

**AN APPRAISAL OF PROMOTIONAL ACTIVITIES OF  
SELECTED BAKERIES IN ENUGU METROPOLIS**

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## ABSTRACT

This research work sets out to study the appraisal of promotional activities of selected bakeries in Enugu Metropolis.

The purpose of this research is to find out the degree of promotional activities employed by bakery industries in Enugu Metropolis in reaching the target audience. In carrying this research work, primary and secondary data were used. The primary data comprised the preliminary interviews and questionnaire which were distributed randomly among selected customers, retailers and bakers in Enugu metropolis. The secondary data used were obtained from journals of the bakery industries, textbooks, magazines and periodicals. The questions in the questionnaire structured as to include multi-choice question type, dichotomous question type and open ended question type. Proportion sample is the quantitative technique used for the data analysis, which was needed to test three formulated hypothesis.

After the analysis of data, the following findings were discovered.

- 1) The promotional activities of bakery industry in Enugu metropolis is efficient in reaching the target audience.
- 2) The methods of communication employed by the bakery industries in Enugu metropolis in reaching prospective customers is not appropriate.

- 3) The promotional strategy is a panacea for the problems by bakery industry in Enugu metropolis.
- 4) The customers patronize any product with quality no matter which area of Enugu metropolis.

**Based on the above findings, the following recommendations are made**

- 1) The bakeries should go for quality products
- 2) The bakeries should use various communication techniques to get the products to numerous customers in Enugu metropolis.
- 3) The bakeries should avoid prolonged scarcity of their products.
- 4) The means of communication should be modernized and should articulate properly modes of communication available.

However, there is need for management to lay much emphasis on reasonable promotional programmes in order to satisfy the customers need in most effectively and efficient ways.