

A REVIEW OF THE MARKETING SYSTEM OF THE
NIGERIAN BOTTLING COMPANY LIMITED, ENUGU

(A CASE STUDY)

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A B S T R A C T

The Nigerian Bottling Company Limited is one of the Companies enjoying the "Sellers' Market" in their locally produced goods in the country today. The secret behind the company's success still remains a mystery to other companies in the soft drink industry. However, many new companies are springing up daily and a great deal of competition is gradually building up in the soft drink market.

This study is aimed at reviewing the marketing system currently in use by the Nigerian Bottling Company Limited, Enugu, with a view to re-appraising its effectiveness, in coping with the competition that is now building up.

The work has been divided into seven chapters. Chapter one deals with general introduction, and overview of the soft drink industry in Nigeria, history of the Nigerian Bottling Company Limited, problems of the company and ends with statement of purpose of the study. Chapter two deals with review of relevant literature and goes on to review items such as controllable and uncontrollable variables, the marketing mix of the organisation, the marketing concept of the organisation. Detailed analysis of the elements of the marketing mix-product, price, promotion and place or distribution are given. Chapter three deals with the scope of the study and the methodology. In this chapter, various methods of data and information collection are discussed and the limitations on data collection as well as method of budgeting for resource allocation to marketing are highlighted.

Chapter four deals with the presentation of data as they were collected from various sources. Responses to the various questions in the questionnaires are presented in this chapter and actual figures obtained mainly from company records are presented.

In chapter five a detailed analysis of data presented in chapter four is made. The analysis is essentially focussed on the four hypotheses which are designed to highlight and review the company's management of its marketing mix. Chapter six deals with the summary of the major findings from the study and chapter seven brings the paper to a close by highlighting the conclusions derived from the study and the various recommendations made on the solution of the company's marketing problems.