SCHOOL OF GRADUATE STUDIES

**ASSESSMENT OF MARKETING STRATEGY: THE CASE OF ADDIS
GAS AND PLASTICS FACTORY**

**SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR
THE DEGREE OF MASTERS IN MARKETING MANAGEMENT (MBA)**

BY

SOFONIAS G/MEDHEN

(IDSGS/0349/2013A)

ADVISOR

Dr. Getie Andualem

June, 2022

ADDIS ABEBA, ETHIOPIA

**ST. MARY`S UNIVERSITY
SCHOOL OF GRADUATE STUDIES MARKETING
MANAGEMENT PROGRAM**

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Statement of Certification

This is to certify that the thesis prepared by Sofonias G/medhen, entitled: assessment of marketing strategy practices, in the case of Addis gas and plastics factory and submitted in partial fulfillment of the requirements for the Degree of Master in Marketing Management, complies with the regulations of the University and meets the accepted standards concerning originality and quality.

Adviser signature _____

Date _____

St. Mary's University College, Addis Ababa

APRIL, 2022

**APPROVED BY BOARD OF
EXAMINERS**

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External Examiner

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DECLARATION

I, the undersigned, declared this thesis is my original work, prepared under the guidance of my adviser D.r. Getie Andualem . All sources of materials used for the thesis have been duly acknowledged. I further confirm that the thesis has not been submitted either in part or in full to any other higher learning institution teaching any degree.

Name

Signature

Date

St. Mary's University College,

Addis Ababa June, 2022

Acknowledgment

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List of Acronyms

AMA:	American Marketing Association
CMO:	Chief Marketing Officer
CFO:	Chief Financial Officer
CIO:	Chief Information Officer
TVADS:	Television advertisements

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ABSTRACT

This research was conducted to assess the marketing strategy of Addis gas and plastic factor. The overall objective of the study was to assess impact of marketing strategy on Addis gas and plastic factory. The research design was descriptive and Qualitative and quantitative methods of analysis were used for data analysis. To conduct this study both primary and secondary data were used. The primary data were collected by questionnaire, interview and field observation, and the secondary data was collected from company documents. In the study, samples of 50 customers were selected out of the 550 customers at Addis Ababa city using purposive sampling method. The finding of the study showed company has identified marketing mix element and target market in marketing strategies price of company's product are affordable and quality of product is accepted by costumers. On other hand the finding of the study showed that; company's product availability and accessibility were not sufficient and promotional activities of company lacks brand promotion. and also Usage of only direct channel for distribution , increasing trend in imported competitive products, high level imported inputs as raw material were cause of various problems faced the factory. Finally, based on the result of study some possible solutions were concluded and recommended to investigate its marketing strategy and to revisit current performance against problems.

KEY WORDS: Strategy, Marketing Strategy, Target Marketing, Market Segmentation, Positioning and Marketing Mix

CHAPTER ONE

INTRODUCTION

This chapter focuses on the background of the study, the background of the Addis Gas and Plastics Factory plc industry, the statements of the problem, the research question, the objectives of the study, the research hypotheses, the definition of terms, the significance of the study, the scope and limitations of the study, and the organization of the paper, as shown in the content.

1.1 Background of the study

Marketing can simply mean the art of creating and satisfying customer at profit. This art is composition of over all activities done to select the right decision mix among alternatives. It is an organizational function and a set of processes for creating, communicating, and delivering value to customers, as well as managing customer relationships in ways that benefit the organization and its stakeholders (Verhoef & Leeflang, 2009). A marketing strategy is the art and science of identifying target markets and acquiring, retaining, and growing customers by generating, providing, and communicating greater customer value.

Marketing is not solely the responsibility of the marketing department. It must have an impact on all aspects of the consumer experience. To create a strong market, marketers must think like executives in other departments, and executives in other departments must think more like marketers (Verhoef & Leeflang, 2009).

As a result of huge societal pressures that have resulted in numerous new consumer and enterprise capabilities, today's marketplace is fundamentally different. It has evolved the barter in history and today's reached on well-structured and complex like the digital-market (Newman, 2008). As firms explore new approaches to attain marketing excellence, these pressures have created new opportunities and challenges, as well as substantial changes in marketing management (Newman, 2008).

Good marketing is not accidental, but a result of careful planning and execution using state-of-the-art tools and techniques. It becomes both an art and a science as marketers strive to find creative new solutions to often-complex challenges aimed at profound changes in the 21st-century marketing environment (Kotler, 2009). To handle these new marketing realities, the researcher outlines how great marketers blend discipline and imagination in this study.

CEOs understand the importance of marketing in developing strong brands and a devoted customer base, both of which are intangible assets that contribute significantly to a company's worth. Consumer goods companies, health care insurers, nonprofit groups, and producers of industrial products all brag about their latest marketing triumphs. Many now have a chief marketing officer (CMO) to put marketing on a more equal footing with other C-level executives such as the chief financial officer (CFO) or chief information officer (CIO) (Verhoef & Leeflang, 2009).

Marketers must determine what features to include in a new product or service, what pricing to charge, where to sell items or provide services, and how much money to spend on advertising, sales, the Internet, or mobile marketing. They must make these judgments in an Internet-fueled environment where consumers, competition, technology, and economic factors are always changing, and the ramifications of a marketer's words and actions are growing swiftly.

Other researchers, on the other hand, are concentrating on marketing strategies in various firms, with a focus on Ps and customer happiness. As a result, there is insufficient research depending on the company to maintain. The purpose of this research is to evaluate the marketing strategy in relation to the element that influences the flow of managerial activity in the Addis Gas and Plastic factory.

1.2 Background of Industry

I had worked on the Addis Gas and Plastics Manufacturing Plc industry for this research. It was founded in 1996 E.C. as a subsidiary of the MIDROC Ethiopia technology group. It makes and sells industrial gases (carbon dioxide and oxygen), as well as plastic products and fire extinguisher services. The business has been in operation since 1996. Merchants, shops, draft houses, and individual consumers consume these products.

Corporate sales and marketing, as a significant functional department, must work together to achieve the company's strategic goals. However, the Addis Gas and Plastics Factory plc manufacturing industry lacks a vision, purpose, and value statement that demonstrates how the company is falling behind in terms of strategy. As a result, the study's goal is to evaluate Addis Gas and Plastics Factory plc's marketing strategy processes and determine whether they are aligned with target marketing, market segmentation, marketing mix, and company mission to meet consumer needs.

1.3 Statement of the Problem

In today's business company, building and implementing strong marketing strategy is a core thing. Because every firm, whether its small or large, private or government, domestic international, it is

expected that it function in an unpredictable environment. In condition of shifting customer expectations, technological advancements, and growing environmental uncertainties, business managers face a big challenge in developing the right marketing strategy and determining their strategic priorities to efficiently allocate resources to various functions for business achievement. Due to this, managers must develop new tools, new notion, new strategies, and new mindset to cope with the disruptive circumstances that result in discontinuous change.

Marketing planning is more fluid and is constantly refreshed in highly competitive marketplaces, which are more typically the norm. Rather than depending on past successes, companies must continually be moving forward with marketing campaigns, improving products and services, remaining in touch with client wants, and pursuing new advantages. This is particularly true when it comes to incorporating the Internet into marketing strategies. Marketers must find the right balance between increased search advertising, social media, direct e-mail, and text/SMS marketing initiatives, as well as proper spending on traditional marketing communications.

Addis Gas and Plastics factory produce a variety of gaseous and plastic items, such as chairs and plastic bottles, with the highest quality for customers. The company imports high-quality raw materials from foreign countries and manufactures high-quality goods. It has been in the market for a long period with product adding and improvements. Its products especially gaseous products are well packed.

So, the primary motivation for the researcher to perform this study is that there are very few independent studies on this topic of marketing strategy in Addis Gas and Plastic Factory. The purpose of this study was to analyze a manufacturing firm's marketing approach while keeping the corporate preference in mind. It is also assumed that the study supplied fundamental facts and up-to-date information on strategic implantation. Furthermore, the company's concerns and problems necessitate that the firm constantly examine its internal processes and capacity in marketing the product's accessibility.

Based on preliminary studies student researcher found certain gaps in Addis Gas and Plastics factory. There is a lack of brand awareness toward quality products of the company, which affects the positions of products in consumers' minds by making them less memorable brands. Another issue that arises with the implementation of the marketing strategy is access to foreign currencies and

issues related to some infrastructures like cut-up of electricity and variable market condition. The main concern of this study is to assess and fill the gap and find out solutions for the problems faced in the practice marketing strategy of the company.

1.4 Research Question

1.4.1 Main Research Question

This study attempts to assess the problems associated with the marketing strategy practices of the Addis Gas and Plastics Factory.

1.4.2 Specific Research Question

Specifically, the study is designed to address the following basic questions:

1. How are the marketing mix's 'the four P's' elements designed for marketing strategies in order to fulfill customer requirement?
2. How does Addis Gas and Plastics apply segmenting, targeting and positioning its market to win competitors?
3. What are the problems encountered in implementing the marketing strategies?

1.5 Objective of Studies

1.5.1 General Objective

The study's overall objective is to assess Addis Gas and Plastics Factory marketing strategy techniques.

1.5.2 Specific Objectives

Specific Objectives of the study are:

1. To assess how the marketing mix elements used by Addis Gas and Plastics to satisfy customer's requirement.
2. To assess how the company strategically applies segmenting, targeting and positioning the market to achieve its objective.
3. To identify problems encountering the marketing strategy implementation of Addis Gas and Plastics Factory.

1.6 Definition of Terms

1.6.1 Conceptual definition of Terms

Terms are defined based on their different meaning given to them by different professionals, references and their conceptual definition of previous studies.

Marketing: is the delivery of Customer satisfaction at a profit.

Market positioning: is the development of service and a marketing mix to occupy a specific position in the minds of customers in target markets.

Market segmentation, also known as a differentiation strategy, is a way of recognizing differences among target markets by applying tailored marketing mixes for each of the target markets established by the firm.

A target market is a market sector selected by a company for marketing purposes.

Marketing strategy: is the overarching corporate and marketing action program, which includes all parts of the marketing complex to clarify undertakings and set goals and objectives.

Marketing mix: are those controllable components that have been chosen to satisfy client needs referred to as the. Product, pricing, place, promotion, process, physical evidence, and people are the seven controllable factors, sometimes known as the 7 Ps.

1.7 Significance of Study

A well-developed marketing strategy is one of the most important aspects of any firm. The study's major goal was to figure out how marketing mix, market segmentation, and target marketing are utilized to improve, retain, and attract clients, as well as how those tools are linked with marketing strategy. The work is intended to have practical as well as theoretical significance. It has worth doing because it helps the company to look at its problems and provides additional input for top management in designing ways to improve the current gaps in order to satisfy the required demand of consumers. . In line with this, the study has been used as input for higher authorities at Addis Gas and Plastics Factory PLC and other government agencies to consider how to build a competitive strategy to win the future competition in this industry. The research is also expected to contribute to theoretical knowledge development and serve as reference material for future research.

1.8 Delimitation /Scope of Study

The scope of the study was covered how the marketing strategies were practiced in the Addis Gas and Plastics to achieve its stated goals that aligned with target markets, positioning, segmenting and the marketing mixes to satisfy customer requirements.

The focus of the study was also delimited to the data obtained from the rates using questionnaires and interviews in the Addis Ababa branch only while further study of other regions in the country would have a significant effect on the comprehensiveness of the study.

The lack of cooperation of the respondents and their commitment to complete filling the questionnaires and interviews to devote their time to provide the researcher with the relevant information was seriously limited the outcome of the research. Since the study was made based on interviews and questionnaires, these method were not certain to clearly reveal real situations due to personal biased, especially the interviews part were made with managers and those managers may not be volunteer to give the true situation/sense of the organizations strategy because they may fear that their competitors may imitate their ideas. Government (government regulation) and intermediaries are not considered in this study. Thus, other researcher may consider this for further studies.

1.9 Organization of Paper

The research is divided into five components. As a result, the first chapter entails the background of the study, the research problem, the research questions, Objective of the study, the definition of terms, the significance of the study, the scope of the research, and the study's limitations. The second chapter focuses on a survey of the literature that could provide a theoretical and empirical foundation for the inquiry. The methodological section of the third chapter covers sample design, data type and source, target population, data collecting, data processing and analysis, and study instruments. The outcome and discussion are presented in the fourth chapter. Finally, the fifth chapter focuses on providing a summary of results, conclusions, and recommendations aimed at fixing the problems found.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Introduction

The review of linked literature, which includes theoretical literature, literature gaps, empirical studies, and finally conceptual framework, is the main focus of this chapter.

2.2. Theoretical Review

2.2.1 Marketing Strategy Overview

Marketing Strategy indicates the specific markets towards which activities are to be targeted and the types of competitive advantage to be exploited (Dibb and Simkin). Marketing Strategy is the marketing logic by which the business unit expects to achieve its marketing objectives (Philip Kotler). As a result of the preceding definitions, a marketing strategy may be defined as a process that allows an organization to focus its limited resources on the most promising chances for increasing sales and achieving a long-term competitive advantage (Holbrok 2000). The core principle of a marketing plan should be that client happiness is the primary goal. One of the most significant purposes of marketing efforts is to fulfill the demands of prospects. The term "prospect" refers to a potential buyer (Kotler 2002).

The process of designing and implementing company policies to achieve company goals by the company vision is known as a marketing strategy. Price reduction for market share increase, product differentiation, and market segmentation are examples of generic marketing strategies, but there are also various specific marketing strategies for specific sectors of marketing (Zelalem and Negi, 2009).

Marketers have four options for creating a product that meets the needs of their target clients. They are collectively referred to as the marketing mix (Product, Price, placement, and promotion). The main concept is to first have the manufacturer produce a product, then set an affordable price, promote the product based on the customer's media habits, and then distribute the goods to the targeted customers (Zelalem 2011).

The task environment and the broad environment make up the marketing environment. The actors involved in generating, distributing, and advertising the offering make up the task environment. The company, suppliers, distributors, dealers, and target customers are all included. Material and service

suppliers, such as marketing research firms, advertising agencies, banking, and insurance businesses, transportation companies, and telecommunications organizations, are included in the supplier group. Agents, brokers, manufacturer representatives, and others who help identify and sell to clients are known as distributors and dealers (Clifford 2009).

2.2.2 Elements of Marketing Strategy

We need a strategy that includes several components to achieve our marketing objectives. Four primary elements have been used in the literature to illustrate marketing strategy in detail. Target market, segmentation, positioning, and the marketing mix are the four components (Brooks Bang 1994, pp.1014).

A Segmentation

Market segmentation, at its most basic level, that refers to the division of a market based on some commonality, similarity, or kinship. That is, market segment members have something in common. The objective of segmentation is to focus marketing effort and resources on a specific subdivision (or market segment) to acquire a competitive edge within that segment (Whalley,2010). Customers with comparable product needs and those with differing wants are segmented in the market (Kebede 2014)..

The results of segmentation analysis are then used to support marketing strategy development and planning. To establish the framework for marketing planning objectives, many marketers employ the S-T-P approach: Segmentation, Targeting, and Positioning (Kebede 2014).

- ❖ Segmentation entails determining the market to be segmented, as well as the identification, selection, and implementation of segmentation bases, and the creation of profiles.
- ❖ Targeting is concerned with determining the attractiveness of each segment and selecting the segments to be targeted.
- ❖ Positioning entails determining the best location and developing a marketing strategy.

Bases of Segmentation

Consumer markets can be segmented on the following customer characteristics.

❖ Demographic segmentation

Demographic characteristics include gender, age, income, home type, and educational attainment.

Some brands cater only to women, while others cater exclusively to males. Music downloads are geared toward the young, whereas hearing aids are geared toward the elderly. Market segments are sometimes defined by educational levels. Private elementary schools, for example, can characterize their target

market as highly educated families with women of reproductive age. In practically every segmentation technique, demographic segmentation plays a part.

❖ **Geographic Segmentation**

This is the most prevalent type of market segmentation, in which company focus on. The geographic area to segment the market. Corporations may, for example, choose to sell their brands in some nations but not in others. A brand may only be sold in a single market, state, or region.

Geographic segmentation can be done in a variety of ways (urban versus rural, north versus south, seacoasts versus interior, warm areas versus cold, high humidity areas versus dry areas, high elevation versus low elevation areas, and so on). These examples also show how geographic segmentation can be used as a stand-in for (or as a means to) other types of segmentation.

❖ **Behavioral Segmentation**

Behavioral segmentation is based on how customers interact with things in real life. Benefits sought, usage rate, brand loyalty, and other behavioral characteristics include: User statuses include potential, first-time, regular, and so on. Willingness to purchase, Holidays, and events that encourage purchases are examples of occasions.

❖ **Psychographic or lifestyle segmentation**

Finally, psychographic (or lifestyle) segmentation, which is based on multivariate assessments of consumer attitudes, values, behaviors, emotions, perceptions, beliefs, and interests, is discussed. If we can uncover the right segmentation variables, psychographic segmentation is a legitimate technique to segment a market (or lifestyle statements, words, pictures, etc.)

B. Target Marketing

Targeting is the next step in the sequential process, and it entails a company deciding which segment(s) to spend its resources on. The actual selection of the section is known as targeting. "A group of customers with similar requirements or characteristics the organization chooses to serve." Target marketing allows businesses to adapt their offerings to certain markets. Undifferentiated focused and differentiated are the three main targeting tactics. Throughout this process, the company must balance its

resources and expertise against the appeal of other segments (Kotler 2007, pp. 360).

There are three major targeting strategies :Undifferentiated , differentiated and concentrated. In this case the recourse of business should balance its capability against attractiveness of different segments.

I. Undifferentiated (Target broadly /Mass production): it go after whole market with one offer by ignore market segments. Camilleri M.A (2018) define that marketing strategy ignore any different in market . With this strategy companies approach costumer with one offer that lead difficulty in develop a product that satisfy all costumers.

II. Differentiated Marketing: it targets several marketing and designs separate offer for each. This approach entails developing an individual product or services offering as well as certain marketing segment for each and every segments.

III. Concentrated: it is about considering large share of one or few segments or niches, ignored by larger competitor. Through specialization, limited resource can gain economy. Camilleri M.A (2018) stated this strategy is followed by companies having limited resources to target one or few sub markets .

Author depicts that there are additional factors in choosing among various segments like company resources, product variability, product life cycle stages of product and issue of market variability and competitors.

C. Positioning

The use of marketing to help people to develop a mental image of your product is known as positioning (relative to other products). Positioning refers to how a target market will perceive a product or service in comparison to the competitors. It provides an answer to the question, "Why should someone in the target market(s) buy my product or service over the competition?" What should be the perceived worth of my offering in comparison to the competition?" is a similar question (Kotler,P,2007).

The basic value proposition supplied by a business must be relevant to the target market, differentiated from the competitors, and be sustainable and effectively conveyed to that market to be effective. This component is more aligned with differentiation as a generic strategic choice, which helps to explain why are there so many brands, products, and services (Kotler and Armstrong 2014).

2.2.3 Marketing Mix Elements

The marketing mix is a collection of numerous aspects that, when combined, form a firm's marketing system. As Eric Shaw (2011) stated that the marketing mix (known as program) is set of variables that

managers use to influence customer. The four Ps are frequently used to characterize these elements: Product, Price, Promotion, and Place. To construct a marketing program to reach its marketing aim, the marketer must understand these creating marketing methods for boosting the usage of solar four Ps (Sabu 20014).

The following descriptions are about 4ps as indicated under (Kotler Armstrong Brown and Adam 2006)

2.2.3.1 Production Strategy

Product means range of goods/services that a company provides for a customers and business users. The product mix is express combination of product line and the individual offering that make up the product line. Product mixes undergoing changes that mainly driven by interest of marketers to remain competent in market place

Product strategy identifies market requirements that can be meet by a variety of product offers. It is the company's product strategies, which are closely linked to market strategies that have come to dominate overall strategy and the company's spirit. Product strategies address issues such as product quantity and variety, product innovation, product scope, and product design (Aaker, D.A. and Keller, K.L.1990).

The following are characteristics that should be incorporated by product as stated Small Business Development Corporation (SBDC) (2011)

Quality: Leading tool in positioning our product encompassing two key elements: I) quality level: how product is made or perceived and II)quality persistency how it performs through its life.

Feature : the physical or intrinsic characteristic of our product attributes to benefit it offers.

Design : it is combination of what product looks and how it performs.

Branding: brand refers that; name sign, symbols or combination of these elements that identifies maker/offer of the product/services. Branding is important as it contributes to personality and perceived value of product. Power of brand alone with no regard of price and performance can lead people buy the products.

Packaging - The wrapper or container for your product is included in the packaging. It transmits the brand personality, vital safety and protects the goods to ensure that it reaches the customer in excellent condition.

Labeling - Labeling encompasses all of our product's written information and usually takes

2.2.3.2 Pricing strategy

Price represent controllable variable from all other factors since it is a controllable variable that generates income for all other variables. Different authors try to explain price systematically through time. Modern (1993) defined pricing as the worth or amount of money that a supplier of a good or service and a customer agree to exchange in a transaction.

Even in the best of circumstances, pricing successfully is a difficult task. Before a price can be set, a significant number of internal and external variables must be thoroughly investigated. For example, while designing a price plan, the reactions of a rival are frequently cited as a key factor to consider(Tellis G, 1986).

According to Shaw (2011) claims that there are generic ways to pricing that are sometimes known as the 3 C's: customer (or demand), competitor, and cost (cost-oriented pricing):

I) **Consumer-oriented pricing**, sometimes referred to as "what the traffic will bear," is when the customer is charged the greatest price that each segment will tolerate. An illustration of demand-oriented pricing is price skimming. Skimming involves an initial high cost. The price is reduced to the next segment, and the process is repeated once those who are willing to pay the most do so and sales start to level off.

II) **Competitor-Oriented Pricing:** is frequently competitively orientated in industries classified as oligopolies. No one purchases from a company if they charge more than rivals.

III) **Cost-Oriented:** Pricing relates price to cost. The use of a common markup, such as "keystone" pricing, which uses a 100% markup above cost, is prevalent in wholesale and retail businesses. (Shaw, 2011).

The three main factors that go into setting prices are: Costs set a price floor to the price. An orienting point is provided by the prices of substitutes and competitors. The price ceiling is determined by how unique characteristics are perceived by customers. Businesses choose a pricing strategy that takes one or more of these three factors into account. There are various ways of setting prices, including markup pricing, target return pricing, perceived-value pricing, value pricing, going-rate pricing, an auction-style pricing, according to Kotler and Keller (2012).

2.2.3.3 Promotion Strategy

The design, implementation, and control of persuasive communication with clients are all part of promotion techniques. More than just creating a good product, pricing it attractively and making it

available are required in modern marketing. In addition, companies must communicate with current and potential stakeholders, as well as the general public. The challenge for most businesses is not whether or not to communicate, but rather what to say, to whom, and how often (Peter et al,2006).

Promotional mix

In addition to recruiting new customers, it can also be utilized to retain existing customers and satisfy them with their purchase decision (Palmer, 2000:PP 414). As a result, this means that promotions are intertwined. This indicates that the promotion's success is contingent on the success of each type of promotion. Advertising will not be successful unless it is backed up by effective human selling and sales promotion.

Marketers must work hard to interact with customers and resellers openly and honestly. Consumers build expectations based on information from advertisers, friends, and other sources. Consumer expectations will not be met if the marketing exaggerates product performance using promotional tactics, resulting in disappointment (ZelalemAnley 2011).

A. Advertising: When a company determines which channels of communication to use in its marketing strategy, it is called promotion. Also included in promotions are the five types of promotional mix advertising, personal selling, sales promotion, publicity, and public relations, which are available to marketing managers who are attempting to influence the behavior and attitudes of current and potential customers toward The technique of communicating with your target market is known as advertising. a marketing campaign created by a company to persuade potential customers to buy a product or service. A marketing plan is usually targeted to a target audience that is thought to be the most likely to buy the product out of 15 people. Geographic location, audience demographics, pricing points, special offers, and which advertising media, such as billboards, the internet, or television, will be utilized to display the product are all factors in advertising strategy. marketer's company product and brands.

B. Sales promotion Strategy

Sales promotion, a crucial component of many marketing efforts, comprises a broad set of incentive measures, most of which are short-term in nature, to encourage consumers or the trade to try, or acquire specific items or services. Advertising provides a cause to buy, whereas a sales promotion provides an incentive to buy (Ranchhod, A., and Gurau, C, 2007).

Sales promotion includes tools:

- Promotion to the public (samples, coupons, cash refund offers, prices off, premiums, prizes, patronage rewards, free trials, warranties, cross-promotions)

- Promotion of trade (prices off, advertising and display allowances, and free goods)

- Promotion of the Sales force (trade shows and conventions, contests for salespeople, and specialty advertising). Three main advantages come with sales promotions:
 - (1) **Communication:** They attract attention and, in most cases, provide information that may lead to the purchase of the product.
 - (2) **Incentive:** They include a concession or inducement that adds value to the consumer's purchase.
 - (3) **Invitation:** They feature a clear invitation to participate in the transaction right away. Short-term benefits such as dramatizing product offers and increasing sales can be achieved through sales promotion.

C. Public Relation Strategy

Public relations are a management function that evaluates public views, identifies an individual's or an organization's policies and procedures that are in the public interest, and organizes and executes a plan of action to gain public understanding and patience. In other words, via the proper management of relationships and communications, public relations may influence behavior to achieve objectives. As a result, it's feasible that the best way to address a public relations problem is to use the disciplined approach that marketing offers.

D. Direct Marketing

Direct mail is a popular medium because it provides for segmentation of target markets, Personalization, flexibility, and early testing and response evaluation. Even though the cost per thousand is more than that of mass media, the number of people reached has far better potential. However, direct mail's success has also become its liability, as so many marketers are sending out direct-mail pieces that mailboxes are getting overburdened, causing some consumers to ignore the barrage of solicitations they receive. Direct marketers must determine their objectives, target markets, and prospects, as well as offer elements, testing methods, and campaign success measurements when putting together an efficient direct-mail campaign (Kotler& Keller, 2012).

E. Personal Selling Strategy

Personal selling is a powerful tool for managing one-on-one customer connections. The salesperson represents the organization. They are usually well-versed in personal selling approaches and techniques. Personal selling is very compelling and is frequently utilized in markets where personal preference plays a significant role in the purchase decision.

According to Kundan Dutta 2014

- 1) Personal selling is significant as a flexible message because it allows them to watch the customer's reaction to a particular sales technique and make necessary adjustments on the spot. The most effective kind of communication is face-to-face interactions with clients.
- 2) Personal selling reduces product waste by allowing a salesperson to target a specific market and focus on specific consumers. As a result, personal selling requires the least amount of work.
- 3) Personal selling can also be used as a supplement to advertising: in most cases, it is necessary to describe the product's qualities, usage, and price. Customers are attracted by advertising, but their doubts and queries regarding the goods are addressed by salespeople. Personal selling helps to fund advertising in this way. Consumers are educated by salespeople about new products and new uses for old ones.
- 4) Personal selling aids in the education of customers about products: Salesmanship is more than just a technique for persuading people to buy a thing. It aids clients in fulfilling their desires. Customers are given knowledge, education, and assistance by salespeople. They can deal with their complaints and help them get the most bang for their buck.
- 5) Personal selling also offers job chances for people: - It contributes to the country's overall sales and production, consequently creating job opportunities. They aid in the maintenance of demand and supply equilibrium.

2.2.3.4 Distribution system

It's one of the four components of the marketing mix. It is a collection of interconnected organizations that are involved in the process of making a product or service available for consumption.²⁷ The marketer must select distributors who will effectively reach its clients as well as other middlemen who will bring value to the distribution process (Anderson and Vince, 2004:7.). To back up the above ideas, the distribution channel's goal is to make things as widely as possible available to the greatest number of people at the lowest feasible cost of distribution and sale. The area of distribution is divided into two

branches: channel distribution and physical distribution, both of which will be covered in the following sections.

A. Channel of Distribution

A network of intermediates, or managers, manages the flow of goods and services from the producer to the final client in a distribution channel. The distribution system is made up of channel intermediaries who serve as a conduit between producers and end-users. The concept is that a marketing strategy

Should employ channels that maximize efficiency and effectiveness, reduce costs, and provide the best possible customer service (Kotler and Armstrong, 2010: pp.: 87.).

Selection of Channel of Distribution

For any channel intermediary, some basic criteria must be set. According to to³², four aspects dominate the criterion for incorporating a channel member into the distribution chain of a company:

- **Merchant** wholesalers and retailers are merchant intermediaries who take title to the products and resell them.
- **Agent middlemen:** include agents, brokers, and sales branches and offices of manufacturers who do not assume title to the items in question. They prefer to bargain for purchases, sales, or both. Producers, one or more wholesalers or agents, retailers, and consumers make up the longest and most indirect channel. When the producer's goal is to attain maximum market penetration through intense distribution, this channel is the best choice. Because no intermediaries are involved, the shortest channel, from producer to customer, provides the most direct and quickest distribution method. It is the most straightforward to administer and regulate.
- **Market Coverage** -channel intermediaries should be chosen based on their capacity to help the Organization contacts the largest number of potential customers with the fewest transactions.
- **The Desired level of control**—when channel intermediaries are used, there is a risk of losing control. As a result, the marketer must decide how much influence he or she wants over the firm's Product marketing.
- **Costs and other economic criteria-** the cost of obtaining targeted market coverage should be compatible with distribution strategy objectives and not exceed the benefits to the company and its consumers.

- **Flexibility/Adaptability:** The maker must be able to adjust to market or company demands. As a result, a channel of distribution entails an arrangement of exchange relationships that generate value for buyers and sellers through the purchase of goods and services.

B. Physical Distribution

Physical distribution is the process of planning, implementing, and controlling the physical flow of resources and finished items from point of origin to point of use to meet consumer needs while being profitable (Engle 2009:190).

Studying what customers desire and what competitors have to offer is the starting point for creating the physical distribution system. Several physical distribution decisions that affect customer satisfaction should be made by marketing executives of a firm. Palmer describes them as follows:

Order Processing

A customer order is the starting point for physical distribution. Multi-copy invoices are prepared by the order department and distributed to multiple departments. Back-ordered items are those that are out of stock. Shipping and billing documentation is included with sent items, with copies going to various departments.

Warehousing

It refers to the physical facilities that are generally utilized for storing items in advance of sales and for transferring goods within a distribution channel. Every business must store its products while they are being sold. Because production and consumption cycles rarely coincide, a storage function is required. A desirable number of stocking locations must be determined by the company.

Inventory

Another physical-distribution decision that affects customer happiness is inventory level. Marketers want their companies to have adequate inventory on hand to fulfill all consumer orders right away. The goal of inventory management is to maintain a constant flow of goods and to match the number of commodities in inventory to sales demand as precisely as feasible.

Transportation

Marketers should be concerned about their company's mobility choices. The transportation carrier chosen has an impact on product pricing, on-time delivery performance, and the condition of the items when they arrive, all of which have an impact on customer satisfaction.

2.2.4 Three Generic Strategies

Cost Leadership

Porter (1990) pointed out that choosing a lower cost strategy means that the firm is able to produce the product cheaper than its competitors and there can only be one cost leader. The sources of cost advantage depend on the structure of the industry. It is necessary that the firm has a broad target and serves more than one segment. A lot of companies may even operate up or down streams in the industry. The firm often sells standard at acceptable quality and service. According to Shapiro and Varian (1999) a firm that is able to sell more than other Firms will have the lowest average cost. This allows the firm to make money when others cannot. But to sell more the firm will need to lower the price; this also means that the firm has a smaller profit on each unit sold. If this works out the firm has to make up for the lost Revenues in volume. In traditional industries reducing the average cost of production is focusing on cutting down the unit cost of production.

Differentiation

By choosing a differentiation strategy Porter (1990) means that the firm is able to provide unique and/or superior value to the product more efficiently through quality, special features or after sale service. There can be many differentiators in an industry. Differentiation allows the firm to add a premium value to the product, which leads to a higher profit than that of the competitors. The differentiated firm makes higher revenue per unit than the competitors, because of the buyer's special demand. Shapiro and Varian (1999) pointed out that if the firm's strategy is differentiation, the firm must add value to the product, thereby distinguishing the product from the competing products.

Focus

As Porter pointed out that firms in the same industry can choose different competitive scopes in the same segment. The basic choice is between a broad target and an arrow target within the same segment. The narrow target is a well-defined market and the broad target is a larger market defined in a wider perspective. According to Shapiro and Varian (1999) focus is achieved by personalizing the product. If a company succeeds in creating a unique product it will have breathing room to both personalize the pricing and to design the product. There are two ways of adding more value to a unique product and thereby being able to focus on a narrow target. The first one is to personalize or customize in order to generate more value for the customers; offer value adding services to achieve a

closer relationship between the customer and the personalized product. The second one is to establish pricing arrangements that capture as many of the values as possible.

2.2.5 Competitive Strategies

It is discussed by Porter (1990) that every company has a competitive strategy; either it is official or unofficial to the market. There is a frame with four key factors that the companies can formulate into a competitive strategy. The first one is based on the company's strengths and weaknesses and describes its assets and skills in comparison to its competitors. Financial resources and technical skills are included in this key factor. Another key factor is the value of the company's employees.

This factor gives the company the motivation and need to actually take the strategy in to action. Together with the strengths and weaknesses it decides the inner boundaries for which strategy the company successfully can adapt. The external conditions are decided by the branch and the surroundings. The possibility of development and threats for the company settle the competition with the risks and possibilities. The last key factor includes the expectations from the society, the policy of the government, social commitments and development of the norm. According to Davidson (2001), a company's competitive strategy is choosing a favorable industry. There are two main questions and they both have to work, otherwise there is no meaning for the company to go in to the industry. The first one is the profitability in long term and which factors that determine that. The second one is which components that are affecting the company's position in the market.

2.3.1 Marketing strategy

The influence of products on marketing program. According to the findings of the studies, businesses should pay close attention to their product strategy to keep their customers delighted. Because the organization's most valuable asset is the purchasers themselves. The strategy, on the other hand, should be centered on keeping customers satisfied with the things they purchased and how they were marketed. A good product strategy can help you create a positive brand image that will keep your customers Pleased. The influence of price on marketing program (zelalem Anley, 2011.) The main premise of pricing, according to the study, is that the link between the price of a product and the value it provides to customers must be fair and adequate. As a result, customer perception is influenced by-product prices. To develop a consistent and effective marketing campaign, the company's pricing decision must be integrated with product design, distribution, and promotion strategies. These viewpoints demonstrate

that the company's pricing strategy aims to sell products at a price that is affordable to customers while maintaining a solid profit margin. The Influence of promotion on marketing program (Chen Yi-xiu et al., 2005.)

It was discovered that different types of promotional products affect the propensity to buy in different ways, with favorable effects on cognitive value. Different promotional methods are required for different products or clients, and these strategies have a substantial impact on customer satisfaction. Differentiation is required throughout the marketing effort, as well as in the promotion approach. If this differential allows investors to be satisfied, which is more conducive to increasing product value, then it has propelled the role of the product value (Chen Jingdong, HanWei 2010). It was discovered that different types of promotional products affect the propensity to buy in different ways, with favorable effects on cognitive value. Different promotional methods are required for different products or clients, and these strategies have a substantial impact on customer satisfaction.

Differentiation is required throughout the marketing effort, as well as in the promotion approach. If this differential allows investors to be satisfied, which is more conducive to increasing product value and then it has propelled the role of the product value. It was discovered that using a marketing strategy (4P) to improve the value of a product had a considerable beneficial impact. The existing marketing strategy is for investors to create greater product value, but the commerce society's marketing strategy is to satisfy customers' differentiated interest needs. The findings reveal that the marketing strategy for increasing product value has a considerable beneficial influence. The findings also demonstrated the mechanism through which marketing strategy affects product value. Differentiation and satisfaction as driving factors to increase product value demonstrate the intermediary role of driver factors and reinforce their significance as a link.

The influence of distribution on the market programs. According to (Bearden, Richard, and Mary, 1993) inconvenience the consumer leads to customer dissatisfaction, which hurts the firm. As a result, one of the primary strategies to reduce the risk of consumption, the place to deliver customer value for customers, is to keep customers in their comfort zone and provide goods at a more relevant location that suits them and creates happiness among them. Customers are accustomed to receiving services at more convenient places to save money and boost customer value. Although there have been major changes in the substance, the distinction still runs through them in the business society.

2.4 Empirical review

2.3.1 Empirical Literature review

Tilahun (2017) made a research on assessment on marketing strategy on the case of Raya brewery S. C. A firm's approach used to achieve its marketing objectives, which are connected to the accomplishment of the firm's business objectives, is generally referred to as its marketing strategy. In other words, marketing strategy refers to the marketing objectives and strategies that deal with issues like the cost of a good or service, how it is distributed, how it is advertised, and how a new product is developed. The Raya Brewery Share Company's marketing strategy approaches were evaluated in this study. The research design for the study was descriptive. Data are gathered using both primary and secondary data collection tools. The corporate marketing and sales department of the Raya Brewery Share Company is the study's target group for data collection. 49 employees of the corporate sales and marketing department participated in the study; 48 of them received questionnaires, and one of them underwent an interview. Managers moderately employ Raya Brewery's marketing plan. The business advertises its goods utilizing various promotional strategies and offers high-quality products at competitive pricing (i.e. media advertisement, sales promotion, and public relations). The company was finally advised to match its marketing tactics with its vision and mission; the company's vision and missions needed to be clearly communicated to its staff, the marketing and planning team, and other stakeholders. To ensure a successful implementation of its strategy, the corporation must improve communication between its corporate sales and marketing departments and other departments.

Abesolom (2013) conducted study on the assessment of marketing strategy techniques in Ethiopian telecommunications from the company's perspective. The study's primary goal was to evaluate Ethiopian Telecom's marketing strategy techniques. The study was created primarily to address how the marketing mix, market segmentation, and target marketing are utilized to improve, retain, and attract customers as well as to determine how these tools are in line with the company's marketing strategy. The target market, segmentation, positioning, and marketing mixes are the dependent variable of the author's marketing objectives, whereas the target market is the independent variable. The researcher discovered that Ethiopian Telecom uses all four aspects of the marketing mix mix to reach its goal. these promotional

2.5 Research gap

So many researches have been done by different individuals, with marketing assessment for the case of

different organization, looking more of them this research tries to identify the problems that have not been showing and answered by other researches.

The study overlooked how organizations can be effective if they have an effective marketing strategy. The research focuses on the result of having an effective marketing strategy. Doing this all but this research may face limits due to insufficiency of information, the bias of information, time limitation, budget limitation, and other problems are hindering this project (research).

2.6 Conceptual Framework

The conceptual framework indicates the crucial process, which is useful in showing the study's direction. To achieve their marketing objectives, companies need to have a strategy that includes different elements. There are four major elements that are used in the detail of marketing strategy. These are Target market, segmentation, positioning, and the marketing mixes.

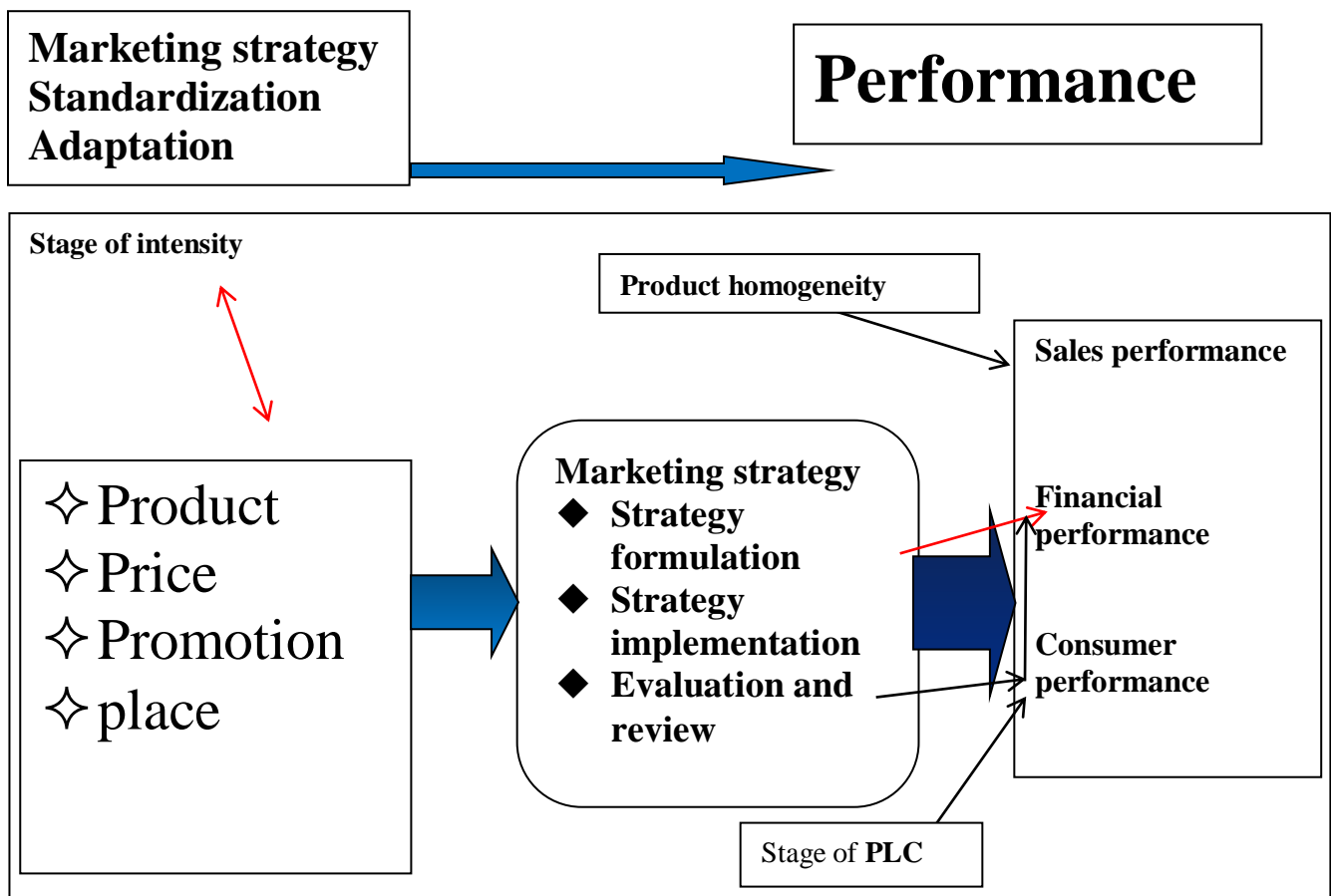


Figure 1 conceptual frame work of marketing strategy
Source : Own design

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

The research design and methodology are the key topics of this chapter. This comprises the research design, selecting the target group for the research, and sampling technique, as well as the source and tools for data collecting, data collection procedure, data analysis methodologies, and ethical issues.

3.2 Research Paradigm

The study is a descriptive study that was studied to describe Addis Gas and Plastic Factory's Marketing Strategy methods. Descriptive research comprises several types of surveys and fact-finding inquiries. The primary goal of descriptive research is to provide a description of the current state of affairs. In this situation, the Marketing Strategy Practice of Addis Gas and the plastic factory is described. The main feature of this method is that the researcher has no control over the variables; he can only report what has happened or is ongoing.

3.3 Research Approach

Based on its nature of the study followed quantitative and qualitative approaches. Quantitative research is a method of testing objective theories by examining the relationship between variables (Creswell, 2009). The qualitative research methodology is a method for investigating and understanding the meaning that individuals or groups attribute to a social or human problem in order to generate an inductive theory or pattern. The qualitative method was primarily used. However qualitative method is supplemented by quantitative method of inquiry to have better insight and better understanding about research problem.

3.4 Research Design

The overall aim of this study was to assess marketing strategy practices in Addis gas and plastic factory, and the research method used was descriptive studies. Paradigms as it uses the methods of data while attaining knowledge on basis of all paradigm bases (ontology, epistemology, methodology& methods) for understanding reality and studying it. And to explore detailed evidence about problems as well as it helps in providing an accurate characterization of an individual, situation, or group. According to (Yin R.K, 1994), descriptive studies are characterized by the features utilized to define a situation or population, which are typically some type of category scheme. Descriptive studies were used by the researcher.

3.5 Sampling Design

The company has a total of 550 consumers in Addis Ababa. To choose a sample respondents from the overall population. Then, using a systematic random sample technique, 50 respondents were chosen at random. Questionnaire provided for 50 selected among.

3.5.1 Target Population

The study's target populations were the company's selected customers and marketing manager. Considering the time and resources available, the target population was limited to Addis Ababa. In Addis Ababa, the company reported a total of 550 consumers. Additionally the data collected through interview from marketing manager of company.

3.5.2 Sampling Technique

The samples taken potential customers for questionnaire and company's marketing managers for interview. Systematic random sampling specifically purposive sampling was used to identify costumers who are willing to complete the questionnaire in order to complete representative samples. In systematic random sampling, each member of the population has an equal chance of being selected as a sample member. Gravetter and Forzano (2011)

3.5.3 Sample Size

The sample size for this research is limited to 50 costumers of company and the the company's marketing managers for interview. In addition to the participation of the marketing manager for an interview, then, using a systematic random sample technique, 50 respondents were chosen at random.

3.5.4 Sampling Procedure

Samples for the study were selected by using purposive sampling basically to . the researched considered costumers relation to company, their understanding to product, price, place and promotion. The marketing manager of the company, as he have well understand about concept of marketing strategy, marketing mix and overall organizational activities in regard to marketing.

3.6 Sources of Data

Both primary and secondary data-collecting devices are applied to extract data from relevant domains.

3.6.1 Primary source

Primary data is going to be gathered through a personal interview with the company's marketing

manager about this Gas and Plastics Factory PLC's marketing strategy, as well as closed-ended and open-ended questionnaires issued to the employees (who are working under marketing and sales department staff).

3.6.2 Secondary source

The researcher used secondary data from Addis Gas and Plastics Factory strategic marketing documents as well as books, journal articles, and websites.

3.7 Data Collection methodology

By preparing a letter of support from the university, the researcher validated the company's willingness. The interview questions and questionnaires will then be distributed to the aforementioned samples ahead of time. After that, the department manager is reaching an agreement to be interviewed, and employees will agree to fill out questionnaires and return them according to the researcher's schedule. However, some of the issues that may face as mentioned in the research's limitations part.

3.8 Data collection instrument

Questionnaires and interviews were made to gather primary data. The questionnaire includes two parts. The first is the general information part, which provides the respondents' overall information, such as their gender, age, marital status, educational background, work experience, and position in the business. The second part is the vital information section, which included the research questions about the company's marketing strategy procedures.

An interview with the company's marketing manager has been done. The prepared questionnaire and interview questions has been derived from a variety of sources, including online websites that are going to be devoted to the same subject in various service organizations.

3.9 Data analysis methods

Both qualitative and quantitative methodologies were used to examine and interpret the acquired data. The information gathered through open-ended interview questionnaires was qualitative. Analyzed Quantitative evaluation was carried out on closed-ended questions. In this study, the descriptive statistical tool was used to measure the variables in the analysis part. The researcher used SPSS version 20 software tools to analyze the data. The descriptive statistics based on the frequency and mean can provide information on both demographic variables and the research question variable.

Accordingly, the analysis results were interpreted.

3.9 Validity and reliability

The findings of the research must be valid and reliable. Evaluations of research results include assessments of reliability and internal and external validity. (Malhotra & Birks, 2000)

3.9.1 Validity

Validity means the degree to which a test purports to measure (Creswell, 2003: pp.19--92). Questionnaires were tested on potential respondents to ensure that the data collection tools were objective, relevant, problem-specific, and dependable, as recommended by Dawson (2002: 95). Respondents' issues were addressed, and questionnaires were defined. Besides, proper detection by an advisor was applied to determine the instruments' validity. Finally, the updated questionnaire was printed, duplicated, and distributed.

3.10 Research Ethics

All participants and data obtained in this study are kept private, and they were aware that their response would be kept anonymous and confidential. Furthermore, in the reporting of this study, the privacy of all respondents was respected. Individuals who took part in this study were not identified. Before starting data collection, all relevant information regarding the study, such as who is conducting the study, for what goal, and so on, was provided to the sample respondents, which assisted them in deciding whether or not to participate in the survey. There is no harm to research participants, and the research's independence is obvious, as are any conflicts of interest or partiality.

CHAPTER FOUR

Data Presentation and Analysis

In this section, the data collected for this study is presented. The data presented in this chapter was collected from both primary and secondary sources. The first profile of the respondents presented followed by the interpretation of data collected through the questionnaire and interview.

4.1 Profile of Respondents

In the investigation, 50 questionnaires were distributed to customers, all 50 were returned by filling all the questions.

Table 4.1 General Information of Respondents

Items		Number	percentage
A. Gender	Female	20	40
	Male	30	60
	Total	50	100%
B. Age(years)	below 20	4	8
	21-35	21	42
	36-50	16	32
	51-65	7	14
	above 65	2	4
	Total	50	100%
C. Educational level	Grade 1 -12	5	10
	Certificate	11	22
	Diploma	13	26
	BA/BCS	17	34
	MA/MS/MBA	4	8
	Total	50	100%

From above information 1, 40% of costumers were female whereas 60% of the remained left were male. The age of majority costumers were between the ages of 21 and 35. (42 %). Costumers aged 36 to 50 years old counted for about 32% of the total, whereas those aged 51 to 65 years old were 14%. This shows that the company has a larger portion of middle-aged customers, which appears to be a possible advantage. Understanding and holding this highly significant group is critical for reaching future

marketing strategy objectives, especially as younger individuals are more complex in their market characteristics.

When we looked at the level of education, we found that 26% of the respondents had a diploma, 34% had a first degree, and 8% had a second degree. We can deduct from this that most of the consumers were educated. It thus indicates that the respondents have a very good educational background in order to fully understand the questionnaire and answer their perceptions. Furthermore, all responders were expected to get the questionnaire and fill it out correctly.

The selection of target markets, or the markets to which products are produced, is the most important aspect of marketing strategy. Target marketing is a technique used by companies to tailor their products to specific markets.

4.2. Market Mix's Analysis

The outcomes of the data obtained on the 4ps of the marketing mix (product, price, promotion, and place/distribution) will be presented in the following manner in this chapter.

I) Production

Customers were questioned in the following manner regarding the company's product quality.

Table 4.2 Consumers response regarding product.

Descriptive statistics	N	Min	Max	Mean	SD
The company`s product have good quality	48	2	5	4.37	.757
The company`s product allow customization	50	1	5	3.88	.955
The company`s product feature is good	50	1	5	3.92	1 050
I am satisfied with product of the company	49	2	5	3.95	.709
Grand mean				4.03	

Source questionnaire analysis

The mean values result show that on item number 1, quality of the products, relative quality to other local has the highest mean value of 4.37 on a scale of 2 to 5 that is from strongly agree to disagree. This is interpreted as the product's quality having a good perception among customers.

From item number 4, the minimum and maximum scale of respondents responded 1 to 5, the mean values result from 4.05, indicating that the tables second-highest value. This outcome demonstrates that customers accepted the company's products.

The mean value for item number 5 is 3.83, indicating that customers are satisfied with the product's quality. As shown in reference item number 2, the lowest mean value, 3.8, belongs to allowing customization on the company's product.

Finally, the researcher was able to find out the customer's attitude to the product's quality, customization, features, acceptance, and satisfaction. The outcome suggests that the customer accepts the company's products well. It was favored by the respondents. According to the analysis, Addis Gas and Plastic factory provide a high-quality product.

II) . Pricing

The basic pricing principle is that the relationship between a product's price and the value it provides to customers has to be fair and reasonable. Furthermore, a company's pricing decision must be coordinated with product design, distribution, and promotion decisions in order to establish a consistent and effective marketing program. Customers' responses to the company's product prices are summarized here.

Table 4.3 Customers response regarding price

Descriptive Statistics	N	Max	Min	Mean	SD
The price of products are affordable relative to other company`s	50	2	5	4.17	.868
The price of company`s products are reasonable in terms of quality	50	1	5	4.04	.943
The price of products are accepted by costumers	50	1	5	4.89	7.196
The price of company`s products motivate costumer to buy	50	1	5	4.84	1.051
I am satisfied a price of the products	50	2	5	4.25	.763
Grand mean				4.23	

Source questionnaire analysis

According to item number 3, the mean value result shows that the company product has the highest mean value of 4.89, which is close to 5. Customers are motivated to purchase the company's product, according to this interpretation. Customers are satisfied with the price of the company's products. As a result, this is a good method for increasing the customer's purchasing power.

Customers were asked if they were satisfied with the company's price from item number 5. The average

result is 4.23, and they agree with the company's price. It implies that customers are satisfied with the price of the company's products.

As shown in item number 1, the mean result of 4.17 indicates that the client agrees with the affordability of the company's products in comparison to others. The mean value from item number 4 is 3.84. This is interpreted to mean that the Addis Gas and plastic company price approach is acceptable to customers.

The lowest mean value in the above table, 4.04, belongs to the price of corporate products reasonable in terms of quality, even if the mean value is lower than other items however the customer agrees with the statement.

III) Promotion

The promotion has already become the living birth of the modern business. It is a mechanism for gaining and keeping a competitive advantage in the market by communicating the benefits of a factory's products to a large number of people, facilitating sales, and achieving long-run profitability performance. The promotional message should be properly prepared so that potential and target clients may readily understand it. Customers were given feedback on the company's promotional activities as follows.

Table 4.4 consumers respond regarding to promotion

Descriptive Statistics					
	N	Min	Max	Mean	SD
The company`s promotion are credible for costumer	50	1	5	2.41	1.124
Promotion made by company initiated to purchasing	50	1	5	2.48	1.008
The promotion addressed the ultimate user	50	1	4	2.23	.922
The company is promoting in the effective way and products are promoted adequately	50	1	4	2.05	.901
I am satisfied with the promotional activities	50	1	4	2.18	.776
Grand mean				2.25	

According to the above analysis, the company's promotional mix strategy is ineffective in establishing customer awareness and loyalty. As a result, it may have an unfavorable impact on the company. This means that Addis Gas and Plastic Company have little promotional activity.

IV) Distribution /places

The most important marketing decision a company can make is distribution. The design of a company's

distribution system is an important aspect in delivering customer value and differentiating one product from another. Customers of Addis Gas and Plastic were surveyed about their distribution practices using questionnaires, and their responses are displayed in table below.

The finding also implies that the company is unable to satisfy the needs of customers, which must be investigated in order to understand how they affect the performance of its marketing and sales program.

Table 4.5 Consumers response regarding Place/distribution

Descriptive Statistics					
	N	Max	Min	Mean	SD
The company`s products are available any were	50	1	4	2.01	.850
the company`s product deliveries are fast reliable and convenient	50	1	5	2.01	1.10
Company is distributing its product using appropriate channel	50	1	4	2.15	.869
I am satisfied with the distribution system of company	50	1	4	2.07	.761
Grand mean				2.06	

Source questionnaire analysis

Based on the item numbers in the above table customers were questioned whether they were pleased with the distribution system in terms of deliveries, availability, and accessibility by using an appropriate channel on the marketplace. All mean values are less than 3.00, indicating that customers are unsatisfied with the distribution system.

According to the results of the analysis, Addis Gas and plastic factory did not have a well-structured distribution system. It is impossible to succeed in the market business. This will result in the marketing practices not being carried out efficiently.

4.3. Interview Analysis

Interview were forwarded to Addis Gas and Plastic factory marketing managers to gather more about the company's marketing strategy practices. As a result, the interviewee's responses to the questions are organized and presented in one analysis to illustrate as follows.

Response of the Interviewee to the Company's General Information

They responded that Addis Gas and Plastic Factory is a non-governmental organization that manufactures

automotive gaseous and agricultural plastic products for its customers.

Company`s product and service strategies

The respondent responded in terms of product and service strategy. Addis Gas and Plastic Factory is an important part of the manufacturer's customer business activity. Regardless that the functionality of the product and service is improving, the manager interviewed believes that the product's quality was accepted by customers and satisfied their needs.

The company also effectively implements marketing strategies on product quality to maintain a greater level.

In regards of the company's future plans to expand its product and service offerings, the interviewees responded as follows:

- ✧ **In case of production capacity:** To meet demand, the company plans to expand output. To make the company's product more assessable for customers in order to be more competent on the market share.
- ✧ **In case of product quality:** The Company intends to improve the product and make it more comfortable for customers. This comprises being more customer-focused in production and implementing customization into the assembly process.
- ✧ **In case of product assembly:** According to the manager interviewed, the company intends to introduce a new model, new brand, and new modern machines for customers to enable customize.

The above expansion and improvement will help to better satisfy the needs of our customers. According to the findings of the aforementioned analysis, both the questionnaire and the interview indicate that the company's product quality can satisfy customers.

Pricing Strategy of Company

According to an interview with the marketing manager, the company's pricing strategy is to provide products at a price that is reasonable to clients while maintaining a solid profit margin. In developing pricing plans, the organization examines elements such as cost, customer perception of price, and competitors. (By charging clients a cheap price, the corporation makes a profit in the long run.)

Concerning the price of the company's product and service, both the questionnaire and interview results show that the price is reasonable and easily understood by customers.

Distribution strategy of the company

What the distribution objectives and methods are the company pursued and what is the process to sell?

According to the interviews, the company's distribution objectives and strategies are to make the company's product accessible and available to all customers or to provide the company's approach to satisfying demand through direct channels. However, the management considers that making the product available to customers wherever via a single direct channel is insufficient for distribution. The company has been selling its product through the direct channel (through its own office) (shop). As a result, the manager stated that they plan to engage with indirect channels (through dealers or partnerships) to make the company's product available. According to the findings of the aforementioned study of both questionnaire and interview, the company's products are not available and accessible to the customer because.

Promotion Strategy of Company

What promotional tool your company uses? As main question.

Promotion consists of many ways of communicating to customers what the company has to offer. It is about expressing the benefits of utilizing a specific product or service rather than simply discussing its qualities. It is basically concerned with advertising, public relations, and sales promotion.

According to the manager interviewed, the company's promotional approach has been lacking in recent years. However, the corporation promotes itself by participating in bazaars and producing brochures. This could be an example of a donation to an orphanage. As a result, there is an insufficient promotional plan to raise client awareness and grow the sales force.

According to questionnaire and interview research, the company has been using promotional mix strategies, however, it has not been successful in promotional activities.

4.4 Discussion of Data

The implications of the findings were evaluated and interpreted by the researcher based on the findings. Thus, the following discussions examine, evaluate, and qualify the results drawn from the findings.

The initial element of the marketing mix for the company can be products. A product mix is the collection of all products and things for sale by a specific marketer. According to the interview with the marketing manager, the product quality was satisfactory and comfortable for the customers. As a result, customers' perceptions of the company's goods were very good in comparison to another local manufacturers. In this

situation, we can observe that customers are pleased with the company's product quality.

The discussion about the pricing of the company's product implied that the company followed a pricing strategy that reflects: cost, competition, consumer perception, and whether or not their pricing technique was cheap for the customer. The respondents believe that the company's product is reasonably priced.

Concerning the promotional mix stone of the company's basic mix, According to the interview, the company's promotional activities are in disarray. Because there is no brand competition, the promotional mix is unimportant. Respondents were dissatisfied with the company's promotional efforts.

In terms of location, according to the interviewee, the goal of the company's distribution strategy was to ensure accessible availability to all customers.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSIONS, AND RECOMMENDATIONS.

5.1. INTRODUCTION

In this final chapter, based on the results found and discussion made, the summary of the findings, conclusion, and finally recommendations are presented.

5.2. SUMMARY OF THE MAJOR FINDINGS

The main objective of the study was to assess the effect of marketing strategy practices of Addis Gas and Plastics Factory PLC. The study is to examine how marketing mix and target marketing are applied to enhance, maintain, and attract customers, as well as identify how these tools connect with the company's marketing strategy.

The study uses descriptive research and the quantitative data was gathered mainly through self-administered questionnaires, the data obtained from the questionnaires were analyzed in percentage. Finding from qualitative data gathered through depth interview that forwarded to marketing manager of the company.

From 50 questionnaires, all 50 questionnaires were gathered, and interview questions were forwarded to the company's marketing manager and used for paper analysis. Base on that:-

- ✓ The quality of the company's products and services was rated above average.
- ✓ The company's products were reasonably priced.
- ✓ The primary consideration in the setting of a price plan is cost.
- ✓ The company's advertising strategy is insufficient.
- ✓ Customers were unsatisfied with the distribution strategy.
- ✓ According to customer feedback, the company's promotional technique is not comfortable or efficient.

The following findings were reached based on the findings of the interview analysis:-

- Looking into the marketing strategy formulation approach, it can be concluded that the company follows a standardized approach and steps to ensure marketing strategy alignment with the company's mission, vision, and goals. The procedures and inputs considered in the strategy's formulation indicate that the company considers its unique resources, capabilities, and core competence in internal and external environment analysis.
- Mostly the target customers are Hospitals, hotels, restaurants and garages and they are accepted the company's product quality.
- Products availability is good and buyers can get the product easily in almost Every where. But the company's late expansion product is still insufficient.
- The company's pricing strategy is reasonable, understandable, and affordable. In setting a pricing strategy, the company considered cost, rivals, and customer value.
- The company's distribution strategy largely relies on a direct channel. As a result, the accessibility and availability of the company's products meet client demand rarely. The customer is dissatisfied with the distribution system.
- Addis gas and plastic factory promotional activities are now insufficient, with a lack of brand promotion and a lack of attention to promotional strategy. As a result, the customers are not satisfied with the promotional strategy.
- The company follows a targeting strategy of differentiation from the results found in the research. And also, the study results are examining there is good perception among consumers of the company`s service giving. But the awareness to the product is not sufficient that needs more effort in positioning.
- The marketing mix elements adopted by the company are the 4P's (Product, Price, Place and Promotion). And the company`s staff are capable of implementing the marketing strategy of the company, but it does not reach that the necessary level.

5.3. CONCLUSION

- ✧ The study attempts to examine marketing strategy practice in the Addis gas and plastic factory from the perspective of marketing strategy formulation, segmentation, targeting, and marketing mix elements of the product, price, promotion, Placement, process, people, and physical evidence, as well as the challenges associated with implementation. According on the findings, the researcher reached the following conclusion:
- ✧ To attain its goal, Addis Gas and Plastic Factory use all four 4Ps of the marketing mix. Product, pricing, promotion, and place are the marketing mix elements. These are inseparable from efficiently implementing the marketing plan since each affects the other. As a result, all of the combinations are essential for the company to accomplish its customer requirements. Customers have been positioned by the company by supplying locally manufactured gaseous and plastic products.
- ✧ According to the study, Addis Gas and Plastic Factory provides high quality products to their customers, and in terms of acceptance, reliability, and durability, customers will be satisfied and committed to the product. As it is skillfully taken from its basic material through its operation to the end of product outputs the product satisfies their customers' desires.
- ✧ In terms of pricing strategy, Addis Gas and Plastic Factory set an affordable price that customers can easily understand. The pricing of the product and service is determined by several factors, particularly cost, consumer perceived value, and competitors' prices. Customers are appreciated and are satisfied with the company's pricing strategy. This indicates that if the company considers the price to be a competitive issue, the company is likely to have a better competitive position.
- ✧ A promotion strategy is also an essential tool for implementing the company's marketing strategy. The company`s promotion is associated with public relations and printing advertising, but it suffers from competition from other brand promotions. According to the survey, the company's promotional activity is insufficient for customers to establish awareness, build high loyalty, and transfer messages to various groups of audiences. This signifies that, from a marketing standpoint, the promotion is considered as driving marketing activity on market share.
- ✧ Distribution strategies are concerned with the channels through which the company's goods and services are made available to customers. The company's distribution system is uncomfortable for customers. Product supply and accessibility are insufficient to meet demand. Because the corporation

only utilizes direct distribution channels. This reflects the company's viewpoint, that distribution is considered brand loyalty; Addis Gas and Plastic Factory products are unlikely to get a better place in customer brand loyalty.

- ✧ Regardless of the fact that the company's marketing strategies are effective, the company faced certain problems. These include accessibility and availability, as well as promotional activity.
- ✧ Generally, it is simple to generalize and appreciate the marketing strategy approach in terms of formulation, development, and documentation. However, there is a wide gap in the company's implementation of its marketing plan, which is highly challenged due to the all reasons stated above.

5.4. RECOMMENDATIONS

To alleviate the problems that were identified by the study, the following Suggestions were forwarded:

- The company should invest in marketing research on a systematic basis. This is attributed to the reason that effective marketing strategies are the outcomes of marketing research. As a result, a strong and feasible marketing mix is also the result of successful marketing research. Marketing research will result in innovation, improved customer services, and effective manufacturing and processing methods.
- To be successful, a company should also be able to effectively communicate product details to customers. As a result, Addis Gas and Plastic Factory's promotion practices are inefficient. As a result, the company should develop customer awareness through brand promotion through TV ads, sponsorship of different radio and TV programs, print ads, billboards, and exhibits in order to maximize product awareness, increase sales, and retain customers' overall company value.
- And also the company should promote its products by erecting artistic notice boards in towns, at major public squares, eye-catching locations, major outlets and inlets, public service stations, and on vehicles, and by sponsoring various exhibitions, music festivals, public gatherings, research forums, religious events, and so on. This promotional mix techniques that help to build a positive image for the brand and to get success in terms of raising market awareness, fostering customer loyalty, and expanding a sales force.
- The company must use indirect channels to reach its customers and identify distributors and other intermediaries who will provide value to the distribution process. The company should do more to expand its market share and expand its local market coverage. (For example, dealing with intermediaries or agents who deliver products from the corporation to consumers.)
- The company should aim to offer new things and encourage new product/service innovation. So that the Company should develop continuous and supportive training for their employees and special training for managers and other needy staffs. And also the company must acquire expertise by hiring workers with relevant experience in the other manufacturing industry.
- To address system constraints associated with the raw material acquisition process and a lack of foreign currency, the company should develop different revenue-sharing business models that allow for the usage of third-party systems and infrastructure.
- Generally the company should revisit its current performance in relation to the issues mentioned by evaluating its strategy on a regular basis, whereas an improved distribution system, well-structured,

and effective communication with customers (promotion) can provide the power required to gain new customers and increase profits.

- The researcher assessed Addis Gas and Plastic Factory's marketing strategy activities entirely from the company's perspective in the research study. As a result, any future researcher who wishes to investigate a similar case also included additional similar manufacturing companies and their stockholders like, partners, vendors, middlemen, and other stakeholders.

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Appendix A
ST. MAARY UNIVERSITY
SCHOOL OF GRADUATE STUDIES
DEPARTEMENT OF MARKETING MANGEMENT
QUSTIONARIE SURVEY

Dear, responses;

The purpose of this questionnaire is to conduct research as part of a master's degree in business administration program. Any information you provide will be kept private and used solely for academic purposes. Your cooperation and prompt response will be greatly appreciated.

General Instruction

- This questionnaire is to be filled by employees of Addis Gas and plastic factory
- you are not required to write your name
- please put the " " mark in the box of your choice

SECTION I: GENERAL INFORMATION

1. Sex

Male Female

2. Age

Less than 20

Years 21- 35 years

36-50 years

51-65 years

Above 65 years

3. Educational Status

1-12grade	<input type="checkbox"/>
Certificate	<input type="checkbox"/>
Diploma	<input type="checkbox"/>
BA/BSC	<input type="checkbox"/>
MA/MSC/MBA	<input type="checkbox"/>
PHD	<input type="checkbox"/>

PART 2 survey on the quality of products

Close ended Questionnaire

Direction: This part of the questionnaire intends to find your perception (Opinion) towards the Marketing strategy in Addis Gas and Plastic factory.

Please circle the number which reflects your perception.

1= strongly disagree, 2=Disagree, 3= Neutral, 4= Agree and

PRODUCT	1	2	3	4	5
The company`s product have good quality					
The company`s product allow customization					
The company`s product feature is good					
I am satisfied with product of the company					
PRICES	1	2	3	4	5
The price of products are affordable relative to other company`s					
The price of company`s products are reasonable in terms of quality					
The price of products are accepted by costumers					
The price of company`s products are motivate costumer to buy					
I am satisfied a price of the products					

PROMOTION					
	1	2	3	4	5
The company`s promotion are credible for costumer					
Promotion made by company initiated to purchasing					
The promotion addressed the ultimate user					
The company is promoting in the effective way and products are promoted adequately					
I am satisfied with the promotional activities					

Descriptive Statistics					
	1	2	3	4	5
The company`s products are available any were					
the company`s product deliveries are fast reliable and convenient					
Company is distributing its product using appropriate channel					
I am satisfied with the distribution system of company					

APPENDIX B

Interview Questions marketing managers at Addis Gas and Plastics Factory plc.

Dear Interviewee:

The goal of this interview question is designed **to gather data on over all the assessment of marketing strategy in case of Addis Gas and plastic Factory** to achieve this purpose and deeply investigates case ,your response for question given below have crucial value. There for kindly requested to read the question carefully and give real data which exist, the response that you give have no used for any of the purpose rather than the research. So be free and give and give your honest and genuine response.

Thank you in advance for your cooperation!

Interview questions:

This interview aims the assessment of marketing strategy in Addis Gas And Plastic Company and focus on all the following questions

I) General Information

1. Describe you company (what is your responsibility) in general?

II) Product

2. How do you rate company`s product and service quality?
3. What is your plan to expand your products or to increase market share? And what improvement can you make to your offerings to better meet customer needs ?

III) Pricing

4. What is your current pricing strategy? Do you understand it?
5. What factors do you consider in setting price of products?

IV) Place Distribution

6. What distribution objectives and strategy are the company pursue?
7. What is your process for selling your product?

V) PROMOTION

8. What promotional tool do you use?