

TITLE

A Critical Evaluation of the Nigerian
Export Promotion Council Strategies

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ABSTRACT

The importance of efficient and effective export promotion in Nigeria cannot be over emphasized. It was for this need that the Federal Government of Nigeria established the NEPC so that Nigerian products can comfortably compete with their counterparts on the international market and hence ensure more foreign earnings for the country. The NEPC is yet to measure up to expectations towards making the dreams of the Federal Government come true. It is consequent upon this that this research work is conducted to evaluate the strategies adopted by the NEPC so as to pin-point the loopholes and offer recommendations for improvement.

For this purpose, the research work is divided in six chapters, chapter one is an introduction and general instruction to the study. Chapter two deals with the review of related literatures on the topic, chapter three is on research methodology and design for data collection for the project work. Chapter four highlights the data analysis and presentation of hypotheses. Chapter five deals with result and discussion while chapter six concluded the research work by dealing with