

**MARKETING STRATEGIES AND SALES: A CASE STUDY OF  
CENTURY BOTTLING COMPANY MBARARA BRANCH**

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**A RESEARCH REPORT SUBMITTED TO THE SCHOOL OF BUSINESS  
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REQUIREMENTS FOR THE AWARD OF A BACHELORS  
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UNIVERSITY**

**2009**

**DECLARATION**

I **MWESIGWA INNOCENT** declare that this research is my original effort/work and has not been presented elsewhere for any academic award to any university or tertiary institution.

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**APPROVAL**

This research has been accepted and submitted with my approval as a university supervisor.

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.....  
17/07/2009

**MR.SSENDAGIRE HASSAN WASSWA**

## **DEDICATION**

This piece of work is dedicated to my brother (sponsor) Mr. Bainomugisha Jacob for his tireless support towards my studies and my beloved parents Mr. Erick Kaseegu and Mrs Jovureti Kaseegu for their support that helped me to accomplish my studies.

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## **ABSTRACT**

The researcher chose this topic because companies face a number of marketing strategies to choose from which impacts heavily on the sales of their products. The way these marketing strategies influence consumer attitudes, creates awareness, persuades potential and existing customers, supports purchase decisions, and creates brand loyalty as major impacts on the sales of the products offered in the market place. It is in this competitive environment that companies seek to apply marketing strategies that can help them to improve and increase on their sales.

The topic of the study was to examine the impacts of application of marketing strategies on the sales of Coca cola products at Century Bottling Company Mbarara. The specific objectives of the study were; to assess the effects of advertising on the sales of coca cola products at Century Bottling Company Mbarara, to examine the effects of sales promotion on the sales of Coca cola products at Century Bottling Company Mbarara and to evaluate the relationship between marketing strategies and sales at Century Bottling Company Mbarara.

The data was collected from secondary and primary sources. The researcher used questionnaires and interviews as the research instruments. Close ended questions were used to obtain data from a sample size of 10 respondents chosen through simple random sampling. The respondents comprised of employees of Century Bottling Company Mbarara.

The data was analyzed using percentiles as a statistical method. The information was presented in form of tables. The results obtained show that marketing strategies of advertising, sales promotion and marketing research were very important on influencing sales levels.

## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.0 Background of the Study.**

This study was intended to establish the impact of application of marketing strategies on the sales of coca cola products in Uganda at Century Bottling Company Mbarara. Various authors in their books have talked about various marketing strategies.

According to [www.online.education.net.international](http://www.online.education.net.international) MBA online marketing strategies and sales are very close knit and rely entirely on one another. Marketing strategies helps sales department to re-assure potential and existing customers that they are capable of serving and fulfilling their needs which helps to create a sale. Most sales would never exist or at least would not be as many as possible if there were no marketing strategies applied.

Companies that modify their marketing strategies appropriately can maintain and improve their performance in times of low sales. Strategic changes in marketing strategies are most likely to achieve the desired out come in terms of increased sales. Thus the two variables of marketing strategies and sales do rely on each other because if there were no marketing strategies sales would never exist or would be very low and if there were on concept of sales there would be no application of marketing strategies.

Marketing strategy is a process that can allow an organisation to concentrate its limited resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage. Joseph P (1990).

Marketing strategy refers to a written plan (usually apart of the overall corporate plan) which combines product development, promotion, distribution and pricing approach, identifies the firms marketing goals and explains how well they will be achieved with in a stated time frame. (Joseph P, 1990). The working definition of marketing strategies for this case study will be adopted from Joseph P (1990) marketing strategy is a process that allows an organisation to concentrate its limited resources on the greatest opportunity to increase sales and achieve competitive advantage. Characteristics of marketing strategies will include Advertising, Sales promotion and Marketing research.

Sales come from the word selling which is the process of two way communication between the sales person and the buyers (customers) to understand buyer's needs and meet them by providing the needed goods and services at a profit. (Charles M, 2006)

Sales involves the activities of identifying the customers, making certain the product the product meets the customer's needs and asking for a purchase. Identifying customers involves defining the types of people who are likely to need the product and then locating specific individuals with in that group to call on. (Gordon W, 1990). The working definition of sales for this case study will be sales are the returns from products and services exchanged between buyers and sellers. Characteristics of sales will include Rate of purchase, Retention of old customers and Acquisition of new customers.

Advertising refers to informative or persuasive message carried by a non personal medium and paid for by an identified sponsor whose organization or product is identified in some way. William G. (1997). Advertising facilitates a favourable brand evaluation and subsequent purchase decisions which leads to increase in sales.

Sales promotion is a promotional method that uses short term techniques to persuade members of a target market to respond or undertake certain activities with an aim of increasing sales, introducing a new product, creating awareness, enhancing image of a brand and enhancing competitive advantage. Micheal D'Amico (1997). Sales promotion persuades members of the target market to respond to goods and services offered on the market that leads to increased number of purchases and thus increasing on sales and subsequent improvement in sales.

Marketing research refers to systematic and objective identification, collection, analysis and dissemination of information for the purpose of assisting management in decision making related to identification of problems and solutions and the opportunities in marketing. Alvin C (1999). Marketing research identifies a problem in marketing and finds a solution to the problem which helps the organisation to find solutions to declining sales.

However currently the sales of coca cola products in Century Bottling Company Mbarara is not high as required by the company's top management and the marketing department and hence a problem.

### **1.1 Statement of the Problem**

Marketing strategies are very important for the sustainability of sales of coca cola products in Uganda at Century Bottling Company Mbarara as they promote brand preference and loyalty that leads to increased sales. due to growing competition from Pepsi cola products and thus a lot of funds are needed to strengthen these marketing strategies and which funds are not readily available, hence a problem.

If the identified problem of growing competition from Pepsi cola products is not handled and solved very fast by Century Bottling Company Mbarara, coca cola product will be out competed on the Ugandan

market which is very dangerous as it can bring about bankruptcy and subsequent liquidation or takeover of the company.

### **1.2 Purpose of the Study**

The purpose of the study was to establish whether there is any impact on the sales of coca cola products in Uganda as a result of application of marketing strategies at Century Bottling Company Mbarara. Marketing strategies will be characterised by Advertising, Sales promotion and Marketing research. Sales will be characterised by rate of purchase, Retention of old customers and acquisition of new customers.

### **1.3 Objectives of the Study**

The objectives of the study were;

(i) To assess the effects of Advertising on the sales of coca cola products in Century Bottling Company Mbarara.

(ii) To examine the effects of Sales promotion on the sales of coca cola products in Century Bottling Company Mbarara.

(iii) To evaluate the relationship between Marketing research and sales of coca cola products in Century Bottling Company Mbarara.

### **1.4 Research Questions**

(i) Does the application of Advertising have any impact on the sales of coca cola products at Century Bottling Company Mbarara?

(ii) Does the application of Sales promotion have any impact on the sales of coca cola products in Century Bottling Company Mbarara?

(iii) Does marketing research applied have any impact on the sales of coca cola products in Century Bottling Company Mbarara?

### **1.5 Scope of the Study**

- (i) The target population were administrators and employees of Century Bottling Company Mbarara and some randomly selected distributors of coca cola products in Mbarara Municipality.
- (ii) The independent variables looked at were Advertising, Sales promotion and Marketing research and the dependent variables are rate of purchase, retention of old customers and acquisition of new customers.
- (iii) The researcher also used questionnaire in data collection.

The researcher will also analyse data using tables.

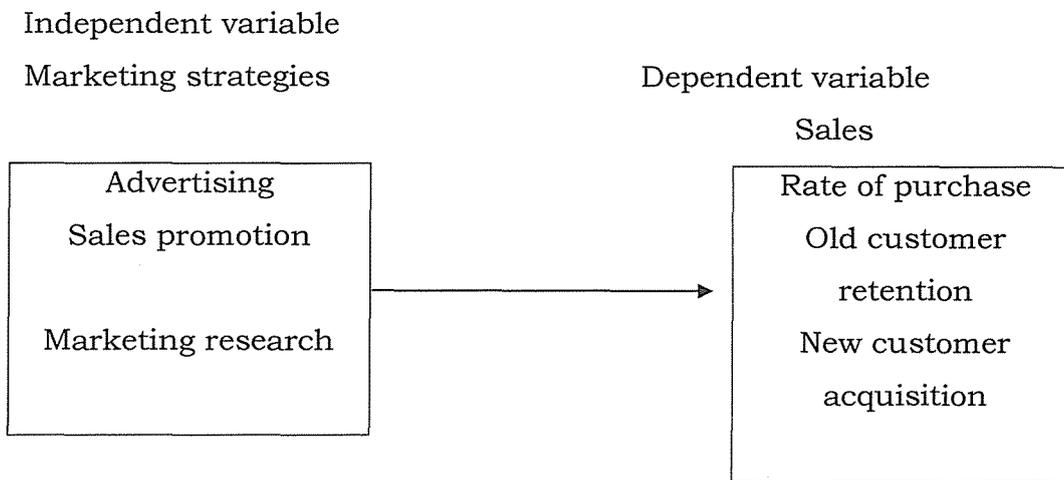
The study was undertaken from century bottom company Mbarara.

The period considered in the study was from January to July 2009

### **1.6 Significance of the Study**

- (i)The research findings may be of great help to the case study company, future researchers and the government policy makers and add to the theory of knowledge.
- (ii)The case study company may use the recommendations made in the study to run their business better than it has done/is doing.
- (iii)The government policy makers may also make use of research recommendations made in the study to formulate appropriate policies in related field of marketing management function.
- (iv)It will be available to students carrying out research in the related field of marketing strategies in the marketing sector of the country.
- (v)The company may use the study to formulate more marketing strategies that can lead to the sustainability sales of its products.
- (vi)The study may enlighten the company about the usefulness of marketing strategies. This may lead to continuous use of marketing strategies there by creating more employment opportunities for those willing to perform promotional activities.

## 1.7 Conceptual Framework



Advertising can be done using radio stations, Televisions, electronic billboard, internet, news papers, magazines. These different channels used creates awareness, persuades customers and influence their purchasing decisions which leads to increased sales.

Sales promotion activities include; couponing, sampling, premiums, contests, sweep talks, refunds and rebates, bonus packs and price off. These activities promote brand loyalty and thus leading to increase on sales volume.

Through marketing research rightful products are produce to the rightful customers because the desired product features in terms of quality, quantity, and packaging will be got from market research information and thus facilitating new product or brand production, leading to increased sales.

## **CHAPTER TWO**

### **RELATED LITERATURE REVIEW**

#### **2.0 Introduction**

This chapter reviewed what other scholars and researchers had previously talked about the subject matter in question being researched about and various ideas, views elsewhere in the world .The various variables considered in the study were marketing strategies (independent variable) which was characterised by advertising, sales promotion, marketing research and sales (dependent variable) which was characterised by rate of purchase, retention of old customers and acquisition of new customers.

#### **2.1 Effects of Advertising on Sales.**

Butter Worth (1986)" Firms which sale products in local markets, seek to make demand broader and steadier by advertising on large scale". Through the application of advertising as a marketing strategy, the coca cola plant in Mbarara has attracted many customers via televisions ,radio stations, Newspapers, Internet, electronic billboards and magazines .This has resulted into increased demand for coca cola products in Uganda and consequently increasing on sales and profits in the long run.

"Marketing strategies are a source of high profit margin, sales revenue, return on investments and market share". Holey and Lynch (1985).

In the light of the above statement, through massive advertisements and televisions, radio stations, internet, electronic billboards, newspapers and magazines have led to increased rate of purchase of coca cola products and hence leading to increased sales as people are persuaded by these numerous advertisements to try and taste what is being advertised.

Mburu (2001) sees the impact of extrinsic cues like advertisement on a consumer as a preliminary to a belief. The consumer must focus attention upon the advertisement once he or she is exposed to it (Maloney, 1963) in doing this makes a very general view of what the advertisement is about. Faris and Albaion (1980) add that advertised or brands sell more than none advertised one. Advertising communication induces attitudes which directly affect purchase decisions and thus affecting sales in the long run.

According to Clyt white, the president of D' Archy massive advertising agency (1991), said that "every 24hours that pass without any advertising reinforcement brand loyalty will diminish ever so slightly". In order to create brand loyalty of coca cola products like Krest, Storney, Fanta citrus, the management of the company has embarked on massive advertisements that will ultimately lead to increase in sales. However, when advertising is not carried out regularly and sufficiently, the sales are likely to decline leading to reduced sales. This is a clear manifestation that advertising as a marketing strategy has influence on the sales of coca cola products produced at Century Bottling Company Mbarara.

According to William G and Michael d' Amico (1997) advertising refers to persuasive or informative message carried by a non personal medium and paid for by an identified sponsor whose organisation or product is identified in some way. Advertising facilitates a favourable brand evaluation and subsequent purchase decisions which leads to increase in sales.

"People will not buy your product if they have never heard of it". Jerome E. Mc Carthy (1978). In the light of the above statement, through advertising in the media, such as televisions, radio stations, news papers, magazines, signs and direct mail have created awareness about

the existence of the products in the market area as such media tries to communicate to a large number of customers at the same time which has led to increased sales of Coca Cola products in Uganda. Century Bottling Company has resorted to massive advertising which has created awareness and persuaded customers to come and make purchases leading to increased sales in the long run.

According to O' Guinn, Allen and Semenic (2006), advertising is an essential marketing tool that helps to create brand awareness, build the brand name, can occasionally turn a mere brand into a social statement, creates brand recognition, brand loyalty, stimulates demand and supports purchase decisions. In the light of the above statement through massive advertisements carried out by Century Bottling Company Coca cola products have become known to almost to all people in Uganda, its brand name as Coca Cola is recognised, many customers are loyal to the company's brand and demand is increasing leading to increased sales on the Ugandan market.

## **2.2 Effects of Sales Promotion on Sales**

"The basic premise of the marketing strategies is that, once they are adopted they will improve business performance." David Jobber (1985). In the light of the above statement the coca cola plant has indulged itself in sales promotion activities as a strategy to market its products which has led to improved business performance because considerable attained by coca cola company and it by far leads it's competitor peps cola products on Ugandan market as far as soft drinks are concerned.

"Marketing strategies are a source of high sales, profit margin, return on investment and market share." Holey and Lynch (1985). From the above statement ,through sales promotion activities that company has involved in like live like a millionaire, win school fees, Entandikwa, Ijuza

Ekikapu ne coca cola ,live on the cock side of life, price reductions, coupons to enter grand draws to win lots of cash and other prizes has led to increased sales in the long run as people struggle to enjoy these benefits associated with taking coca cola soft drinks and the Entandikwa extended to retailers who willing to establish small coca cola outlets has also contributed towards sales increment as the product is brought nearer to customers.

Lynch and Shepherd (1990) made more statements on sales promotion strategy as “winning competitors customers.” Through the use of more effective sales promotion activities like sponsoring community events, sports, contributing to the needy and elderly people, school fees, coupons, samples, lucky draws for to win money and lots of other prizes all have attracted formerly peps cola customers to coca cola company’s products and thus increasing its sales on the Ugandan market.

According to George E and Michael A(2001), activities involved in consumer oriented sales promotion include; sampling, couponing, premiums, contest and sweep talks ,refunds and rebates, bonus packs, price offs and event marketing. Coca cola Company Mbarara branch has carried out and is still carrying out all these sales promotion activities which is intended to increase on its sales.

Sales promotion tries to complement the firm’s personal selling efforts, sales promotion people will develop and perhaps install point of purchase materials, may also invent contests and may design sales portfolios that the company’s own sales people carry with them, Jerome E. McCarthy (1978). From the above statement Century Bottling Company Mbarara has installed point of purchase materials, kiosks, depots work with different people to distribute its products in different areas, their sales people can clearly be identified with branded T-shirts of Coca Cola, key holders, calendars, banners which has made it easier

for the company to attract customers' attention towards its products offered and hence leading to increased sales levels.

Livingstone and Ord (1982) argue that the amount of a product or service demanded by an individual or customers depends on its price. Basing on the above statement through sales promotion activities of price discounts, two in one, relative prices charged on Coca Cola products at Century Bottling Company Mbarara has generally contributed towards increased sales levels of the company's products and its increased market share among the soft drinks on the Ugandan market.

Price elements impacts on the consumer behaviour as it represents the value customers attaches to the benefits expected from the product Palmer (2000). Price discounts most especially offered to large volume buyers or retailers and other customers by Century Bottling Company as part of its sales promotion drive has attracted new customers, fostered repeated purchases, increased on the rate of purchase, promoted brand loyalty all leading to increase in the sales of Coca Cola products at Century Bottling Company Mbarara.

Sales promotion element has a significant influence of the consumption patterns of consumers, Kottler (1988). Offering attractive prices, making the products available to target markets, sponsoring community events, promoting good public relations as carried out by Century Bottling Company Mbarara has led to increase in the sales levels of the company's products that it was prior to the application of these sales promotion activities.

According to Kottler P. And Armstrong G (2006) looked at sales promotion as a promotional method that uses short term techniques to persuade members of the target market to respond or undertake certain activities with an aim increasing sales, introducing a new product,

creating awareness, enhancing image of a brand and competitive advantage through offering something of value to those responding generally in form of lower prices, price discounts, coupons, something more for the same price. Century Bottling Company Mbarara has applied most of the above sales promotion activities which has helped it to improve on its sales levels.

### **2.3 Relationship Between Marketing Strategies and Sales.**

The relationship between marketing strategies like advertising and sales are very close knit and rely entirely on one another.

**www.online.education.net.international MBA online** marketing strategies helps sales department to re-assure potential and existing customers which helps to create a sale .most sales would never exist or at least would not be as many as possible if there were no marketing strategies applied.

Marketing strategies like sales promotion builds brand preference and loyalty by reinforcing purchases in some instances. Like through sales promotion activities of couponing, price discount, bonus packs, in store displays promotes brand loyalty and preference that leads to increased sales as it is believed that a loyal customer tends to spend more on the product or service preceding years than in the previous years.

**http://www.3.babson.educ/publications/GR/past issues/volumes.**

Marketing strategies like advertising entices buyers or consumers to location where they advertise products or services are with an aim of knowing more about those products where a sale takes and hence influencing the sales levels of the organisation. **www.online.education.**

Companies that modify their marketing strategies appropriately can maintain or improve their performance in times of low sales. According to **http/www.emerald insight.com/10** research carried out conclusions and recommendations identify the strategic changes in

marketing strategies are most likely to achieve the desired outcome in terms of increased sales, market share and profitability

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.1 Introduction.**

This chapter explains the design and methodology of the research undertaken. It presents the nature of sample and sampling procedure, area of the study, type of data, methods of data collection and analysis.

#### **3.2 Research design.**

The research will employ a description type of study that involves qualitative approach. The main object of a description study is to acquire knowledge on how marketing strategies affect sales.

#### **3.3 Case study**

The case for this research will be Century Bottling Company Mbarara branch. This branch was selected because of its convenience to the researcher.

#### **3.4 Population of the study.**

The population of the study consists of the top management, employees, and distributors of coca cola products within Mbarara municipality.

#### **3.5 Research sample and sampling technique.**

The sampling techniques which will be used are simple random, convenience and judgemental sampling in order to obtain the appropriate information. A sample consist of 10 employees will be selected for the study.

#### **3.6 Area of the study.**

Mbarara district with an area of 9,875.9sq/km is located in the south western Uganda bordering Rakai to the east, Bushenyi in the west, Masaka in the northeast, Kabarole in the north. Ntungamo and the republic of Tanzania in the south.

According to (2001) housing and population census Mbarara district has got a population of 1,089,051 people of which 552,046 are female and 537,005 are male.

### **3.7 Methods of data collection.**

Researcher will use both primary and secondary data and the following instruments will be used to collect data and information for this study:-

#### **Questionnaires**

Questionnaires designed will be used to collect the primary data and information. This method widely used in market research because of its convenience to respondents in giving agreements and disagreements with each series of statements that are related to the phenomenon in question.

#### **Interviewing.**

Interviewing method will also be used to respondents basically consisting of unstructured interview. This will enable the researcher to get inner feelings of the respondents about the impacts of marketing strategies on sales.

#### **Documentation.**

These documentary sources include; examination of the company's past records and reading materials of other researchers. The documentation method will be used in data analysis. The purpose is to necessary information on the impact of marketing strategies on sales.

## **CHAPTER FOUR**

### **PRESENTATION AND ANALYSIS OF DATA**

#### **4.0 Introduction**

This study was set to investigate the impact of application of marketing strategies on the sales of coca cola products at Century Bottling Company Mbarara branch. Data was collected on the basis of the following objectives.

- (1) To assess the effects of advertising on the sales of Coca Cola products in Century Bottling Company Mbarara.
- (2) To examine the effects of sales promotion on the sales of Coca Cola products in Century Bottling Company Mbarara.
- (3) To evaluate the relationship between marketing strategies and sales at Century Bottling Company Mbarara.

The findings of the study are presented using the data below.

#### **4.1 Effects of Advertising on the Sales of Coca cola Products in Century Bottling Company Mbarara.**

The first objective of this study was to assess the effects of advertising on the sales of coca cola products in Century Bottling Company Mbarara, and the following questions were used to answer the research objectives.

- 1) Does advertising have positive effects on the sales of coca cola products at Century Bottling Company Mbarara?
- 2) Has advertising as a marketing strategy led to increase d sales of coca cola product at your Century Bottling Company Mbarara?
- 3) Has advertising had some serious negative effects on sales of coca cola products at your Century Bottling Company Mbarara?
- 4) Should your company maintain advertising as a marketing strategy?

The results of these questions are summarised in table below. The respondents were asked where advertising have positive effects on sales of coca cola products and these are their responses.

**Table 4.1(a): If advertising has positive effects on the sales of coca cola products at Century Bottling Company Mbarara.**

<b>Response</b>	<b>Frequency</b>	<b>Percentage %</b>
Agree	7	70
Disagree	2	20
Not sure	1	10
<b>Total</b>	<b>10</b>	<b>100</b>

**Source: Questionnaire.**

According to the results from table 4.1(a) ,70% (7) of respondents at the company agreed that advertising has positive effects on the sales of coca cola products at Century Bottling Company Mbarara and 20% (2) disagreed with the statement while 10%(1) was not sure whether advertising has positive effects on the sales of Coca cola products at Century Bottling Company Mbarara.

It can be deduced that advertising as a marketing strategy has positive effects on the sales of coca cola products at Century Bottling Company Mbarara as the majority respondents agreed with the statement. Though some few respondents disagreed and others were not sure probably they just wanted to differ from other respondents.

The respondents were also asked whether advertising as a marketing strategy led to increased sales.

**Table 4.1(b); If Advertising Led to Increased Sales of Coca Cola Products at Century Bottling Company Mbarara.**

<b>Response</b>	<b>Frequency</b>	<b>Percentage%</b>
Agree	8	80
Disagree	1	10
Not sure	1	10
<b>Total</b>	<b>10</b>	<b>100</b>

**Source: questionnaire.**

The results from table 4.1(b) indicate that 80% (8) of the respondents agreed that advertising as a marketing strategy has led to increased sales of coca cola products at Century Bottling Company Mbarara and 10%(1) disagreed while 10%(1) of respondents were not sure whether advertising has led to increased sales of coca cola products or not.

It can therefore be concluded that advertising as a marketing strategy has led to increased sales of coca cola products at Century Bottling Company as the majority respondents (80%) have agreed to that. Though the minority respondents have disagreed it's a very small number so we can consider the majority respondents' response.

The respondents were also asked whether advertising had some serious negative effects on the sales of Coca Cola products at Century Bottling Company Mbarara.

**Table 4.1(c) Whether Advertising had Some Serious Negative Effects on the Sales of Coca Cola Products at Century Bottling Company Mbarara.**

<b>Response</b>	<b>Frequency</b>	<b>Percentage%</b>
Agree	0	0
Disagree	8	80
Not sure	2	20
<b>Total</b>	<b>10</b>	<b>100</b>

**Source: Questionnaire.**

According to the results from table 4.1(c) none (0%) of the respondents agreed that advertising has had some serious negative effects on the sales of coca cola products at Century Bottling Company. The minority that is 10% of the respondents were not sure whether advertising has had some serious negative effects on the sales of coca cola products at Century Bottling Company Mbarara.

It can be deduced that advertising as marketing strategy has not had some serious negative effects on the sales of coca cola products at Century Bottling Company Mbarara.

Though some negative effects could be there they may not be so serious to cause an alarm.

The respondents were asked whether advertising should be maintained as a marketing strategy at Century Bottling Company Mbarara

**Table 4.1(d) If Advertising Should be Maintained as a Marketing Strategy Century Bottling Company Mbarara.**

<b>Response</b>	<b>Frequency</b>	<b>Percentage%</b>
Agree	9	90
Disagree	0	0
Not sure	1	10
<b>Total</b>	<b>10</b>	<b>100</b>

**Source: Questionnaire.**

The results from table .41(d) rendered that 90% (9) of the respondents wanted advertising to be maintained as a marketing strategy and 10% (1) of the respondents were not sure on whether the company should maintain advertising as a marketing strategy or not while none of the respondents disagreed with the idea of maintaining advertising as a marketing strategy.

It can therefore be deduced that advertising as a marketing strategy should be maintained at Century Bottling Company Mbarara as the majority respondents agreed with the idea and none of the respondents disagreed.

#### **4.2 Examine the Effects of Sales Promotion on the Sales of Coca Cola Products at Century Bottling Company Mbarara.**

The second objective of this study was to examine the effects of sales promotion on the sales of coca cola products at Century Bottling Company Mbarara, and the following questions were to answer the research objectives.

- 1) Has sales promotion as a marketing strategy improved on the company's sales performance?
- 2) Do you consider sales promotion as one of the best marketing strategy?
- 3) Do the customers embrace sales promotion activities carried out by your company?
- 4) Is there need to improve on the current sales promotion activities if sales are to increase further?

The results of these questions are summarised in the following tables below.

The respondents were also asked whether sales promotion as a marketing strategy improved on the company's sales performance.

**Table 4.2 (a) Whether Sales Promotion as a Marketing Strategy Improved on the Company's Sales Performance.**

<b>Response</b>	<b>Frequency</b>	<b>Percentage%</b>
Agree	7	70
Disagree	2	20
Not sure	1	10
<b>Total</b>	<b>10</b>	<b>100</b>

**Source: Questionnaire.**

Results from table 4.2(a) show that 70% (7) of the respondents agreed that sales promotion as a marketing strategy has led to the company's improved sales performance and 20%(2) of the

respondents disagreed while 10% (1) were not sure whether sales promotion as a marketing strategy has led to the company's sales performance or not.

It can now be deduced that sales promotion as a marketing strategy has led to the company's improved sales performance as the majority respondents agreed with it. Though 20% (2) of the respondents disagreed they probably wanted to differ from other respondents.

The respondents were asked whether they consider sales promotion as one of the best marketing strategy at Century Bottling Company Mbarara.

**Table 4.2 (b) If Sales Promotion is Considered as one of the Best Marketing Strategies at Century Bottling Company Mbarara.**

<b>Response</b>	<b>Frequency</b>	<b>Percentage%</b>
Agree	6	60
Disagree	2	20
Not sure	2	20
<b>Total</b>	<b>10</b>	<b>100</b>

**Source: Questionnaire**

The results from table 4.2 (b) indicate that 60% (6) of the respondents agreed that sales promotion is one of the best marketing strategies being applied at Century Bottling Company Mbarara and 20% (2) of the respondents disagreed while 20% (2) were not sure whether sales promotion is one of the marketing strategies being applied at Century Bottling Company Mbarara.

It can now be concluded that although the majority respondents 60% agreed that sales promotion is one of the best marketing strategy being applied at Century Bottling Company Mbarara, this percentage is not sufficient enough so the company may need to do more about sales promotion so as to make it the best.

The respondents were also asked whether the customers embrace sales promotion activities carried out by Century Bottling Company Mbarara.

**4.2 (c) Whether the Customers Embrace Sales Promotion Activities Carried out at Century Bottling Company Mbarara.**

<b>Response</b>	<b>Frequency</b>	<b>Percentage%</b>
Agree	8	80
Disagree	0	0
Not sure	2	20
<b>Total</b>	<b>10</b>	<b>100</b>

**Source: Questionnaire**

According to the results from table 4.2 (c) indicate that 80%(8) of the respondents agreed that customers do embrace the sales promotion activities carried out by the company and 20% (2) of the respondents disagreed and acknowledge that not all the sales promotion activities carried out by the company are embraced by customers.

It can now be deduced that customers do embrace the sales promotion activities carried out by the company as the majority respondents 80% agreed with it. Though 20% of the respondents probably they just wanted to differ from other respondents.

Respondents were asked whether there is need to improve the current sales promotion activities carried out by the company.

**Table 4.2 (d) If there is Need to Improve on the Current Sales Promotion Activities Carried Out at Century Bottling Company Mbarara.**

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Agree	8	80%
Disagree	0	0%
Not sure	2	20%
<b>Total</b>	<b>10</b>	<b>100%</b>

**Source: Questionnaire.**

Results from table 4.2(d) indicate that majority respondents 80% (8) agreed that there is need to improve on the current sales promotion activities if sales are to increase further and 20% (2) of the respondents were not sure whether there is need to improve on the current sales promotion activities while none of the respondents disagreed with the idea of improving on the current sales promotion activities.

It can now be deduced that there is need to improve on the current sales promotion activities carried out by the company if sales are to increase further as majority respondents 80% are supporting it. Though 20% of the respondents are not sure of whether there is need to improve on the current sales promotion activities they are probably not all that about the trends of the company's sales.

### 4.3 Evaluate the Relationship Between Marketing Research and Sales.

The third objective of this study was to evaluate the relationship between marketing research and sales and the following questions were used to answer the research objectives.

- 1) Has marketing research as a marketing strategy contributed greatly to increased sales of your company?
- 2) Can marketing research lead to the sustainability and improvement and improvement of sales?
- 3) Has marketing research helped your company to counteract competition from Pepsi cola products?
- 4) Should your company maintain marketing research as a marketing strategy

The results of these questions are summarised in the tables below

The respondents were asked whether marketing research as a marketing strategy contributed greatly to increased sales of Coca cola products at Century Bottling Company Mbarara

**Table 4.3 (a) whether Marketing Research as a Marketing Strategy Contributed Greatly to Increased Sales at Century Bottling Company Mbarara**

<b>Response</b>	<b>Frequency</b>	<b>Percentage%</b>
Agree	8	80
Disagree	1	10
Not sure	1	10
<b>Total</b>	<b>10</b>	<b>100</b>

**Source: Questionnaire.**

Results from table 4.3(a) indicate that majority of the respondents 80% (8) agreed that marketing research as marketing strategy has contributed greatly to increased sales of coca cola products at Century Bottling Company Mbarara and 10% (1) of the respondents

disagreed while other 10% were not sure whether marketing research has contributed greatly to increased sales.

It can now be deduced that marketing research as a marketing strategy has contributed greatly to increased sales of coca cola products at Century Bottling Company Mbarara as the majority respondents agreed with it. Though the minority respondents disagreed we shall take majority respondents point of view.

The respondents were asked whether marketing research can lead to the sustainability and improvement of sales.

**Table 4.3 (b) Whether Marketing Research Leads to the Sustainability and Improvement of Sales of Coca Cola Products at Century Bottling Company Mbarara.**

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Agree	8	80
Disagree	0	0
Not sure	2	20
<b>Total</b>	<b>10</b>	<b>100</b>

**Source: Questionnaire**

According to the results from table 4.3 (b) show that majority respondents 80% (8) agree that marketing research as a marketing strategy can lead to the sustainability and improvement of sales at Century Bottling Company Mbarara and none of the respondents disagreed while 20% (2) of the respondents were not sure whether marketing research as a marketing strategy can lead to the sustainability and improvement of sales of coca cola products at Century Bottling Company.

It can now be deduced that marketing research as a marketing strategy can lead to the sustainability and improvement of sales at Century Bottling Company Mbarara as the majority respondents 80%

(8) agreed with it and non of the respondents disagreed apart from the minority who were not sure basically due to lack of enough knowledge about marketing research as a marketing strategy.

The respondents were also asked whether marketing research helped the company to counteract competition from Pepsi Cola products.

**Table 4.3 (c) If Marketing Research Helped Century Bottling Company Mbarara to Counteract Competition From Pepsi Cola Products.**

<b>Response</b>	<b>Frequency</b>	<b>Percentage%</b>
Agree	8	80
Disagree	1	10
Not sure	1	10
<b>Total</b>	<b>10</b>	<b>100</b>

**Source: Questionnaire**

According to the results from table 4.3 (c) indicate that 80% (8)of the respondents agreed that marketing research as a marketing strategy has helped Century Bottling Company to counteract competition from Pepsi cola products

It can now be concluded that marketing research as a marketing strategy has helped Century Bottling Company to counteract competition from Pepsi cola products as the majority respondents 80% (8) agreed with it. Though 10% (1) of the respondents disagreed and other 10% (1) were not sure and thus conclusion can be drawn basing on the majority respondents.

The respondents were also asked whether marketing research should be maintained as a marketing strategy.

**Table 4.3 (d) Whether Marketing Research Should be Maintained as a Marketing Strategy at Century Bottling Company Mbarara.**

<b>Response</b>	<b>Frequency</b>	<b>Percentage%</b>
Agree	10	100
Disagree	0	0
Not sure	0	0
<b>Total</b>	<b>10</b>	<b>100</b>

**Source: Questionnaire**

According to the results from table 4.3(d) indicate that all the respondents 100% (10) agreed that marketing research as a marketing strategy should be maintained at Century Bottling Company Mbarara.

It can now be concluded that marketing research should be maintained as a marketing strategy at Century Bottling Company Mbarara as all the respondents unquestionably agreed to it.

## CHAPTER FIVE

### SUMMARY CONCLUSION AND RECOMMENDATION

#### 5.0 Introduction

This chapter presents the summary, general conclusions and recommendations made based on the objectives of the study and data collected from employees of Century Bottling Company Mbarara.

#### 5.1 Summary.

According to the findings, majority of the respondents agreed that marketing strategies of advertising, sales promotion and marketing research applied at Century Bottling Company Mbarara, led to increase in the sales of Coca cola products.

The findings revealed that majority respondents agreed that advertising as a marketing strategy led to increased sales, had positive effects on the sales, did not have serious negative effects on the sales and acknowledges that advertising should be maintained as a marketing strategy at Century Bottling Company Mbarara

Most of the respondents agreed that sales Promotion as a marketing strategy improved on the company's sales performance, considered sales promotion as one of the best marketing strategy, revealed that the customers embraced the sales promotion activities carried out by the company and also agreed that there is need to improve on the sales promotion activities if it was to be made one of the best marketing strategy at Century Bottling Company Mbarara.

An overwhelming number of respondents revealed that marketing research as a marketing strategy contributed greatly to increased sales, led to sustainability and improved sales performance, helped the

company counteract competition from Pepsi cola products and all the respondents suggested that marketing research be maintained as a marketing strategy at Century Bottling Company Mbarara.

## **5.2 Conclusions.**

The first objective of the study was to assess the effects of advertising on the sales of Coca cola products at Century Bottling Company Mbarara. According to the data collected, the majority of the respondents revealed that advertising as a marketing strategy led to increased sales, had positive effects like influencing purchase decisions, never had serious negative effects and wanted it to be maintained as a marketing strategy at Century Bottling Company Mbarara.

The second objective of the study was to examine the effects of sales promotion on the sales of Coca cola products at Century Bottling Company Mbarara. According to the data collected, majority respondents agreed that sales promotion as a marketing strategy led to the company's improved sales performance, revealed that the customers embraced the sales promotion activities carried out by the company and also acknowledged the need for improvement on the sales promotion activities carried out by Century Bottling Company Mbarara.

The third objective of the study was to evaluate relationship between marketing strategies and sales at Century Bottling Company Mbarara. According to the data collected, it revealed that majority of the respondents agreed that marketing research as a marketing strategy contributed greatly towards increased sales, helped the company to counteract competition from Pepsi cola products and all the respondents overwhelmingly suggested that research be maintained as a marketing strategy at Century Bottling Company Mbarara.

### **5.3 Recommendations.**

The management of Century Bottling Company Mbarara should restructure their product offering to offer more attractive features like appealing colours and sweet fragrance after taking the soft drink. To appeal to the educated target market and promote brand loyalty, attractive prices need to be set especially for big quantities since most retail customers in this market buy large in volumes.

The management of Century Bottling Company Mbarara, should consider more educative information that can stick into the customers' mind and further direct this information to deciders like family heads and buyers so as to improve their brands perceived quality and increase awareness since these highly influence brand chosen and thus increase in the sales in the long run.

Management of Century Bottling Company Mbarara should focus more on sales promotion activities that directly influence consumers attitudes towards the products offered like price discounts, lucky draws for customers to win prizes, extend grants to small scale retailers to establish Coca cola products' outlets and kiosk so as to bring the products nearer to the customers. The company is engaging in many sales promotion activities of which some are not generating sales. So the company should leave out those sales promotion activities that are not generating sales and focus only on those that are generating high levels of sales.

### **5.4 Recommendation for Future Research**

This research explored the impacts of application of marketing strategies on the sales of coca cola products in Century Bottling Company Mbarara. Similar studies should be extended to other companies with in and out Mbarara municipality to other major towns in Uganda so as to get a broader picture the impact of application of marketing strategies

on the sales. I recommend that more studies be conducted in other areas such as banking, telecommunication and other industries so as to get a broader appreciation of how various marketing strategies influence the rate of sales of any given company.

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**APPENDIX A**  
**RESEARCH QUESTIONNAIRE.**

1) Has advertising as a marketing strategy led to increased sales of coca cola products at your Century Bottling Company Mbarara?

Agree   
Disagree   
Not sure

2) Does advertising have positive effects on the sales of coca cola products at your Century Bottling Company Mbarara?

Agree   
Disagree   
Not sure

3) Has advertising had some serious negative effects on the sales of coca cola products at your company?

Agree   
Disagree   
Not sure

4) Should your company maintain advertising as a marketing strategy?

Agree   
Disagree   
Not sure

5) Has sales promotion as a marketing strategy improved on your company's sales performance?

Agree   
Disagree   
Not sure

6) Do the customers embrace sales promotion activities carried out by your company?

Agree   
Disagree   
Not sure

7) Do you consider sales promotion as one of the best marketing strategies?

Agree

Disagree

Not sure

8) Is there need to increase on the current sales promotion activities if sales are to increase further?

Agree

Disagree

Not sure

9) Has marketing research as a marketing strategy contributed significantly to increased sales at your company?

Agree

Disagree

Not sure

10) can marketing research lead to sustainability and improvement of sales?

Agree

Disagree

Not sure

11) Has marketing research helped your company to counteract competition from Pepsi cola products?

Agree

Disagree

Not sure

12) Should your company maintain marketing research as a marketing strategy?

Agree

Disagree

Not sure

13) Which marketing strategy is the most effective?

Advertising

Sales promotion

Marketing research

14) Why

It is cheap

It is convenient

Yield quick results

15) Should your company adopt more marketing strategies apart from the three it is currently using?

Agree

Disagree

Not sure