AN APPRAISAL OF THE PROMOTIONAL STRATEGIES OF THE SOFT DRINKS INDUSTRY
A CASE STUDY OF NIGERIAN BOTTLING COMPANY (NBC) PLC, 9TH MILE.

A PROJECT REPORT

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ABSTRACT

The manufacturers of soft drinks device various strategies to promote their products among consumers. These promotional strategies range from advertising, sales promotion, personal selling, publicity, etc. They also use dealer support strategies like novelties and the use of refrigerators to woo customers and dealers.

The objectives of the study are

To determine the impacts of the promotional strategies of the company.

To determine the objectives of the promotional strategies of the company.

To determine the process of formulating and implementing the promotional strategies.

It becomes a lingering problem for the management of soft drinks industry on how to achieve effective promotion, high sales and finally the ultimate goal which is profit.

Under the research methodology, tables were used in presenting the data received and collected. The tables were applicable. The chi-square formular and the t-distribution were used to accomplish the results needed.

The usefulness of this research work will, therefore, be of immense relevance to the management of the soft drinks industry.
In summary, it was found that effective promotional strategies have direct impact on the price of soft drinks and that inadequate promotion strategies affect the sale of soft drinks.

The management respondents indicated that they use various promotional strategies in distributing and promoting their products. For consumer promotion, the company emphasizes advertising and sales promotion more than any other strategies.

The consumer respondents indicated that sales promotion induces them to increase their usage of the product.

It was also found that sales promotion increases the sale of soft drinks in the soft drinks market. From the consumer respondents, the quality and taste of the product affect the choice of a particular brand of soft drink.

Under recommendations, it was advised that the management of the company should increase the product availability and improved product quality.

In conclusion, the promotional strategies of the company should be formulated in such a way that the profit objective of the company is reached and that the satisfaction of the consumers/customers is reached.