

**EFFECTIVE MARKETING STRATEGIES FOR IMPROVED
PERFORMANCE OF MANUFACTURING COMPANY IN ABA
METROPOLIS
(A CASE STUDY OF LEVER BROTHERS PLC, ABA)**

BY

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CERTIFICATION

I, Akande, Ameneri Festus, a Postgraduate student in the Department of Marketing with Reg. No PG/MBA/00/31257 have satisfactorily completed the requirements for courses and research work for Master of Business Administration in Marketing.

The work embodied in this project is original and has not been submitted in part or full for the award of Degree of this or any other University.

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DEDICATION

This research work is dedicated to the Glory of God Almighty for his guidance and protection.

ACKNOWLEDGEMENT

The successful completion of a study of this nature demands the contribution and support of many individuals to whom I am grateful for their ideas, constructive criticisms and useful suggestions without which the successful completion of this work would have been difficult. In particular, I want to thank my project supervisor, Dr. I.C. Nwaizugbo for reading through the pages of this work and making constructive criticisms at every stage of the work. His useful suggestions were helpful in bringing the work to this stage.

I will not fail to mention those authors whose works I consulted in course of literature review.

May I also remember my wife and children for standing by me, sharing both my worries and anxieties throughout the period of my study. Not to forget to mention are my friend and course mates too many to mention individually. You are all wonderful people. I remain most grateful to all of you.

Finally, may I thank God Almighty, without His grace I may not have achieved this feat. To Him may all praises be ascribed. - Amen

FESTUS N. AKANDE

ABSTRACT

This project work is conducted as part of the requirement for the award of Master of Business Administration Certificate in Marketing.

The aim of research is to find out the effective marketing strategies for improved performance of manufacturing companies in Aba Metropolis.

The entire work is divided into five chapters, chapter one deals with the definition of problems of study, the objectives and significance of the study were also treated in this chapter.

Chapter two deals with the review of related literature on marketing strategies. Here the researcher tried to bring together what different authors have to say on Application of Marketing strategies, Product strategies, Price strategies, Distribution strategies and Promotional strategies.

Chapter three contains a: detailed expansion of how and where the needed information for the study was obtained from questionnaires presented and analyzed statistically.

Chapter four contains the presentation, analysis and interpretation of data.

This is where the views and opinions and responses from the employees of Lever Brothers Plc were analyzed.

Finally chapter five contains the summary of the study

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CHAPTER ONE

1.0 INTRODUCTION:

In Nigeria where the importance of marketing is yet to be fully appreciated, people talk of marketing their products as if they are referring to a particular problem. A successful marketing strategy must tell an organization where they would want to be on a long-term basis, that is why it is often said that marketing strategy is a continuous process. It must rest on a carefully but well planned action, Baker (1995: 17)

The strategy aspect of the plan should be based on what is known of the competitor's strength and weakness, the physical characteristics of the battle ground, the friendly or hostile sentiment of those who occupied the territory, and of course, the nature of resources available to the organization, Stanton (1982: 35).

In the business organization, there is safely no activity where the marketer must not therefore make the right decision about the four components of the marketing mix - price, product, place/distribution and promotion through the employment of marketing strategy. These key components must be co-ordinated and moved into a unified effective strategy if the product must perform well in the market, Kotler (1997: 315)

The analog to business strategies is direct and useful in business and in marketing, the terrain is the market place in particular and economic, political, social and technological environment in general. The resources are personnel with wide-ranging skills and expertise as well as factory laboratories, transportation system, financial resource and the corporate reputation, Henry (1984: 72)

More so, depending on the nature of business, strategies may have other dimensions as well. At the heart of any business strategy is marketing strategy. Businesses exist to deliver products to the markets to an extent that they serve this purpose efficiently through profit maximization.

All these are marketing efforts. The objectives of an organization have to be considered, particularly on customers' satisfaction and increasing their sales volume at profits making.

Conclusively, Lever Brother Nigeria Plc being one of the leading manufacturing outfits in Nigeria must reflect and consider marketing strategies as a means of success in the markets and above all must anticipate the action and reactions of their competitors, Nwosu (1996: 112).

1.1 HISTORICAL BACKGROUND INFORMATION OF LEVER BROTHERS PLC:

Lever Brothers Nigeria Plc is among the leading multinational companies that exist in Nigeria. And there is no way the history of Lever Brothers Plc can be treated without relating to the existence and impact of Unilever Brothers (Nig.) Plc, its parent and multinational company in London. Unilever's history is also linked with the founder, William Hesketa Lever.

William H. Lever started at a tender age of 19 years by 1885. He started by buying the "purest" soap from local soap market. In other words, he was the first to start selling the faskets, wrapping it in bar of specific advertising through local newspaper. "No soap does this buyer business than advertising" was his usual slogan.

In Nigeria, William H. Lever bought a Liverpool from traders in Nigeria mainly in timber in 1910. Palm Kernel crushing mills were erected in 1910 at Oposo and Apapa (Lagos). In 1920, Mr. Lever bought over the Niger company for \$8.6 million. It is this company that merged with African and Eastern Trading Company to form what, is presently known as the United African Company (UAC) in 1929.

Unliever extended its business activities into Nigeria when it was incorporated as West African Soap Company (WASC), until 124 at Apapa

where laundry soap of key, sunlight and magret brands were first manufactured in -1952. Lux tablet was introduced, magarine factory, which was registered under the name Van Bergh (Nig) Ltd, was opened also at Apapa.

It was named Lever Brothers Nigeria Plc where both WASC and Van Ban Bergh (Nig) Limited merged in 1955. Under the same management in 1957, Aba branch was opened with a soap factory for the production of laundry soap to start.

Presently, Lever Brothers Nigeria Plc has grown in the manufacturing of large varieties of products such as:

1. Cream and lotion products
2. Toilet soaps/laundry soaps
3. Oral care products
4. Baby care products
5. Hair care products
6. Beverages/drinks
7. Detergents
8. Toothpaste
9. Fabric washing/home cleaning
10. Diversely lever/industrial floor care products
11. Cubes etc.

Lever Brothers Nigeria PLC has also bought up the share of Lipton (Nig.) Ltd., makers of Lipton tea bag and Boncape coffee.

The performance of this section is that as early as 1885 Lever Brothers (Nig.) Plc found a need for marketing strategy and has taken innovative steps in penetrating the market for the product.

Source: An unpublished manual history of Lever Brothers and its present organization. Department of Management Training and Development, LBN, Aba, 1997.

1.2 STATEMENT OF PROBLEM:

Effective marketing strategies have contributed immensely towards the achievement of. post purchase satisfaction, on the side of customers who -make use, of a given product in the market. Well established and implemented marketing strategies have played great roles in the success of business in Nigeria.

Every company which intends to improve on its marketing has to create good marketing strategies for its efficient and effective operations. These strategies if effectively used should increase the sales and profitability of such company/ and will also enable the company to achieve its stated goals/objectives, Nwaizugbo (2004:102)

Various products - line produced by Lever Brothers Plc such as cream and lotion products, Omo detergent, baby care products, oral care products, hair relaxer, close-up tooth paste and many others have been contributing a lot towards the success of the firm in recent years, due to efficient and effective marketing strategies designed by them, and the maintenance of market share due to good penetration of the products in the market.

However, for some times, Lever Brothers Plc has been experiencing poor sales of its products in the market place as a result of the followings;

- Unfavourable external business environment.
- Inability Of the products to face other competing ones in the market place.
- Customers' reaction against repeat - purchase

As a result of these afore-mentioned problems the researcher intends to find solutions to the problems and offer recommendations.

1.3 OBJECTIVES OF THE STUDY:

Most texts, studies, and write-ups have in the past dwelled solely on the marketing concept and 4ps of marketing with little or no attention given to marketing strategies. As a result of this disregard, this study focuses attention on the following:

1. To find out the major causes of poor sales of Lever Brothers products in the market place.

2. To identify, marketing strategies to be used in order to increase the sales and profitability of the product.
3. To determine whether the qualities of different products sold by LBN has helped to increase its sales.
4. To determine whether the pricing strategies used by Lever Brothers Plc have helped to increase the sales of its products in the market place.
5. To ascertain whether the chain of distribution strategy adopted by LBN has helped to increase the sales of its product.
6. To find out if the promotional strategies used by LBN have contributed to an increase in the sales of its products in the market place.

1.4 FORMULATION OF HYPOTHESES:

H₀: The product strategies adopted by LBN Plc have not helped to increase its sales.

H₁: product strategies adopted by LBN Plc have helped to increase its sales.

H₀: The pricing strategies applied by LBN have not helped to increase its products sales.

H₂: The pricing strategies applied by LBN have helped to increase "its product's sales.

H₃: The distribution strategies of LBN have not helped to ensure availability of their products in the market place.

H₀: The overall promotional strategies used by LBN have helped to increase its products' sales.

H₄: The overall promotional strategies used by LBN have not *t* helped to increase its products sales.

H₀: The overall marketing strategies adopted by LBN have not helped to increase the sales of its products.

H₅: The overall, marketing strategies adopted by LBN have helped to increase the sales of its products.

1.5 SIGNIFICANCE OF THE STUDY:

This study is carried out because it was intended to help in solving a problem(s), and if the problem is solved, it will benefit those who are affected by it.

It can be seen from the problems that Lever Brothers Plc's major difficulties are identified to be marketing strategies. It is then hoped that this study will help the company to adopt better marketing strategies that will improve the overall marketing performance of products and equally enable them to realize their business objectives as well as utilize all their opportunities.

In addition to this, the recommendations made would provide initial steps in major decision areas facing the company, such areas includes; decision on the determination of .the present marketing strategies that can be used by LBN to improve the performance of its

products in the market place, and also for vital expansion of business activities.

In addition, the study will enable the readers to know that the success of a business depends on good marketing strategies that will promote good image for the company and as well increase their sales revenue.

It will also widen the marketer's knowledge about the various marketing strategies available and how they can be effectively applied to any company's products so as to improve the irformance of their business.

It will equally aid LBN Plc immensely by providing them with the appropriate marketing strategies to be adopted in making high sales over.

Above all, the study will help other people such as businessmen, industrialists and so on to know the value of marketing strategies and how they can be effectively used to attract new market and also win more market share from the existing market.

1.6 SCOPE OF THE STUDY:

The study covers the different marketing strategies with regard to the 4p's for improved performance of Lever Brothers' products with special emphasis to management, distributors and customers of Lever Brothers Plc Products, Aba, Abia State.

1.7 LIMITATIONS OF THE STUDY:

There were many problems encountered by the researcher during the course of carrying out this project, some of which are:

Respondents Apathy:

Inadequate response experienced by the researcher from his respondents posed a hindrance to getting the desired results.

Inadequate Finance:

The shortage of funds also affected the number of times the researcher would have visited the company situated in Aba. **Insufficient Time:**

The time expected to carry out this work was too short, and as a result of other academic commitments, the researcher would have gone to different places to get more facts for the study.

1.8 DEFINITION OF TERMS:

1. **Market:** Buyers or customers.
2. **Marketing Strategies:** A consistent, appropriate, and feasible set of principles through which a particular company hopes to achieve its long - run customer satisfaction and profitability objectives in a particular competitive environment.
3. **Market Leader:** A firm in-an industry with the largest market share, it usually heads other firms in price changes, new

product introductions, distribution coverage and promotion spending.

4. **Market Challenger:** A runner-up firm in an industry that is fighting hard to withstand the leader by increasing its market share.
5. **Positioning:** The art of fitting a product to one or more segment of the broad market in such a way as to set it apart from competition and optimize opportunity for greatest sales and profit.

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CHAPTER TWO

2.0 LITERATURE REVIEW:

2.1 DEFINITIONS OF MARKETING STRATEGIES:

Suffice it to say that there are many definitions of marketing strategies, below are the various definitions given by some renowned authors:

According to **KOTLER (1995: 43)**, marketing strategy is seen as the marketing logic by which the business will hope to achieve its marketing objectives. It consists of specific strategies for target markets, marketing mix and marketing budget.

KOTLER (1997: 223) also sees marketing strategy as a consistent, appropriate, and feasible set of principles through which a particular company hopes to achieve its long run customer satisfaction and profitability objectives in a particular competitive environment.

In the view of **ADIRIKA et al (1997: 1)** marketing strategy is defined as a set of determination that guides or directs the managers of an enterprise to reach their desired long-term market position.

BERKOWITZ (1990: 49), sees strategy as a management process involving the step taken at an organization's corporate and divisional levels to develop long-run master plan for survival and growth.

While **LUCK (1989: 56)** sees marketing strategy as the broad principle or comprehensive plan of action by which the business unit expects to

achieve its marketing objectives in a target market. These articulate a plan for the best use of management/organizational resource and tactics to meet its objectives.

ALLVINE (1990: 50-51), sees marketing strategy as a process of setting a firm on a course that offers better opportunities for long-run growth in sales and profits.

2.2 IMPORTANCE OF MARKETING STRATEGIES:

ALLVINE (1990: 50) notes that strategic plan is a process of setting a firm on a course that offer better opportunity for long- run growth in sales and profits. From this definition, one can simply say that marketing strategies enable a firm to prepare itself towards offering better opportunity for its long - run profit making through sales.

Association of Ibadan Polytechnic, in its publication (1989: 10) made an emphasis on the importance of marketing strategies to any existing firm. Some of these are enumerated as follows:

1. **To Increase Sales/Profitability:** Marketing strategies have helped to improve sales - profitability of a firm in the sense that mapping out and appropriate strategies for a product in the market will

eventually increase the sales of the product and allows the company to generate more profits.

2. Attracting New Market/Customers from existing Market:

In mapping out an accurate strategies for a product or service, like improving on new packaging system, the quality and quantity and make a profitable target, price will attract a new market or customer to patronize their product from the existing market and create a good direct contact with outside customers.

3. To maintain a Good Market Share: Marketing strategies help to maintain market share, since the firm has made a good penetration and applying a good marketing concept (identifying the needs and wants of the target market before going into production). This will allow the firm to gain total control of the market.

4. To Create Good Image of the Organization: Modern marketing companies are increasingly realizing the need for effective marketing strategies in order to ensure a good corporate image and identity. Marketing strategies help towards creating a good image for an organization in the sense that allowing the customer to know the existence of the company and allowing the company to maintain a mutual relationship with its target audience.

5. **To Satisfy Customers:** The motive of any organization is to satisfy their customers. Marketing strategies have help towards customer satisfaction, in the sense of knowing the complaints of their potential buyers towards their product's existence, price, promotion, and distribution network and making an appropriate strategies towards customer satisfaction.

2.3 PROBLEMS OF MARKETING STRATEGIES:

LUCK (1992:56-57) points out that marketing strategies as a broad principle - or comprehensive plan of action by which the business unit expects to achieve its marketing objective in a target market still poses some problems. He went further to mention some of these problems encountered in marketing strategies as:

- i. **Geographical Expansion:** In the process of expanding sales by extending the physical activities, it is always the problem of the marketers to select a suitable place for their market, and also encounter the problem of competitors who in one way or the other put off your interest in the mind of the customers.
- ii. **Additional Cost:** Additional cost incurred in promoting the product might have a great damage for the organization.

- iii. **Customer Restriction:** Customers are sometimes restricted from buying .for reasons such as cost or price reduction. Company has to be watchful in the process of entering new - market by reducing the price of the products because the customers can take the advantage of that to consider the quality of products.
- iv. **Competitive Activities:** This is a major problem of the marketing strategies, because the market entering might be highly competitive and some companies will be producing different adulterated products, which can make a consumer to "have wrong impression about their products and create a bad image for the organization.

2.4 VARIOUS MARKETING STRATEGIES AVAILABLE TO LEVER BROTHERS NIGERIA PLC:

2.4.1 PRODUCT STRATEGIES:

ANGEL (1991: 381) notes that product strategies specify market needs that may be served by different product's offering. According to him, the company's product strategies are related to market strategies that eventually come to dominate overall marketing strategies. And the spirit of any company's product strategies deal with such matters as number and diversity of product innovation, product scope and product design.

GRAW (1992: 382), points out that the implementation of products strategies require co-operation among different groups: finance, research and development, the corporate staff, and marketing. This level on integration makes products strategies difficult to be developed and implemented.

According to him, in many companies, to achieve proper coordination among diverse business units, products strategies decisions are made by top management. It also emphasis that in some companies, the overall scope of product strategies is laid out at the corporate level, whereas actual design is left to business unit.

These companies contend that this alternative is more desirable than other arrangements because it is difficult for top management to deal with the detail of products strategies in a diverse company.

GRAW (1992: 384), stresses further to explain the various products strategies that are recognized as:

- a. Product Position Strategies
- b. Product Scope Strategies
- c. Product Design Strategies
- d. Product Overlap Strategies

Product Positioning Strategies:

According to **GRAW (1992: 292-332)**, position refers to placing a brand in that part of the market where it will receive a favourable reception compared to competing products. Because the market is heterogeneous, one brand cannot make an impact on the entire market. As a matter of strategies therefore, a product should be marked with that segment of the market in which it is most likely to succeed. The products should be positioned so that it stands apart with competing-brands. Positioning tells what the product stands for, what it is and how customers should evaluate it.

It is also stressed further that positioning is achieved by using the marketing mix variables especial designs and communication even though differentiation is more visible in consumer goods.

Product Scope Strategies:

He equally notes that product scope strategies deal with the perspective of the product mix of the company (that is, the number of products lines that company may offer).

The product scope strategies are determined by making reference of the business unit to its mission. Presumably, the mission defines what sort of business it is going to be, which helps in selecting the products and services that are to become part of the product mix. The product scope

strategies must be finalized after a careful review of all facts of the business, because it involves long-term commitment.

In addition to this, the strategies must be reviewed from time to time to make any change called for business of shift in the environment.

Product Design Strategies:

GRAW (1992, 383), also points out that a business unit may offer a standard customer the decision about whether to offer a standard or a customized products can be simplified by asking these questions among others;

- What are our capabilities?
- What business are we into:

With respect to the first question, there is a danger of over identification of capabilities for a specific product. If capabilities are over identified, the business unit may be in trouble. When the need for the product declines, the business unit will have difficult in relating its product capabilities to other products. It is therefore desirable for a business unit to have a clear perspective about its capabilities. Between the two extreme of standard and customers products, a business unit may also offer standard products with modification.

Products Overlap Strategies

GRAW (1992: 384), went further to express his view on products overlap strategies. He points out that product overlap strategy refers to a situation where a company decides to compete against its own brands. According to him, there are alternative ways in which the products overlap strategies may be operationalized. Principals among them are having competing lines, doing private labeling and dealing with original equipment manufacturer.

He stresses further that, in order to gain a larger share of the total market, many companies introduce "competing products to the market. When a market is not neatly delineated, a single brand of a product may not be to make an adequate impact. If a second brand is placed to compete with the first one, overall sales of the two brands should increase substantially, although there will be some cannibalism. In other words, two competing brands provide a more aggressive front against competitors.

2.4.2 PRICING STRATEGIES:

According to **NAGLE (1991: 45)**, pricing strategies is the task of defining the price range and price movement through time that support the sales and profit objective and marketing position of the products in the target market.

According to him, the pricing structure changes over time as products move through their different stages of life cycle. The company must also adjust products price to reflect changing costs as demanded to account for variation in buyers and situations. As the competitive environment changes, the company at times considers initiating price changes and other times responding to them.

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KOTLER (1995: 231), notes that in any business, there is nothing more important the price a company sets for its goods and services. Price could therefore be said to have a direct relationship with the company's income. To produce a workable pricing system for a product second pricing strategies is necessary.

According to many experts, the only way to determine the best pricing strategies is through trial and error. This is as a result of the involvement of many factors such as aggressive competition shift in demand resulting from change in variables like population, weather, and political conditions. For any product to meet these conditions, pricing strategies should be periodically changed.

Methods of Setting Pricing:

NAGLE (1992: 230), pointes that before a price is set on a product, it must be clear on what is to be achieved in the way of overall business and marketing objectives. Each possible price has a different

implementation for profit sales revenue and market share. According to him, a company may have the same range as it is to its, next-door competitor, but may out sell her competitor either because of the way its sales force treat prospective customers, or because of other services such as maintenance of products credit or other non-price concession that others may not be using to provide.

Below are the three categories of price setting stressed by

NAGLE (1992: 231):

- i. Cost Oriented
- ii. Demand Oriented
- iii. Competition Oriented

Cost oriented: .He notes that a great number of firms set prices largely or even wholly on the basis of their costs. As such all cost are included, such as arbitrary allocation of overhead made on the basis of expected operative level.

- a) **Mark-up Pricing:** The most commonly used pricing strategies by many businesses today is the “mark-up” system. This system consists of determining what a company needs to make as profit on a reasonable volume and on work across the board -to achieve it. The mark is an amount of money that the company believes is sufficient to cover both estimated expenses and the desired profit.

- b) **Target pricing:** This is pricing where the firm tries to determine the price that would give it a specified target rate or return on its total cost at an estimated standard volume. The major conceptional floor of this policy is that the firm will use an estimate of sales volume to derive its price.

Demand Oriented: He explains further that setting a price based on consumers perception and demand intensity rate than on cost. Here, the firm sets a high price where and when demand is intense, and low price where demand is weak even though unit cost may be the same in both cases.

However, there are different types of demand oriented pricing, but they all come under price discrimination where the same product is sold at different prices on the basis of customers, product version, the place or time.

Competition Oriented: NAGLE (1992: 230) makes it known that there are methods of price setting in a competitive business environment.

They are:

- a) **Going Rate Pricing:** The most popular type of competition oriented pricing is that where a firm tries to keep its price at the average

level changed by the industry. The pricing policy is necessary where costs are difficult to measure.

- b) **Sealed Bid Pricing:** Competition oriented pricing also dominates in those situations where firms compete for jobs on the basis of bids such as original equipment manufacturer and defense contract work. The bid is a firm's offer and it is a prime example of pricing based on expectation of how competition will price rather than on rigid relation based on the firm's own cost or demand. The objective of the firm is the bidding to get the contract and these means that it hopes to set its price than that set by any of the other bidding price.

According to **David and Farewell (1993 410)**, there are other pricing strategies that are used by companies for new products. They are as follows:

- i. Skimming Pricing
- ii. Penetration Pricing

Skimming Pricing: David and Farewell (1993: 410-412): point out that this is the strategy of establishing a high initial price of products with a view to "Skimming the cream of the market". It is accompanied by heavy expenditure on promotions. A Skimming strategy may be recommended when the nature of demand is uncertain, when a

company has expended large sum on a new product, when the competition is expected to develop and market a similar product in the near future, or when the products are so innovative that the market is expected to mature very slowly. Under these circumstances, a Skimming strategy has several advantages. At the top of the demand level for example, price elasticity is low/Besides, the absence of any close substitute, cross-elasticity is also low. These factors along with heavy emphasis on promotion tend to help the products make significant broad into the market. .

Below is a pricing guide to illustrate this method of Skimming pricing:

CUSTOMER PRICES SENSITIVITY			
Company Relationship with customers (Leverage)	Visibility of pricing competition (knowledge)	To gain profit and communication high price	To maintain share and communication
Strong	High	To gain profit to communicate high price	Willingness to Profit
Weak	High Low	To gain share	
Price	Price low	Price to march	Competitors

Source: Robert A Garda "Industrial Pricing strategy Vs Tactics.

Penetration Pricing;

According to **FAREWELL (1993: 421)**, this is the strategy of entering the market with a low initial price so that a greater share of the market can be captured. The penetration strategy is used when an elite market does not exist and demand seems to be elastic over the entire demand curve, even during early stage of product introduction. High price elasticity of demand is probably the most important reason for adopting a penetration. He highlights that penetration strategy is also used to discharge competitors from entering the market. When competitors seem to be encroaching into the market, an attempt is made to scare them away by means of penetration pricing, which yield longer merger. A competitor cost plays a decisive role in the pricing strategy because a cost advantage over the existing manufacture might persuade another firm to enter the market.

2.4.3 DISTRIBUTION STRATEGIES:

According to **NAGLE (1995: 471-479)**, distribution strategy is concerned with the channel a firm employs to make its goods and services available to customers.

STERN (1997: 51), notes that marketing is defined as an exchange process. In relation to distribution, exchange poses two problems. Firstly, goods must be moved to a central location from the warehouse of producers who make heterogeneous goods and who are geographically widespread. Secondly, the goods that are accumulated from diversified source should represent a desired assortment from the viewing of customers. He stressed further that these two problem can be solved by the process of sorting which combine concentration (that is, bringing the goods from different source to a central location), and dispersion (that is, Picking and assortment of goods from different point of concentration) for an efficient channel network, the manufacturer should clearly define the target customer it intends to reach. Implicit in the definition of target customer is a decision about the scope of distribution the manufacturer wants to pursue.

STERN (1997: 52), pointes further to explain the alternative distribution strategies, they are:

- a) Exclusive Distribution
- b) Intensive Distribution
- c) Selective Distribution

Exclusive Distribution:

He explained further that one particular retailer serving a given area is granted sole right to carry a product, for example, Hart, Schuffner and Marx Sault are distributed exclusively through selected store main area.

He notes that several advantages may be gained by the use of exclusive distribution. It promotes tremendous dealers loyalty greater sales support, a higher degree of control over the retailer market, better forecasting, and better inventory and merchandising control. The impact of dearer loyalty can be helpful when a manufacturer has seasonal or other kinds of fluctuating sales. He emphasized that an exclusive dealership is more willing to finance inventories and thus bear a higher degree of risk than a mere extensive dealership.

Having a smaller number of dealers give a manufacturer or wholesaler greater opportunity to provide each dealer with promotional support.

STERN (1997: 55), indicates that with fewer outlets, it is easier to control such aspects as margin, price, and inventory. Dealers are also more willing to provide data that may be used for marketing research and forecast.

NAGLE (1992: 479), notes that there are several obvious disadvantages to exclusive distribution. First, sales volume may be lost. Second, the manufacturer places all the fortune in a geographical area

in the hands of one dealer. Exclusive distribution brings with it the characteristics of high price, high margin and low volume. He maintains that if the products are highly price elastic in nature, the combination of the characteristics can mean significantly less than optimal performance.

Intensive Distribution:

NAGLE (1992: 480) notes that the inverse exclusive distribution occurs in this place. He points out that intensive distribution makes product available at all possible retail outlets. This may mean that the products are all possibly carried at a wide variety of different and competing retail institutions in a given area.

He states that the advantages gained from this strategy are increased sales, wider customer recognition, and impulse buying. All these qualities are desirable for convenience goods.

STERN (1997: 105), points to two main disadvantages associated with intensive distribution. Firstly, intensively distributed goods are characteristically low priced and low margin products that require a fast turnover. Secondly, it is difficult to provide any degree of control over a large number of retailers.

Selective Distribution:

KOTLER (1995: 346), notes that selective strategy is a strategy in which several but not all retail outlets in a given area distributes

products. According to him shopping goods are goods that consumers seek on the basis of the most attractive price or quality characteristics that are frequently in distribution through selective distribution. Because of this, competition among retailers is far greater for shopping goods than for convenience goods.

2:4.4 **PROMOTIONAL STRATEGIES:**

KOTLER (1998: 557), notes that promotional strategies are concerned with the activities a firm employed to make kit goods acceptable by consumers through adequate creation of awareness. For a company to be effective in the market place, it must employ promotional strategies that will enable it to create more products awareness and public acceptance of such products. This therefore means that something extra, which must arouse interest should be added to such products so as to spark an immediate reaction from customers, or sales force. This will consequently result to an increase in sales of the company's products.

He further stresses the desired perspective of promotional strategies to be adopted by manufactures or wholesalers to market their products:

- i. Promotion - Expenditure Strategy

- ii. Promotion - Mix Strategy
- iii. Media - Selection Strategy
- iv. Advertising - Copy Strategy

Promotion - Expenditure Strategy: He further explained that this is the determination of the amount that a company may spend on its total promotional effort, which include advertising, personal selling, and sales promotion. The resultant effect of this is the allocation of sufficient funds to the promotional tasks to accomplish the overall marketing objectives:

Promotion - Mix Strategy: KOTLER (1995: 347), notes that promotional - Mix strategy is the determination of a judicious mix of different types of promotion. This entails that three types of promotion are-assigned roles in a way that provides the best communication.

Media - Selection Strategy: He further said that this strategy entails choosing the channels (newspapers, magazines, television, radio, outdoor advertising, transit advertising and direct mail) through which message concerning a. product or services are transmitted to the target audience. This results that customers are moved along the desired path of the purchase process.

Advertising - Copy Strategy: This involves designing the content of an advertisement and also plans on the advertising campaign. This

entails that the intended message is adequately transmitted to the target audience.

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CHAPTER THREE

3.0 RESEARCH METHODOLOGY

This chapter deals with the design of the study. It looks specifically at the sources of data, population of the study, sample size, and sampling technique, instrument for data collection, questionnaire allocation and administration, method of data treatment and analysis.

3.1 SOURCES OF DATA COLLECTION

The researcher made use of both primary and secondary data. Primary data which are referred to as original data were collected from respondents comprising of consumers, distributors and personnel of Lever Brothers Nigeria PLC.

Secondary data were collected from relevant marketing textbooks, journals, LBN annual report, magazines and libraries.

3.2 POPULATION OF THE STUDY

The population of this study is made up of all the consumers of Lever Brothers Nigeria Plc products in Aba, Abia State. The population constituted the target market for her company's products.

The researcher also collected data from the distributors and relevant staff in marketing of Lever Brothers Nigeria Plc.

3.3 DETERMINATION OF SAMPLE SIZE

It is not possible to study the entire population of potential consumers of Lever Brothers Nigeria Plc as a result of time constraints and other academic commitments. The researcher therefore determined the sample size to be used from the population of potential customers, which is not known. Based on this, the researcher conducted a pilot survey to obtain the rate at which potential customers use the LBN's products.

To ascertain this, the researcher interviewed a random sample of 50 consumers, Out of 50 consumers randomly sampled, 30 consumers agreed to have used LBN's products, while 20 did not. Therefore, the proportion of those who used LBN's product is 30/50 while the proportion of those who did not was 20/50. In applying these proportions and using the Topman's formula, we can calculate the sample size as shown below:

$$N = \frac{Z^2 Pq}{E^2}$$

Where n = population size

Z = desired confidence interval 90% (1.96)

P = probability of positive responses (30/50)

Q = probability of negative responses (20/50)

$$E = \text{limit of standard error } 5\% (0.05)$$

In applying the formula,

$$\text{Where } n = ?$$

$$P = 30/50 = 0.6$$

$$Q = 20/50 = 0.4$$

$$= \frac{(1.96)^2 \times 0.6 \times 0.4}{(0.05)^2}$$

$$n = \frac{3.8416 \times 0.24}{0.0025}$$

$$n = \frac{0.921984}{0.0025} = 368.79$$

$$n = 369$$

3.2.1 SAMPLE SIZE FOR DISTRIBUTORS

As a result of inherent problems associated with determining the exact size of the required sample, the researcher conducted a survey to find out the proportion of major and minor distributors of Lever Brothers Plc's products in the markets place.

It was therefore observed that the major distributors were three hundred and forty (340), while that of the minor distributors were two hundred and twenty (220) in Aba in Abia State.

The researcher, therefore used Bourley's formular to determine the sample size hence the population is now known.

$$N = \frac{N}{1 + Ne^2}$$

where: n = The sample size

N = The total Population

E = error margin of 5%

1 = constant

To find N = major distributors = 340

minor distributors = 220

= 560

:N = 560

e = 5% or 0.05

n = ?

$$\rightarrow n = \frac{560}{1 + 560 (0.05)^2} = \frac{560}{1 + 560 (0.05)}$$

$$n = \frac{560}{1 + 1.4} = \frac{560}{2.4} = 233$$

n = 233

3.3.2 SAMPLE SIZE FOR PERSONNEL

The researcher interviewed all the relevant marketing staff of Lever Brothers Plc in Aba in Abia State and obtained a number of twenty-two (22) personnel, which constituted our population.

3.4 SAMPLING TECHNIQUE

In order to prevent sampling errors, the research applied the simple random sampling technique in selecting the individual respondents in Aba in Abia State. The simple random sampling technique was also adopted in administering questionnaires to the distributors, while census study was used in respect of relevant marketing staff of Lever Brothers Nigeria Plc.

3.5 INSTRUMENT FOR DATA COLLECTION

Both questionnaires and oral interview were used to collect the relevant data for the study. The management of LBN were interviewed orally, in addition to pre-testing the questionnaires. The type of questions used in the questionnaires is closed-ended one.

3.6 METHOD OF DATA TREATMENT AND ANALYSIS

The researcher organized the data collected by using tables, frequencies, and percentages. In order to test the various hypothesis, chi-square (X^2) were used at 5% of significance because it is a descriptive study.

3.7 QUESTIONNAIRE ALLOCATION AND ADMINISTRATION

To collect the relevant data, 200 copies of questionnaires were distributed to consumers, out of which 150 were properly filled and returned. Out of 150 questionnaires distributed to the distributors, 115 were properly filled and returned. While 55 questionnaires were given out to the company's personnel, where given out to the company's personnel, whereas 48 were properly completed and returned. Therefore, the responses rate for consumers, distributors, and the company's personnel are shown on the table below;

TABLE 3.1**CONSUMERS RESPONSE RATE**

SEX	NUMBER OF QUESTIONNAIRES DISTRIBUTED	RESPONSE FREQUENCY	PERCENTAGE RATE OF RETURN
Male	100	65	65.2%
Female	100	85	34.8%
Total	200	150	100%

CHAPTER FOUR

PRESENTATION AND ANALYSIS OF DATA

The research collected useful data from respondents comprising of consumers, distributors, and the company's personnel to evaluate the effective of marketing strategies for improved performance in a manufacturing company, using Lever Brothers Plc as a case study. The relevant data collected are hereby presented in tables, frequencies and percentages. The statistical technique used in testing the hypothesis is chi-square at 5% level of significance.

TABLE 4.1:

INDICATION ON WHETHER CONSUMERS LIKE BRAND NAMES OF LBN'S PRODUCTS THAN THOSE OF ITS COMPETITORS

ALTERNATIVE RESPONSES	FREQUENCY	PERCENTAGE
YES	118	85.7%
NO	32	1.3%
TOTAL	150	100%

Table 4.1 above shows that about 118 consumers representing 85.7% like the brand names of Lever Brothers products than those of its

competitors. While only 32 consumers representing 14.3 like brand names of competitors product more than that of Lever Brothers.

From this, the researchers conclude that many consumers like brand names of LBN's products more than its competitors.

TABLE 4.2

NUMBER OF TIMES CONSUMERS PURCHASE LBN's PRODUCT IN A WEEK

ALTERNATIVE RESPONSES	FREQUENCY	PERCENTAGE
Two Times	28	6.40%
Three Times	30	8.30%
Four Times	50	45.4
Five Times	42	39.8
TOTAL	150	100%

The researcher determined the number of times consumers purchase LBN's products in a week. Table 4.2 above shows that 28 respondents representing 6.4% agreed that they purchase them two times in a week. About 30 consumers representing 8.3 percent agreed to be purchasing it three times a week, while 50 consumers representing 45.5 percent said that they purchase their own four times a week. Moreover, 42

consumers representing 39.8 percent said that they purchase IBM's products five times in a week.

TABLE 4.3

CONSUMERS INDICATION ON WHETHER PACKAGING OF LBN PRODUCTS ADD ANYTHING TO ITS VALUE.

ALTERNATIVE RESPONSES	FREQUENCY	PERCENTAGE
YES	120	95.7%
NO	30	4.3%
TOTAL	150	100%

Table 4.3 above shows that 120 consumers representing 95.7 percent agreed that packaging of LBN products add something to its value. While only 30 consumers representing 4.3 percent are of negative opinion.

TABLE 4.4

CONSUMERS INDICATION ON THE UNIQUE FEATURES OF LBN PRODUCTS

ALTERNATIVE	FREQUENCY	PERCENTAGE
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RESPONSES		
Very Good	50	45.5%
Good	87	50%
Bad	13	4.5
Very Bad	-	-
TOTAL	150	100%

Table 4.4 shows that 50 consumers representing 45.5 percent said that the unique feature of IBM's products is very good. While 87 consumers representing 50 percent said that the unique features of the company's products are good. About 13 consumers representing 4.5 percent said that the unique features of LBN's products are bad. There was no response as to whether the products unique features are very bad.

TABLE 4.5

HOW CONSUMERS RATE THE OVERALL PERFORMANCE OF LBN'S PRODUCTS IN THE MARKET AS A MEASURE TO INCREASE SALES.

ALTERNATIVE RESPONSES	FREQUENCY	PERCENTAGE
Very high	73	49.5%
High	60	40.5%
Moderate	12	5.5%

Low	5	4,5%
Very Low	-	-
TOTAL	150	100%

Table 4.5 above shows that 73 consumers representing 49.5 agreed that the overall performances of LBN's products are rated very high in the market. About 60 consumers representing 40.5 percent rated the overall performance of the company's products high. Moreover, 12 consumers representing 5.5 percent rated the overall performance of the company's product moderate in the market. While 5 numbers of consumers representing 4.5 percent rated the overall performance to the low. There is so response as regards to the number of consumers that rated the products performance very low in the market.

TABLE 4.6

**CONSUMERS AGREEMENT AS TO WHETHER LBN GIVES
CREDIT SALES TO ITS CUSTOMERS**

ALTERNATIVE RESPONSES	FREQUENCY	PERCENTAGE
Yes	100	71.95
No	50	23

Total	150	100%
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Table 4.6 above indicates that 100 numbers of consumers representing 71.9 percent said that LBN gives credit sales to its customer. While about 50 consumers said that the company does not give credit to its customers.

TABLE 4.7

CONSUMERS INDICATION ON WHETHER THE RICE DISCOUNTS ALLOWED BY LBN INCREASED ITS PRODUCTS SALES

ALTERNATIVE RESPONSES	FREQUENCY	PERCENTAGE
Yes	120	73.5%
No	30	26.5%
Total	150	100%

Table 4.7 above shows that 120 consumers representing 73.5 agreed that price discounts allowed by LBN has helped increase its products sales. While about 30 consumers representing 26.5 said that the company does not allow price discounts

TABLE 4.8

CONSUMERS RATING ON THE QUALITY OF LEVER BROTHERS PRODUCTS

ALTERNATIVE RESPONSES	FREQUENCY	PERCENTAGE
High satisfied	68	53.4%
Satisfied	58	40.1%
Moderately satisfied	20	6.2%
Not satisfied	4	0.3%
Total	150	100%

The researcher determined how consumers rate the quality of LBN products. Table 4.8 above shows that 68 respondents, representing 53.4 percent agreed that the company's products quality is high satisfied. 58 respondents giving 40.1 percent said that it is satisfied, while 2 respondents representing 6.2 percent agreed that it is moderately satisfied. Only 4 respondents representing 0.3 percent rated the quality of LBN's products is not satisfied.

TABLE 4.9

PROPORTION OF CONSUMERS WHO ARE SATISFIED WITH THE AVAILABILITY OF LBN PLC'S PRODUCTS IN THE MARKET.

ALTERNATIVE RESPONSES	FREQUENCY	PERCENTAGE
Yes	120	85.9%
No	30	14.2%
Total	150	100%

Most of the consumers as shown in table 4.9 agreed that they are satisfied with the availability of LBN's products in the market. The number of respondents who said that this is 120 represents 85.6 percent. Only 30 percent of consumers representing 14.2 percent are of negative opinion.

TABLE 4.10

THE IMPACT OF LBN'S PROMOTIONAL PROGRAMME ON CONSUMERS PURCHASE ACTION

ALTERNATIVE RESPONSES	FREQUENCY	PERCENTAGE
Very good	68	531.4%
Good	58	40.1%
Bad	12	3.25%
Very bad	12	3.25%
Total	150	100%

From table 4.10 above, it shows that 68 consumers representing 53.4 believed that the impact of the company's promotional programme on their purchase action is very good. About 58 consumers representing 40.1 percent agreed that the impact of the company's promotional programme on their purchase action is good. While about 12 respondents representing 3.25 percent said that it is bad. Only 12 consumers giving 3.25 percent maintained that it is very bad.

TABLE 4.11

DIFFERENT TYPES OF DISTRIBUTION INDICATED BY LBN PLC'S DISTRIBUTORS

ALTERNATIVE RESPONSES	FREQUENCY	PERCENTAGE
Wholesalers	40	53.4%
Retailers	51	40.1%
Agents	24	6.5%
Total	120	100%

Table 4.11 above shows that 40 distributions representing 53.4 percent said that they are the wholesalers of IBM's Plc, while 51 distributors representing 40.1 percent indicated that they are representing 40.1

percent indicated that they are retailers. Only 24 distributors representing 6.5 agreed to be the company's agents.

TABLE 4.12

DISTRIBUTORS AGREEMENT AS TO HOW LONG THEY HAVE BEEN WITH LBN PLC

ALTERNATIVE RESPONSES	FREQUENCY	PERCENTAGE
1-5 years	28	6.40%
6-10 years	35	8.30%
11-15 years	30	45.5%
15 years or above	22	39.8%
Total	115	100%

The researcher determined the number of years distributors have been-with Lever-Brothers Plc. Table 4.12 above shows that 28 distributors representing 6.4 percent agreed to have been with the company from one to five years. About 35 distributors representing 45.5 percent agreed to have been with the company from eleven to fifteen years. Only 22 distributors representing 39.8 percent indication to have been with Lever Brothers Nigeria Plc from fifteen years and above.

TABLE 4.13

**WHY DISTRIBUTORS ARE IMPRESSED TO DISTRIBUTE THE
COMPANY'S PRODUCTS**

ALTERNATIVE RESPONSES	FREQUENCY	PERCENTAGE
Product quality	50	45.5%
Moderate price	30	39.8%
Good distribution system	18	7.40%
Good promotions	17	7.30%
Total	115	100%

Table 4.13 above shows that 50 distributors were impressed to distribute the company's products, their percent is 45.5. About 30 distributors representing 39.8 percent were impressed because of products moderate price, while 18 distributors giving 7.4 percent believed to have impressed because of the company's good distribution system. Moreover, 17 distributors giving 7.3 percent said that they are impressed to distribute LBN Plc's products because of good promotions.

TABLE 4.14

**HOW THE COMPANY'S DISTRIBUTORS RATE THE
DISTRIBUTION METHOD OF ITS PRODUCTS**

ALTERNATIVE RESPONSES	FREQUENCY	PERCENTAGE
Good	100	95.1%
Bad	15	4.9%
Total	115	100%

Table 4.14 above shows that the company's distributors agreed absolutely that the company has good distribution method taking the proportion of 100 distributors representing 95.1 percent. While only 15 distributors that represent 4.9 said that the company does not have good distribution system.

TABLE 4.15

DISTRIBUTORS INDICATION IN WHETHER THE COMPANY'S DISTRIBUTION METHOD HAS ENSURED ITS PRODUCTS AVAILABILITY IN THE MARKET

ALTERNATIVE RESPONSES	FREQUENCY	PERCENTAGE
Good	105	98.3%
Bad	10	1.7%
Total	115	100%

Table 4.15 shows that about 105 distributors representing 98.3 percent said that IBM's distribution method has helped to ensure its products

availability in the market. While 10 distributors representing-1.7 percent are of the negative opinion.

TABLE 4.16

**DISTRIBUTORS AGREEMENT ON THE IMPACT OF THE
COMPANY'S PROMOTIONAL PROGRAMME ON CONSUMERS
PURCHASE ACTION**

ALTERNATIVE RESPONSES	FREQUENCY	PERCENTAGE
Very good	56	48.2%
Good	54	43.1%
Bad	5	8.7%
Very bad	-	-
Total	115	100%

Most of the distributors as shown in table 4.16 above believed that consumers purchase action is as a result of promotional programme of LBN. This is observed through 56 distributors representing 48.2 percent and 54 distributors representing 43.1 percent. While only 5 distributors have negative opinion on this. There was no response so as to whether the company's promotional programme has very bad impact on consumers purchase action.

TABLE 4.17

**PERSONNEL INDICATION ON HOW MANY YEARS THEY HAVE
BEEN WITH LEVER BROTHERS NIGERIA**

ALTERNATIVE RESPONSES	FREQUENCY	PERCENTAGE
1-10 years	18	22.3%
11-20 years	20	60.2%
21-30 years	8	10.3%
31 years and above	2	7.2%
Total	48	100%

Table 4.17 above indicates that 18 personnel of the company representing 22.3 percent have worked in LBN from one to ten years, while 20 personnel representing 60.2 percent have worked from eleven to twenty-one to thirty years. Meanwhile, only 2 personnel of the company represent 7.2 percent have served from thirty-one years and above.

TABLE 4.18

**HOW THE COMPANY'S PERSONNEL RATE THE PERFORMANCE
OF THEIR PRODUCTS IN THE MARKET**

ALTERNATIVE RESPONSES	FREQUENCY	PERCENTAGE
Yes	40	95.5%
No	8	4.5%
Total	48	100%

From table 4.19 above, it shows that 40 personnel giving the percentage of 95.5 agreed that the price of their company's products being measured with its quality. Whereas 8 personnel does not agreed that there company's products quality is measured with its price. The percentage of this is only 4.5

TABLE 4.20

PROPORTION OF PERSONNEL WHO ARE SATISFIED WITH THE AVAILABILITY OF LBN'S PRODUCTS IN THE MARKET

ALTERNATIVE RESPONSES	FREQUENCY	PERCENTAGE
Yes	45	97.3%
No	3	2.7%
Total	48	100%

Table 4.20 above indicates that 45 personnel are satisfied with the availability of their company's products in the market. This has a percentage of 97.3, While only 3 personnel representing 2.7 percent are

not satisfied with the availability of their company's products in the market.

TABLE 4.21

PERSONNEL AGREEMENT AS TO WHETHER THE CHANNEL OF DISTRIBUTION USED BY LBN HAS ENSURED ITS PRODUCTS' AVAILABILITY IN THE MARKET.

ALTERNATIVE RESPONSES	FREQUENCY	PERCENTAGE
Yes	42	93.7%
No	6	6.3%
Total	48	100%

From the above table, about 20 personnel with the percentage of 63.4 said that they reach their consumers mostly through television. While 18 numbers of personnel representing 21.0 percent agreed that it is radio, but 5 numbers of personnel representing 7.8 percent indicates that they reach their consumers most through magazine. Meanwhile, 5 personnel representing 7.8 also agreed that they reach their consumers mainly through the use of all the mentioned media-selection.

TABLE 4.23

PERSONNEL AGREEMENT AS TO WHETHER THE OVERALL MARKETING ACTIVITIES ADOPTED BY LBN HAS INCREASED THE SALES OF ITS PRODUCTS

ALTERNATIVE RESPONSES	FREQUENCY	PERCENTAGE
Yes	46	98.2%
No	2	1.8%
Total	48	100%

From the above table, the researcher found out that 46 personnel representing 98.2 agreed that the overall marketing activities adopted by LBN have increased its products sales. While only 2 personnel representing 1.8 percent are of negative opinion. **TESTING OF**

HYPOTHESIS

The researcher tested all the five hypothesis proposed with chi-square at 5% level of significance.

HYPOTHESIS 1

Step 1: H_0 : The product strategies adopted by LBN Plc has not helped to increase its sales.

H_1 : The product strategies adopted by LBN has helped to increase its sales.

Step 2: The test statistics is $X^2 = \frac{E(O-E)^2}{E}$

Step 3: Level of significance used is 5% that is $X = 0.05$

Step 4: The degree of freedom = D.F = K-1

Step 5: The critical value of $X^2 = 9.48$

Step 6: Computation of the test statistic

TABLE 4.5

CONSUMERS RATING AS TO WHETHER THE PERFORMANCE OF LBN PRODUCTS HAS HELPED TO INCREASE ITS SALES

ALTERNATIVE RESPONSES	FREQUENCY	PERCENTAGE
Very high	73	37.5%
High	60	37.5%
Moderate	12	37.5%
Low	5	37.5%
Very low	-	-
Total	150	100%

$$X^2 = \frac{E(O-E)^2}{E}$$

$$X^2 = \frac{(73-37.5)^2}{37.5} + \frac{(60-37.5)^2}{37.5} + \frac{(12-37.5)^2}{37.5} + \frac{(5-37.5)^2}{37.5}$$

$$= 33.61 + 13.5 + 17.34 + 28.17$$

$$X^2 = 92.62$$

Step 7: $92.62 > 9.48$

Step 8: Decision: Since the calculated value of X^2 is greater than the table value, we reject the null hypothesis and accept the alternative hypothesis. We therefore conclude that products performance of LBN has helped to increase its sales.

HYPOTHESIS 2

Step 1: H_0 : The pricing strategies applied by LBN has not helped to increase its products sales.

H_1 : The pricing strategies applied by LBN has helped to increase its products sales.

Step 2: The, test statistics is $X^2 = \frac{E(O-E)^2}{E}$

Step 3: Level of significance used is 5% that is $X = 0.05$

Step 4: The degree of freedom = D.F = $K-1 = 2-1 = 1$

Step 5: The critical value of $X^2 = 3.84$

Step 6: Computation of the test statistics

TABLE 4.7

CONSUMERS INDICATION ON WHETHER THE PRICE DISCOUNTS ALLOWED BY LBN HAS INCREASED ITS PRODUCTS' SALES

ALTERNATIVE RESPONSES	FREQUENCY	PERCENTAGE
Yes	46	98.2%
No	2	1.8%
Total	48	100%

$$X^2 = \frac{E(O-E)^2}{E}$$

$$X^2 = \frac{(120-75)^2}{75} + \frac{(30-75)^2}{75}$$

$$= 27.0 + 27.0$$

$$X^2 = 54$$

$$\text{Step 7: } 54 > 3.48$$

Step 8: Decision: Since the calculated value of X^2 is greater than the table value, we reject the null hypothesis and accept the alternative hypothesis. We therefore conclude that the discount allowed by LBN has increase its product sales.

HYPOTHESIS 3

Step 1: H_0 : The distribution strategies of LBN has not helped to ensure availability of their products in the market.

H_1 : The distribution strategies of LBN has helped to ensure availability of their products in the market.

Step 2: The test statistics is $X^2 = \frac{E(O-E)^2}{E}$

Step 3: Level of significance used is 5% that is $X = 0.05$

Step 4: The degree of freedom = D.F = $K - I = 2 - 1 = 1$

Step 5: The critical value of $X^2 = 3.84$

Step 6: Computation of the test statistics

TABLE 4.15

DISTRIBUTORS INDICATION ON WHETHER THE COMPANY'S DISTRIBUTION METHOD HAS ENSURED ITS PRODUCTS AVAILABILITY IN THE MARKET

ALTERNATIVE RESPONSES	FREQUENCY	PERCENTAGE
Yes	105	57.5%
No	10	5.5%
Total	115	100%

$$X^2 = \frac{\sum (O-E)^2}{E}$$

$$X^2 = \frac{(105-57.5)^2}{57.5} + \frac{(10-5.5)^2}{5.5}$$

$$X^2 = 39.2 + 39.2$$

Step 7: $78.4 > 3.84$

Step 8: Decision: Since the calculated value of X^2 is greater than the table value, we reject the null hypothesis and accept the

alternative hypothesis. We therefore conclude that the discount allowed by LBN has ensured its products availability in the market.

HYPOTHESIS 4

Step 1: H_0 : The overall promotional strategies used LBN has not helped to increase its products sales.

H_1 : The overall promotional strategies used by LBN has helped to increase its products sales.

Step 2: The test statistics is $X^2 = \frac{E(O-E)^2}{E}$

Step 3: Level of significance used is 5% that is $X = 0.05$

Step 4: The degree of freedom = D.F = $K-1 = 4-1 = 3$

Step 5: The critical value of $X^2 = 7.81$

Step 6: Computation of the test statistics

TABLE 6: 4.10

THE IMPACT OF LBN'S PROMOTIONAL PROGRAMMES ON CONSUMERS PURCHASE ACTION

ALTERNATIVE RESPONSES	FREQUENCY	PERCENTAGE
Very good	68	37.5%

Good	58	37.5%
Bad	12	37.5%
Very bad	12	37.5%
Total	150	100%

$$X^2 = \frac{E(O-E)^2}{E}$$

$$X^2 = \frac{(68-37.5)^2}{37.5} + \frac{(58-37.5)^2}{37.5} + \frac{(12-37.5)^2}{37.5} + \frac{(12-37.5)^2}{37.5}$$

$$X^2 = 24.8 + 11.2 + 17.34 + 17.34$$

$$X^2 = 70.68$$

$$\text{Step 7: } 70.68 > 7.81$$

Step 8: Decision: Since the calculated value of X^2 is greater than the table value, we reject the null hypothesis and accept the alternative hypothesis. We therefore conclude that the promotional programme used by Lever Brother has helped for increase its products sales.

HYPOTHESIS 5

Step 1: H_0 : The overall marketing adopted by LBN has not helped to increase the sales of its products.

H_1 : The overall marketing strategies adopted by LBN has helped to increase the sales of its products.

Step 2: The test statistics is $X^2 = \frac{E(O-E)^2}{E}$

E

Step 3: Level of significance used is 5% that is $X = 0.05$

Step 4: The degree of freedom = D.F = $K - I = 2 - 1 = 1$

Step 5: The critical value of $X^2 = 3.84$

Step 6: Computation of the test statistics

TABLE 4.23

PERSONNEL AGREEMENT AS TO WHETHER THE OVERALL MARKETING ACTIVITIES ADOPTED BY LBN INCREASED THE SALES OF ITS PRODUCTS

ALTERNATIVE RESPONSES	FREQUENCY	PERCENTAGE
Yes	46	24%
No	2	24%
Total	48	48%

$$X^2 = \frac{E(O-E)^2}{E}$$

$$X^2 = \frac{(46-24)^2}{24} + \frac{(2-24)^2}{24}$$

$$X^2 = 20.2 + 20.2$$

$$X^2 = 40.4$$

Step 7: $40.4 > 3.48$

Step 8: Decision: Since the calculated value of X^2 is greater than the table value, we reject the null hypothesis and accept the alternative hypothesis. We therefore conclude that the overall marketing activities adopted by LBN has helped to increase the sales of its products.

CHAPTER FIVE

5.0 SUMMARY OF FINDINGS, RECOMMENDATION AND CONCLUSION

This research was carried out on effective marketing strategies for improved performance in a manufacturing company in Aba, Abia State using Lever Brother Operations Plc as our case study. Both primary and secondary data were collected by the researcher. The analysis of the data collected and test of the various hypotheses gave the following findings:

5.1 SUMMARY OF FINDINGS

- 93.3 percent of consumers believe that the quality of Lever Brothers Plc's product in the market is strategic to its continued success in Nigeria.
- 73.5 percent of consumers generally agreed that the prices of LBN's products are also moderate.
- Most consumers, given the percentage of 85.8% satisfied with the availability of LBN's products in the market.
- Personnel of LBN generally agreed that the promotional campaigns used by the company have helped to increase the sales of their products in the market.
- Consumers will continue to buy the company's products since they are satisfied with both their quality and price.
- Distributors of LBN agreed that their products have been well accepted in the market as a result of the products good performance.

- The company's personnel rating on the performance of their products indicated that they are satisfied with the products performance in line with their objectives.
- The impact of LBN's promotional programmes on consumers purchase action has been very good and this has made consumers to continue making repeat-purchase of their products in the market.
- About 93.7 percent of the company's personnel agreed that the channels used by their company have ensured its products availability in the market
- The overall marketing strategies adopted by Lever Brothers have helped to increase its products sales and profitability effectively.

5.2 RECOMMENDATIONS

The researcher made the following recommendations to ensure that the marketing of Lever Brother Nigeria Plc's will continue to succeed.

- Lever Brothers should continue to maintain its products high quality to ensure continued brand loyalty, consumer patronage, repeat-purchase action and the attraction of new buyers.

- The company should engage in periodic market research to add more value to its products and ascertain whether its products performance in the market is up to consumer's satisfaction.
- In addition, the company should improve more on its overall promotional programmes through the advertising of its products to stimulate consumers through the advertising of its products to stimulate consumers buying action and create more awareness, sales promotion thereby increasing its products sales above its existing level. Personal selling should be employed to counter consumers' cognitive dissonance, and public relations/publicity used to create good image and public acceptance.
- The company should also set-up a body that will keep on monitoring its competitive environment and will continue to give feedback information that will enable the management to deal with its weakness and threats and use its strengths to reap available opportunities.
- The company should continue to motivate its distribution as well as ensuring that they always stock its products so that consumers demand will be satisfied.
- Having observed that the overall marketing strategies adopted by LBN have helped to increase its products sales and profitability,

more effort should be geared towards maintaining this level of performance to ensure the company's growth and survival.

5.3 CONCLUSION

Lever Brothers products are some of the leading products in Aba, Abia State and are doing well in the market. The effective marketing strategies used by the company have made a great impact on the success of their products. The research findings indicated that consumers will continue to buy these products as a result of their good quality and moderate prices. The company should endeavour to adopt efficient and effective marketing strategies to ensure that the successes of their products are maintained.

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APPENDIX I

Department of Marketing,
University of Nigeria,
Enugu Campus

20th September, 2007

Dear Sir/Madam,

I am a Postgraduate student of the above named institution carrying out a research study on **Effective Marketing Strategies for Improved Performance of Manufacturing Companies** (A Case .Study of Lever Brothers Nigeria Plc, Aba).

I would like you to assist in answering the following questions, which are of utmost importance to this study. I want to assure you that all information supplied are purely for academic purposes and will be treated with strict confidence.

I will appreciate your quick response.

Yours faithfully,

AKANDE AWENRI FESTUS.
PG/MBA/00/31257

APPENDIX II

QUESTIONNAIRE FOR CONSUMERS

SECTION A

Instruction: Please tick (✓) where appropriate and write briefly where necessary.

1. Do you like the brand names of Lever Brothers PLC's products than those of its competitors?
Yes () No ()
2. How many times do you purchase LBN products in a week?
 - a. Two times ()

- b. Three times ()
 - c. Four times ()
 - d. Five times ()
3. Does the packaging of their products add anything to its anything to its value?
- Yes () No ()
4. How do you see the unique features of LBN Plc's products?
- a. Very good ()
 - b. Good, ()
 - c. Bad ()
 - d. Very bad ()
5. Do you like different sized of their products?
- Yes () No ()
6. Taking cognizance of the above, how would you rate the overall performance of LBN Plc's products in the market?
- a. Very high ()
 - b. High. ()
 - c. Moderate ()
 - d. Low ()
 - e. Very low ()

- 7 Does Lever Brothers gives credits sales?
Yes () No ()
- 8 Do you think that price discounts allowed by LBN has helped to increase its products sales?
Yes () No ()
- 9 Does the price of their products measured with its quality?
Yes () No ()
10. How would you rate the overall quality of their products?
a. High satisfied ()
b. Satisfied ()
c. Moderately satisfied ()
d. Not satisfied ()
11. Are you satisfied with the availability of LBN Plc's products?
Yes () No ()
12. Which media selection would you like LBN Plc to use most in reaching their consumer?
a. Television ()
b. Radio ()
c. Magazine ()
d. All of the above ()

13. Does the advertising copy used by LBN helped you to remember their advert message?

Yes () No ()

14. Taking cognizance of the above, how do you see the impact of their promotional programme on your purchase action?

a. Very good ()

b. Good ()

c. Bad ()

d. Very bad ()

15. Do you think that the overall marketing activities used by LBN PLC has made you to increase the purchase of its products?

Yes () No ()

SECTION B

Sex:

a. Male , ()

b. Female ()

Age:

a. 20-20 years ()

b. 31-40 years ()

c. 41 and above years ()

Profession/Occupation:.....

Education:

SSCE/GCE

OND

BCS/HND

Any other specify:.....

Marital Status:

a. Married ()

b. Single ()

APPENDIX III**QUESTIONNAIRE FOR DISTRIBUTORS****SECTION A**

Instruction: please tick (✓) where appropriate and write briefly where necessary.

1. What type of distributor are you?

a. Wholesaler ()

b. Retailer ()

c. Agent ()

2. How long have been distributing LBN products?
 - a. 1-5 years ()
 - b. 6-10 years ()
 - c. 11-15 years ()
 - d. 15 and above years ()
3. What impressed you most to distribute their products?
 - a. Product quality ()
 - b. Moderate price ()
 - c. Good distribution system ()
 - d. Good promotions ()
4. Does Lever Brother have good distribute their products?

Yes () No ()
5. If No, what is your own assessment on the company's distribution method?
 - a. Efficient ()
 - b. Inefficient ()
 - c. Very inefficient ()
 - d. Don't know ()
6. Do you think that the company's distribution method has helped to ensure its products availability in the market?

Yes () No ()

7. Does the advertising copy by LBN help consumers to remember their adverts message?

Yes () No ()

8. Do you think that media-selection used by LBN has helped to convey its message to their customers?

Yes () No ()

9. Taking cognizance of the above, how do you see the impact of their promotional programme on consumers purchase action?

a. Very good ()

b. Good ()

c. Bad ()

d. Very bad ()

10. Do you think that the overall marketing activities of Lever Brothers have helped consumers to purchase more of their products?

Yes () No ()

SECTION B

Sex:

a. Male ()

b. Female ()

Age:

- a. 20-30 years ()
- b. 31-40 years ()
- c. 41 and above years ()

Designation:.....

Business name:.....

QUESTIONNAIRE FOR PERSONNEL

SECTION A

Instruction: please tick (✓) where appropriate and write briefly where necessary.

1. How long have you been working with Lever Brothers?
 - a. 1-10 years ()
 - b. 11-20 years ()
 - c. 21-30 years ()
 - d. 31 and above years ()
2. Does consumers complain about your company's products?

Yes () No ()

3 If yes in above, what type of complaints?

- a. Price complaints ()
- b. Quality complaints ()
- c. Distribution complaints ()
- d. Promotion complaints ()

4. How would you are performance of your company's products in the market?

- a. Very high ()
- b. High. ()
- c. Moderate ()
- d. Low ()
- e. Very low ()

5. Do you think that the price of your company's product is measured with its quality?

Yes () No ()

6. Are you satisfied with the availability of your company's products in market?

Yes () No ()

7. Does your company have good distribution method?

Yes () No ()

8. Do you think that the channel of distribution used by your company has ensured its products availability in the market?

Yes () No ()

9. What type of media-selection does your company uses mostly in reaching their consumers?

a. Television ()

b. Radio ()

c. Magazine ()

d. All of the above ()

10. Do you think that the overall marketing activities used by your company has helped to increase its sales turnover?

Yes () No ()

SECTION B

Sex:

a. Male ()

b. Female ()

Age:

a. 20-30 years ()

b. 31-40 years ()

c. 41 and above years ()

Designation:.....

Business name:.....

Qualification:

SSCE/GCE ()

OND ()

BCS/HND ()

Any other specify:

Marital status:

a. Married ()

b. Single ()