BRANDING AND BUSINESS PERFORMANCE OF TELECOMMUNICATION COMPANIES

ACASE STUDY OF MTN KAMPALA-UGANDA
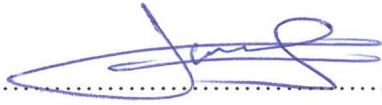
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A RESEARCH REPORT SUBMITTED TO THE COLLEGE OF ECONOMICS AND MANAGEMENT OF IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF BACHELORS DEGREE IN BUSINESS ADMINISTRATION-MARKETING OPTION OF KAMPALA INTERNATIONAL UNIVERSITY

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DECLARATION

I BUGINGO VINCENT, Here by declared to the best of my knowledge that the work in this report has never been submitted elsewhere for the award of any degree.

Signed by ....

Date: 10/11/2014

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APPROVAL

This is to certify that this research has been carried out under my supervision as a University supervisor.

SUPERVISOR

MR TOM MUGUME

SIGNITURE   **DATE**

....10/11/2014...........

DEDICATION

This work is dedicated to my loving and caring parents, my sisters and brothers for their care, love, affection, parental guidance and spiritual support. May almighty God bless them

I would like to acknowledge the almighty God for seeing me through my studies up to the end special thanks goes to my supervisor Mr. Mugume Tom who spared and dedicated time to impart his research skill and knowledge in me and most especially for his patience, without which would not have been able to complete this project work.

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LIST OF ACRONYMS

MTN: Mobile Telecommunication Network

AMA: American Marketing Association

CRM: Customer Relationship Management

OGD: Organisational Growth and Development

ATM: Automatic Teller Machine

ICT: International Computer Technology.

SPSS: Statatistical Package for social science

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ABSTRACT

The study aimed at assessing the effects of branding on business performance of telecommunication companies. The study aimed at existing literature aimed at assessing the effects of branding on business performance of telecommunication companies specifically deals with dependent and independent variables and influence of branding on business performance to telecommunication companies especially MTN Uganda with its outlets, this is done basing on the objectives of the study. The study also comprised of population of 120 respondents, and a descriptive research design was used to collect data from 70 respondents using collective primary data. This part also discusses on what other scholars have written concerning branding on business performance of MTN Uganda researchers view on the topic as influenced by other authors. Data was analyzed using tables and after cleaning, the data the researcher entered it into the computer for further analysis to present various and figures which were used to demonstrate information for easy understanding , through these procedures the study found the effects of branding on business performance by MTN company Uganda for that matter the objectives of MTN Company found out that rural areas fails to receive MTN services extended to them through proper connection and using experienced labor to analyze the ability of customers to use them and the profitability of MTN was perishing, and findings of the study were organized in light of researcher. In conclusion the findings confirmed that there is need of care for those customers' communication and effective problem-solving skills must be attained. Call center representatives must be able to listen well and communicate effectively verbally. Those who respond to customers via written channels must also have strong typing, spelling and grammar skills and the ability to convey information effectively in an online environment. Communication also comes into play when dealing with customers' questions and complaints, a reality of this type of work.

1.0 Introduction

This chapter covered the background of the study, the statement of the problem, study objectives, scope of the study, research questions and significance of the study.

1.1 Background of the study

A **brand** refers to a company name, a product name, or a unique identifier such as a logo or trademark. The American Marketing Association defines a **brand** as a Name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers. A brand may identify one item, a family of items, or all items of that seller. If used for the firm as a whole, the preferred term is trade name. **(American Marketing Association, 2004)**

Branding is that personality that identifies a product, service or company (name, term, sign, justify symbol, or design, or combination of them) and how it relates to key constituencies: customers, staff, partners, investors etc. **(Knox et al 2003).** The concept of branding developed through the practices of craftsmen who wanted to place a mark or identifier on their work without detracting from the beauty of the piece. These craftsmen used their initials, a symbol, or another unique mark to identify their work and they usually put these marks in a low visibility place on the product. Not too long afterwards, high quality cattle and art became identifiable in consumers' minds by particular symbols and marks. Consumers would actually seek out certain marks because they had associated those marks in their minds with tastier beef, higher quality pottery or furniture, sophisticated artwork, and overall better products. If the producer differentiated their product as superior in the mind of the consumer, then that producer's mark or brand came to represent superiority. *(Berkowitz, 1998)*

Today's modern concept of branding grew out of the consumer packaged goods industry and the process of branding has come to include much, much more than just creating a way to identify a product or company. Branding today is used to create emotional attachment to products and companies. Branding efforts create a feeling of involvement, a sense of higher quality, and an aura of intangible qualities that surround the brand name, mark, or symbol. **(Dave Dolak, 2002).**

Brands create a perception in the mind of the customer that there is no other product or service on the market that is quite like yours. A brand promises to deliver value upon which consumers and prospective purchasers can rely to be consistent over long periods of time. It stands for the immediate image, emotions, or perceptions people experience when they think of a company or product since it represents all the tangible and intangible qualities and aspects of a product or service. **(Kotler 2000).**

The world has come full circle from selling to marketing and from seller's market to buyer's market. The customer today has the option to buy what he thinks he should and from whom, being in his or her best interest. Product development, technological improvement, cost optimization and excellent service facility are very important for any organisation but their importance is only if the customer appreciates them. Therefore, any business begins and ends with the customer **(Sugandhi, 2002)**. Thus, service organizations such as MTN are shifting their focus from "transactional exchange" to "relational exchange" for developing mutually satisfying relationship with customers. Extended relationships are reported to have a significant impact on transaction cost and profitability, and customer lifetime value. Serving the customers, in true sense, is the need of the hour as the customer was, is and will remain the central focus of all organizational activities **(Gronroos, 2001)**.

The liberalization of the telecommunication sector in Uganda came via the Communications Act of 1997. The Act broadly aimed to improve the spread and affordability of modern telecommunications services in Uganda. The Act saw the licensing of two national operators: MTN Uganda (MTN) a subsidiary of MTN South Africa as the second national operator (SNO), and UTL, both of which were licensed to offer mobile and fixed services.

On October 21 1998, MTN Uganda launched commercial services in Uganda with its head office at MTN Uganda towers, 22 Hannington Road, Kampala, just six months after acquiring and signing of the license. MTN has since grown to be the leading Telecommunications Company in Uganda servicing in excess of 3,500,000 customers. Despite insufficient infrastructure (power, roads etc) MTN has covered in excess of 90% of the urban population, providing services in over 150 towns and villages and their immediate environments. MTN has built a strong global brand and is recognised for its leadership in mobile telephony in emerging markets. Its brand is a key

differentiator, and its strategy is to leverage it to achieve even greater growth and efficiencies **(Ruyter & Wetzels, 2000).**

Customer Relationship Management (CRM) refers to all business activities directed towards initiating, establishing, maintaining, and developing successful long-term relational exchanges. It is the core business strategy that integrates internal processes and functions, and external networks, to create and deliver value to targeted customers at a profit. CRM is a business strategy to identify, cultivate, and maintain long-term profitable customer relationships. It requires developing a method to select most profitable customer relationships (or those with the most potential) and working to provide those customers with service quality that exceeds their expectations **(Sheth & Parvatiyar, 1995).**

The fundamental reason for companies aspiring to build relationships with customers is economic. For survival in the global market, focusing on the customer is becoming a key factor for companies big and small. Establishing and managing a good customer relationship is a strategic endeavor. It should be noted that companies use a variety of communication methods when building customer service such as verbal, written and non-verbal methods. However, the effectiveness of communication in improving customer service is doubtable especially when customers endlessly complain about service delivery, quality to mention but a few. This research proposal is therefore considered to determine whether communication improves customer service in telecommunication industry in Uganda **(Kumar 2003).**

1.2 Problem Statement

In today's dynamic and competitive market situation, organizations have resorted to exploitation of various marketing strategies in an attempt to attain a high competitive advantage over their competitors. **(Dave et al 2011).** Among this various marketing strategies is product branding. Organizations like MTN Company Ltd carries out product branding exercises on its various products like modems and pre bicycles, cars, T-shirt, among other products by clearly demarcating their company logo on to their products so as to differentiate their products from those of their competitors as well as avoiding product duplication and hence ensuring increased sales volumes and hence attain organizational growth and development. **(Davidsson, 1991).**

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Despite all the above, the market penetration and retention strategies, the company's (MTN Company Ltd) growth and general development levels are still low. This is evident as shown in the company's 2009's five years sales volume plan where branding was expected and estimated to improve the sales level to 98% by 2012. The plan was also expected to cover all areas of Uganda mostly rural areas with clear networks where by up to now some areas are still lacking network like villages of Kisoro, Mubende, Kyenjojo, and other areas where by network is used by only urban people to 40% of total population in those area. Also MTN Uganda still faces a problem of providing efficient communication and customer services to its big number of customers where by its toll number 123 or 121 is working for few people. **(Sugandhi, 2002).**

By the end of 2013, the company had only attained 28% of the plan's objective which is too low as compared to the company's branding plan expectations. It's upon this background that the researcher is interested in establishing the relationship between product branding and business performance with MTN Company Ltd as the case study area.

1.3 Purpose of the study

The purpose of the study was to establish the relationship of branding and business performance in telecommunication companies a case study of MTN Uganda.

1.4 Specific objectives

i. To establish profile of respondents (age, educational level, working experience, marital status,) in MTN Uganda.

ii. To establish the various product branding strategies used by MTN Uganda.

iii. To establish other factors affecting business performance other than branding in MTN Uganda.

iv. To establish the relationship between branding and business performance in MTN Uganda.

1.5 Research Questions

i. What is the profile of respondents (age, educational level, working experience, marital status,)?

ii. What are the various products branding strategies used by MTN Uganda?

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iii. What are the factors affecting business performance other than branding in MTN Uganda?

iv. What is the relationship between branding and business performance in MTN Uganda?

1.6 Scope of the study

1.6.1 Content scope

The study focused on the relationship between branding and business performance on MTN Company Ltd.

1.6.2 Geographical Scope

The study was carried out in MTN Company Limited Kampala among the selected outlets in the Kampala city centre-Uganda.

1.6.3 Time scope

The study covered a period of three month (3month) and considered performance records of MTN between 2011-2014. This was because the researcher expects to obtain enough data about the research topic.

1.7 Significances of the study

The study benefited both the case study company and other players in the telecommunication industry.

The study added knowledge to the existing literature about the relationship between branding and organizational performance and development.

The study will benefit other scholars who wish to pursue further studies on branding in relation to organizational performance and development

The results of the study will benefit policy makers for evolving realistic policies. The findings may identify the ways of improving branding and other marketing strategies so as to improve on sales.

1.8 Conceptual frame work

Independent variable   **intervening variable**   **Dependent variable**

Branding
● Nature of branding
● Safe guarding.
● Organization
● Maintenance

- Attitude
- Profitability
- Competition
- Customer loyalty

Business performance
● Sales volume
● Profit level
● Market shares
● Growth and expansion
● Customer satisfaction
● Employee satisfaction

Out comes
- High profits
- High sales
- High market shares
- Customer retention
- Good reputation

Source: primary data (2014)

The conceptual framework above indicates the significant relationship between the two variables determining the effects of the independent variable against the dependent variable. In this case the independent variable is the branding which is researched to determine its significant relationship on the dependent variable which is in business performance of MTN-Uganda. Appraisal

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.0 Introduction

This chapter covered related literature of the topic under study. It explained the various views and works on organizational growth and development. The sources of literature include primary data, secondary data and published data, among others.

2.1 Nature of Branding

Branding means the use of a name, term, symbol or design or a combination of all this to identify a product. It includes the use of brand names, trademarks and practically all other means of product identification. Brand name has a narrower meaning. A brand name is a word, letter or a group of words. Trade mark is a legal term. A trade mark includes only those words, symbols or marks that are legally registered to use by a single company. The word "Buick" can be used to explain these differences. The Buick car is branded under the brand name Buick (whether it's spoken or printed in any manner). When Buick is printed in a certain kind of script, however, it becomes a trade mark not to be attached to the product. It needs not to be a word. A symbol can be used. These differences may seem technical, but they are very important to the business firms that spend a lot of money to protect and promote their brands. *(Berkowitz, 1998)*

The American Marketing Association defines a **brand** as a "Name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers. A brand may identify one item, a family of items, or all items of that seller. If used for the firm as a whole, the preferred term is trade name. *(dave et al 2000)*

A brand can take many forms, including a name, sign, symbol, color combination or slogan. For example, *Coca Cola* is the name of a brand made by a particular company. The word *branding* began simply as a way to tell one person's cattle from another by means of a hot iron stamp. The word brand has continued to evolve to encompass identity. It affects the personality of a product, company or service. It is defined by a perception, good or bad, that your customers or prospects have about the organization. Brand is the personality *that identifies* a product, service

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or company (name, term, sign, symbol, or design, or combination of them) and how it relates to key constituencies: customers, staff, partners, investors etc.

Some people distinguish the psychological aspect, brand associations like thoughts, feelings, perceptions, images, experiences, beliefs, attitudes, and so on that become linked to the brand, of a brand from the experiential aspect. The experiential aspect consists of the sum of all points of contact with the brand and is known as the brand experience. The brand experience is a brand's action perceived by a person. The psychological aspect, sometimes referred to as the brand image, is a symbolic construct created. (**Knox et al 2011**)

Organizational Growth and Development (OGD) is a new term which means a conceptual, organization-wide effort to increase an organization's effectiveness and viability. (**Churchill, N. & V. Lewis (1983))**.

(**Warren Bennis 2010**) has referred to **Organizational Growth and Development** (OGD) as a response to change, a complex educational strategy intended to change the beliefs, attitudes, values, and structure of an organization so that it can better adapt to new technologies, markets, challenges, and the dizzying rate of change itself. Organisational Development is neither "anything done to better an organization" nor is it "the training function of the organization"; it is a particular kind of change process designed to bring about a particular kind of end result. Organisational Growth and Development can involve interventions in the organization's "processes," using behavioral science knowledge organizational reflection, system improvement, planning and self-analysis. (**Birley, S. & S. Stockley (2000))**.

Firm growth and development in general refers to increase in size. (**Davidsson & Wiklund, 2000).**

2.2 Types of products branding strategies
Experiential Branding
Schmitt's (1999) experiential marketing concept also adds to the traditional view of the branding concept. He explicitly states how the brand as an identifier has evolved to become a provider of experiences. The experiential marketing approach views brands as an integrated holistic

experience, which is possible to create through nurturing sensory, affective and creative relations, as well as associating a lifestyle with the brand.

Emotional Branding model

Gobé (2001) believes that the emotional aspect of brands is what makes a key difference for consumers. He argues that people are interested in buying emotional experiences, and he calls the brands that are able to create an emotional bond with their clients emotional brands. According to him, emotional brands share a set of common values that make them highly sought.

2.3 Factors affecting business performance other than branding.

In the study carried out by the **Cambridge Small Business Research Centre (1992),** the most common growth barriers were related to factors on the macro level. The most important growth barriers were related to difficulties in obtaining finance and the price of money, the level of and decrease in demand (Perren, 2000), and tightening competition (Hay & Kamshad, 1994), and shortage of clear product differentiation and branding strategies. Other growth barriers were caused by restrictions determined by authorities, problems in obtaining a skilled workforce, and the small number or lack of potential cooperation partners in the area.

The organizational-internal factors affecting unwillingness to grow include the entrepreneur's fear of losing his or her autonomy, difficulties in fitting together personal and the firm's goals, and weak managerial or marketing skills **(MacNabb, 1995; Perren, 2000).** These issues are particularly typical when an entrepreneur "transfers" from the role of entrepreneur to that of manager, or when the firm hires new managers.

Sectoral and broader market-led approaches focus largely on the identification of growth constraints and opportunities. It has been found, for instance, that economic fluctuations strongly affect the growth probability of many companies **(Kangasharju, 2000).** Also, for firm growth, it seems that aiming at growing market niches is more important than taking market shares from competitors **(Wiklund, 1998).** However, growth can happen only if there are no growth barriers. Such barriers can be related to company-internal and company-external factors **(Barber et al., 1989; Smallbone & North, 1993a; Vaessen & Keeble)**

2.4 Measurements of organizational growth and development

The most frequently used measure for growth has been change in the firm's turnover. Another typical measure for growth has been change in the number of employees. However, it has been found that these measures, which are frequently used in the organizational growth context, are strongly intercorrelated. **(Weinzimmer, L. & P. Nystrom & S. Freeman (1998).)**

2.5 The relationship between branding and business performance.

Several relationships between branding and organizational growth and development been presented. The general preconditions for growth have been suggested to be (1) entrepreneur's growth orientation; (2) adequate firm resources for growth; and (3) the existence of a proper product brand name and identity **(Davidsson, 1991).**

Storey (1994: 158) claims that there are three key influences on the **relationship** between branding and organizational growth and development of firm: (1) the background and access to resources of the entrepreneur(s); (2) the firm itself; and (3) the strategic branding and general marketing decisions taken by the firm once it is trading.

The most important factors associated with organizational growth and development are the organization's product brand designs, motivation, education and the firm having middle-aged business owners. The design and technique of the product identity signs and brand is the most rapid. The location and industry sector also affects the growth but The most important strategic factors are unique product brand designs, an ability to identify market niches and introduce new products, and an ability to build an efficient management team. Storey argues that these three components need to be combined appropriately for growth and development to be achieved. **(Stinchcombe, A. (1965))**

2.6 The Need for Branding/Effects of Product Branding

The central concern of brand building literature experienced a dramatic shift in the last decade. Branding and the role of brands, as traditionally understood, were subject to constant review and redefinition. A traditional definition of a brand was: "the name, associated with one or more items in the product line, that is used to identify the source of character of the item(s)" (*Kotler 2000, p. 396).*

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The American Marketing Association (AMA), definition of a brand is "a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors" Within this view, as Keller (2003) says, "technically speaking, then, whenever a marketer creates a new name, logo, or symbol for a new product, he or she has created a brand" He recognizes, however, that brands today are much more than that. As can be seen, according to these definitions brands had a simple and clear function as identifiers *(American Marketing Association (AMA) 2004)*

Before the shift in focus towards brands and the brand building process, brands were just another step in the whole process of marketing to sell products. "For a long time, the brand has been treated in an off-hand fashion as a part of the product" *(Urde 1999, p. 119). Kotler (2000)* mentions branding as "a major issue in product strategy" As the brand was only part of the product, the communication strategy worked towards exposing the brand and creating brand image.

Aaker and Joachimsthaler (2000) mention that within the traditional branding model the goal was to build brand image ; a tactical element that drives short-term results. Alongside *(Kohli and Thakor 1997),* Mentioned that "the brand is a sign -therefore external- whose function is to disclose the hidden qualities of the product which are inaccessible to contact" The brand served to identify a product and to distinguish it from the competition. "The challenge today is to create a strong and distinctive image" Concerning the brand management process as related to the function of a brand as an identifier, *(Kapferer (1997)*

Aaker and Joachmisthaler (2000) discuss the traditional branding model where a brand management team was responsible for creating and coordinating the brand's management program. In this situation, the brand manager was not high in the company's hierarchy; his focus was the short-term financial results of single brands and single products in single markets. The basic objective was the coordination with the manufacturing and sales departments in order to solve any problem concerning sales and market share. With this strategy the responsibility of the brand was solely the concern of the marketing department in the enhancement or organizational growth. *(Davis and Dunn 2002).* In general, most companies thought that focusing on the latest

and greatest advertising campaign meant focusing on the brand The model itself was tactical and reactive rather than strategic and visionary. *(Aaker and Joachimsthaler 2000).* The brand was always referred to as a series of tactics and never like strategy.

2.6.1 The Functions of Branding to the Consumer

Identification; To be clearly seen, to make sense of the offer, to quickly identify the sought-after products.

Practicality; To allow savings of time and energy through identical repurchasing and loyalty.

Guarantee;- To be sure of finding the same quality no matter where or when you buy the product or service.

Optimization;- To be sure of buying the best product in its category, the best performer for a particular purpose.

Characterization; - To have confirmation of your self-image or the image that you present to others

Continuity;- Satisfaction brought about through familiarity and intimacy with the brand that you have been consuming for years.

Hedonistic Satisfaction linked to the attractiveness of the brand, to its logo, to its communication.

Ethical Satisfaction linked to the responsible behavior of the brand in its relationship towards society. *Adapted from Kapferer (1997)*

Kapferer's view of brand value is monetary, and includes intangible assets. "Brands fail to achieve their value-creating potential where managers pursue strategies that are not orientated to maximizing the shareholder value"

(Doyle 2001a, p. 267). Four factors combine in the mind of the consumer to determine the perceived value of the brand: brand awareness; the level of perceived quality compared to competitors; the level of confidence, of significance, of empathy, of liking; and the richness and attractiveness of the images conjured up by the brand.

2.7.1 Customer satisfaction

In order to satisfy customers the MTN introduced technology in banking which became obvious in developed countries that had involved IT in its banking operations managed to reduce their costs of operations (Daily Graphic, 2008). MTN of Africa gradually introduced technology into its operations in the late 1980s to enhance their operations and to help clients enjoy their services with much convenience. Various researches have indicated that technology influences banking in a positive way in terms of productivity, cashiers' work, banking transactions, MTN patronage, company services delivery, customers' services and company services (Balachandher eta]., 200 ; Idowu et al., 2002; Hunter, 1991; Yasuharu, 2003). Owusu-Frimpong (1999), other factors that customers are looking for in a high customer service can be divided into two broad groups as tangible and intangible factors. The tangible factors may concern performance, quality, reliability, cost of services and convenience. The intangible factors may be reputation, sense of caring, courtesy willingness to help, problem solving ability of staff, etc. The tangible and the intangible factors primarily drive home the point about customer's perception about how he/she is being treated by a company.

2.7.2 Customer retention

In relation to accordance with the customer retention the company decided to introduce service interaction Interactions between customers and employees are a decisive component of service quality (Berry, 2009). This is principally factual for services exemplified by a high degree of person-to-person interaction and by the absence of an exchange of tangible goods. The client comes away from service interaction with feelings of contentment or annoyance. Service encounter is an interpersonal association between the firm's staff and customers **(Potluri & Mangnale, 2011)**. Research has indicated that service quality has been increasingly recognized as a critical factor in the success of any business (Parasuraman et al., 2009), and the banking industry in this case in not exceptional (Hossain & Leo, 2009). Increase customer access to funds by expanding ATM networks and improving online banking offerings as means of retaining customers.

2.7.3 Profitability

Business managers can implement a customer satisfaction program, beginning with measuring and addressing employee attitudes and job satisfaction to increase customer retention and improve business profitability. Maximizing customer satisfaction makes an important contribution to maximizing profitability, although other factors such as cost control, productivity and marketing strategy also impact the bottom line. By maximizing customer satisfaction, you can increase the opportunity for repeat sales to customers, while reducing the cost of sales and marketing. Customer satisfaction helps to increase customer loyalty, reducing the need to allocate marketing budget to acquire new customers. Satisfied customers may also recommend your products or services to other potential customers, increasing the potential for additional revenue and profit **(Thomas, 2001).**

2.7.4 Attitude

According to Winston Churchill, "attitude is a little thing that makes a big difference." Projecting the right attitude when delivering exceptional customer service makes a big difference. When I do business with someone, I am going to remember that company by how well I was treated, how the people who served the company treated me, and how well the company fulfilled my needs or my wishes. My initial impression most likely will be affected by the friendliness and kindness of the customer service agent; whether it is my first experience on the phone, by email, or in person. When I call another realtor to set up an appointment to see one of their listings, I always begin with" How are you today?" Immediately I can sense a relaxed attitude. It just makes people nicer when we are nice. Follow up the friendly greeting with an enthusiastic attitude about your position, your job, or the service you are offering. For instance, I'm excited when I shop to buy new shoes. I like it when the salesperson shows that same attitude of enthusiasm as she helps me to choose the perfect pair. *(Kapferer (1997)*

Then there is the attitude of respect that shows customers how we appreciate their business and how we are willing to do everything we can to make their experience the best we can offer. That attitude of respect is what wins us a customer's loyalty. For those customers who need to be thrifty and for those clients who have the economics to be frivolous, our attitude of respect for all customers can make a difference. When we use the attitude that we genuinely care about others,

even if they cannot afford the most expensive product our company offers, we build up trust and appreciation. Today when I scheduled new Internet, phone, and television service, the customer service agent started with the most expensive package Comcast offered. I wanted something more economical, so we amicably worked our way to my more specific needs return **(Johnson et al., 2005).**

2.7.5 Competition

In all industries, competition among businesses has long been encouraged as a mechanism to increase value for customers. In other words, competition ensures the provision of better products and services to satisfy the needs of customers. Various perspectives of competition, the nature of service quality, health-care system costs and customer satisfaction in health care are examined. A model of the relationship among these variables is developed. The model depicts customer satisfaction as an outcome measure directly dependent on competition. Quality of care and health-care system costs, while also directly dependent on competition, are considered as determinants of customer satisfaction as well. The model is discussed in the light of propositions for empirical research. **(Clemmar, 2004)**

2.7.7 Customer loyalty

Research into customer loyalty has focused primarily on product and brand loyalty. The loyalty to service has remained under exposed (Gremler & Brown 1996). It has been demonstrated that loyalty is more prevalent among service customers than among customers of tangible products (Synder, 1986). In the service content, intangible attributes such as reliability and confidence may play a major role in building and maintaining loyalty (Dick & Basu 1994). Customer satisfaction leads to customer loyalty. A high level of satisfaction with the service provided leads to repeat purchases and growth of market share (Heskett et al, 1994). Satisfied customers buy more and more often (Storback et al, 1994) and further confirm this in their assessment that "one way to achieve strong relationships".

2.8 Reasons for Brand Fail

A long, long time ago in a galaxy far away, products were responsible for the fate of a company. When a company noticed that its sales were flagging, it would come to one conclusion: its product was starting to fail. Now things have changed. Companies don't blame the product, they blame the brand. It isn't the physical item sitting on the shop shelf at fault, but rather what that item represents, what it conjures up in the buyer's mind. This shift in thinking, from product-blame to brand-blame, is therefore related to the way buyer behavior has changed (**Pajunen, 2001**).

'Today most products are bought, not sold,' write Al and Laura Ries in The 22 Immutable Laws of Branding. 'Branding "presells" the product or service to the user. Branding is simply a more efficient way to sell things.' Although this is true, this new focus means that perfectly good products can fail as a result of bad branding. So while branding raises the rewards, it also heightens the risks. Scott Bedbury, Starbucks' former vice-president of marketing, controversially admitted that 'consumers don't truly believe there's a huge difference between products,' which means brands have to establish 'emotional ties' with their customers. (**Ashis, et al 2008**).

However, emotions aren't to be messed with. Once a brand has created that necessary bond, it has to handle it with care. One step out of line and the customer may not be willing to forgive. This is ultimately why all brands fail. Something happens to break the bond between the customer and the brand. This is not always the fault of the company, as some things really are beyond their immediate control (global recession, technological advances, international disasters etc). However, more often than not, when brands struggle or fail it is usually down to a distorted perception of either the brand, the competition or the market. This altered view is a result of one of the following seven deadly sins of branding: (**Johnson et al., 2005**).

Brand amnesia. For old brands, as for old people, memory becomes an increasing issue. When a brand forgets what it is supposed to stand for, it runs into trouble. The most obvious case of brand amnesia occurs when a venerable, long-standing brand tries to create a radical new

identity, such as when Coca-Cola tried to replace its original formula with New Coke. The results were disastrous. **(Ashis, et al 2008).**

Brand ego. Brands sometimes develop a tendency for over-estimating their own importance, and their own capability. This is evident when a brand believes it can support a market single-handedly, as Polaroid did with the instant photography market. It is also apparent when a brand enters a new 6 Brand failures market for which it is clearly ill-suited, such as Harley Davidson trying to sell perfume. **Joachimsthaler (2000)**

Brand megalomania. Egotism can lead to megalomania. When this happens, brands want to take over the world by expanding into every product category imaginable. Some, such as Virgin, get away with it. Most lesser brands, however, do not.

Brand deception. 'Human kind cannot bear very much reality,' wrote T S Eliot. Neither can brands. Indeed, some brands see the whole marketing process as an act of covering up the reality of their product. In extreme cases, the trend towards brand fiction can lead to downright lies. For example, in an attempt to promote the film A Knight's Tale one Sony marketing executive invented a critic, and a suitable quote, to put onto the promotional poster. In an age where markets are increasingly connected, via the Internet and other technologies, consumers can no longer be deceived. **(Urde (1999),**

Brand fatigue. Some companies get bored with their own brands. You can see this happening to products which have been on the shelves for many years, collecting dust. When brand fatigue sets in creativity suffers, and so do sales. **(Aaker 2008)**

Brand paranoia. This is the opposite of brand ego and is most likely to occur when a brand faces increased competition. Typical symptoms include: a tendency to file lawsuits against rival companies, a willingness to reinvent the brand every six months, and a longing to imitate competitors. **(Doyle (2001)**

Brand irrelevance. When a market radically evolves, the brands associated with it risk becoming irrelevant and obsolete. Brand managers must strive to maintain relevance by staying ahead of the category, as Kodak is trying to do with digital photography. **(Aaker (2004)** cruel

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter covers how the research was done. It shows among others the research design, instrument or tools used during the study, data processing, sample size and selection procedures, data collection procedures, data analysis, the study population and the limitations of the study.

3.1 Research Design

The researcher applied both qualitative and quantitative procedures of data collection and analysis. Quantitative methods provided data for statistical purposes while qualitative methods will provide data in detail through critical analysis of the information provided by the respondents among other sources. This is because the researcher wants to ensure both exhaustiveness and standardization of the data that will be collected.

3.2 Study Population

The study was conducted at MTN-Kampala Uganda. The population of the study was made up of management, staff and the clients of Success of MTN-Kampala Uganda and it totaled up to 85 people.

3.3 Sampling Design, procedure and size

3.3.1 Sampling Design

In order for the researcher to have a positive and convenient data from the respondents of the area of study, the researcher used the probability method of simple random sampling and this helped the researcher get the right information from the stuff members of Company Ltd

3.3.2 Sampling Procedure

The study applied both stratified and simple random sampling procedures.

Simple random sampling technique was applied by randomly distributing the research questionnaire to various categories of employees in various departments and offices of the

company.

Stratified sampling technique was used to organize the various selected departments and offices of the company (MTN Company Ltd). This enabled the researcher to get a cross section of the targeted population hence giving equal chances to all selected departments to participate equally and get the right and accurate response on the effects of product branding on organizational growth and development with a particular reference to MTN Company Ltd as a case study area.

3.3.3 Sampling size

The study used a sample size of 70 respondents as determined by the Krejcie and Morgan table of 1970 on sample size determination. The sample included the management, staff and clients. To arrive at the sample size, the researcher used random sampling method. With this method, the researcher randomly select 3 management executives, 10 staff members and 57 clients of MTN-Uganda Company limited. The study therefore used total of 70 respondents. The researcher used simple purposive sampling method because it gave an equal opportunity to all members of finite population which will be used in the sample. This sample size was effective and a good representative of the population, convenient to the researcher in terms of funds, time and others.

3.4 Data collection Sources

3.4.1 Primary data

This researcher majorly used the questionnaire method for collecting primary data where both open and closed ended questions was provided so as to exhaust respondents information about the topic under study.

3.4.2 Secondary data

The researcher made use of the available secondary data especially from personnel and record departments of the institutions, text books, journals, news papers, library, internet, among other sources so as to ensure critical evidence and areas of reference.

3.5 Data collection Methods

The researcher was guided by the use of the questionnaire, observations and interviews, in collecting data during the study.

3.5.1 Questionnaire

A questionnaire was an instrumental tool the researcher used during the study. Here questionnaires consisting of both open ended and closed questions shall be issued to the different respondents throughout the company. These questionnaires was later collected and returned back by the researcher for data processing and analysis.

3.5.2 Observation

Observations shall be carried out to prove whether the information provided by the respondents is true or false. .

3.6 Data Processing and Analysis

3.6.1 Data processing

Collected data was edited, coded, tabulated and calculated into percentages for analysis.

3.6.2 Data Editing

This was done to ensure that the information from respondents is accurate and consistent. It was conducted after every interview with respondents. Obvious errors and omissions in schedule was checked immediately.

3.6.3 Data Coding

This involved assigning on numerical figures on each question according to the different codes of response.

3.6.4 Data Tabulation

This was done basically with illustratively writing interpretation and analysis. This involved the use of frequency distribution tables which made it easy to understand and also for comparison purposes.

3.6.5 Data analysis

After collecting primary data, the researcher edited the information in the questionnaires. The SPSS Statistical package was used in the analysis of the primary data. The data from the questionnaires was exported to statistical package (SPSS) where analysis was done and summarized in tables with the aid of frequencies and percentages in response to questionnaires.

Additions and deductions were made from the necessary materials in form of secondary data used in the analysis in a manner that yielded answers to the research questions.

3.7 Limitations of the study

The researcher experienced some problems during the study, but later certain solutions were provided and the study was able to proceed.

The time allocated for the research may not be enough as it involves collection of data, editing, coding, analyzing, and final presentation of the report among others. The researcher however expects to overcome this by sticking on the set work plan.

There is also a likelihood of a language problem since not all the respondents may not be well conversed with English which is to be the only neutral communication language by the researcher for communication since he does not understand all their mother tongue languages. This was overcame by using various translators who translated the questionnaire to the illiterate respondents using their best understand mother languages.

The researcher found it hard to deal with some respondents who may not want to disclose information voluntarily. They may suspect the researcher to be a spy of their confidential organizational information hence creating a worry among them. This overcame by showing the respondents the researcher's student's identity card and a letter of introduction from the University

Uncooperativeness of the respondents; these become a factor affecting the data collection process since some of them may not fill the questionnaires. This would make the researcher visit the respondents himself to ensure that they fully filled the questionnaire and monitor the whole process so as to obtain actual results of the study.

The researcher was faced with financial constraint. This is because of the many trips to be made, tools and equipments to be purchased, among other expenses. This was overcome by sticking on the set budget.

Suspiciousness of the respondents on the researcher's research also became a limitation since they were worried of their confidential information which would be exposed to the researcher. The researcher overcame this by explaining fully the intentions of the research to the respondents as being an academic research before collecting data.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.0 Introduction

This chapter dealt with the analysis and interpretation of the findings of the relationship between branding and business performance in MTN Company. The data about the demographic characteristics of the study population was interpreted in this chapter followed by findings as per research objectives. The first section presented description on the results of people who use MTN network in Kampala, and continues up to communication and customer service challenges MTN Company face. Several methods were used but the outstanding ones were interview and observational method. Therefore this chapter also presented the findings of the methods used.

4.1 Demographic Characteristics of Respondents

4.1.1. Findings on Sex of Respondents

Gender	Frequency	Percentage (%)
Male	12	60
Female	8	40
Total	20	100

Table 1: Showing Gender of respondents *Source: Primary Data 2014*

The finding in table 4.1 reflected that the majority of the respondents were male with 60% and female with 40%. This shows that most of the employees are male compared to female.

4.1.2 Findings on Age Bracket of Respondents

Age Bracket	Frequency	Percentage (%)
Below 25 years	2	10
25 - 35 years	10	50
35 - 45 years	3	15
50 years and above	5	25
Total	20	100

Table 2: Showing Age Bracket of Respondents. Source: *Primary Data 2014*

From the table above, 10% of the respondents were below 25 years, 50% of the respondents still were aged 25 - 35 years, 15% were between 35 – 45 years and 25% of the respondents were 50 years and above. This indicated that in MTN Uganda branch, most employees are aged between 25 - 35 years. Meaning MTN Uganda branch most of its workers are still youth with energy to accomplish all the objectives set by the MTN.

4.1.3 Findings on Education Levels.

Education Levels	Frequency	Percentage (%)
Secondary level	3	15
Diploma level	6	30
Degree	8	40
Masters and above	3	15
Total	20	100

Table 3: Showing Education Levels of Respondents Source: *Primary Data 2014*

The field findings in the above table indicated that 15% of the respondents attained secondary level, 30% attained diploma level and 40% of the respondents acquired degrees and 15% of the respondents acquired masters and above. This is a significant sign which everyone is supposed to be admiring, because there is no way how can anyone

can be employed in MTN company Uganda when not educated, and even the ministry is supposed to set examples to the community.

4.1.4 Findings on Marital Status

Marital Status	Frequency	Percentage (%)
Single	6	30
Married	14	70
Total	20	100

Table 4: Showing Marital Status Source: *Primary Data 2014*

Out of the 20 respondents interviewed. 6 were single with 30%, 14 were married with 70%. This revealed that majority of the respondents were married with the highest percentage but there was not existence of divorced and widowed couples.

4.1.5 Findings on Working Experience of Respondents.

Experience	Frequency	Percentage (%)
Less than 1 year	5	25
1-3 years	2	10
4-6 years	5	25
Above 6 years	8	40
Total	20	100

Table 5: Showing Working Experience of Respondents Source: *Primary Data 2014*

Table 4,5 above presented that 5 respondents have not spend less than 1 year in MTN company Uganda with 25%, 2 with 10% have at least been there from 1-3 year, 5 respondents for 4 - 6 years with 25% and 8 with 40% the highest percentage have spent more than 6 years in MTN company Uganda Branch.

4.1.6 Categories of respondent.

Category	Frequency	Percentage (%)
Top management	3	15
Employees	9	45
Clients	8	40
Total	20	100

Source: *Primary Data 2014*

Table 6: Shows the Categories under which respondents work in the organization.

From the table above, we can see that there are more to staff with 15% top management, 45% employees and 40%, are clients. This indicates that most of the respondents were from the employees and top management; this may be because of the fact that the researcher presumed this group to give the required information for the study.

4.2.1 The product branding and business performance in MTN Company Uganda.

In order to find out the current relationship branding and business performance practices at MTN Company Uganda, respondents were asked questions related to how customers are treated. Items on the questionnaire were rated on Likert scale of 1-5 requiring respondents to agree/disagree.

Table 7: Responses on product branding and business performance in MTN Company Uganda

Response	Frequency (f)	Percentage (%)
Strongly agree	28	30
Agree	36	38
Disagree	15	16
Strongly disagree	16	17
Total	**95**	**100**

Source: Primary Data, 2014

From the findings above it was evident that product branding and business performance practices are provided by the MTN Company Uganda because 30% of the respondents strongly agreed about the statement only 16% and 17% disagreed since the majority agreed it is available. This is an indication of the effectiveness in the product branding and business performance of the management of the organization.

4.2.2 The following were the various products branding strategies used by MTN Uganda.

In order to find out the various products branding strategies used by MTN Uganda., respondents were asked questions related to various products branding strategies used by MTN. Items on the questionnaire were also rated on Likert scale of 1-5 requiring respondents to agree/disagree.

Table 8: Shows the various products branding strategies used by MTN Uganda

Response	Types of product branding strategies	Frequency (f)	Percentage (%)
Strongly agree	Attitude branding	24	27
Agree	Iconic brands	32	37
Disagree	Cannibalization	21	25
Not sure	Company Name	18	11
Total		**95**	**100**

Source: primary data 2014.

The results in table 4.2 show that majority of respondents 27percent strongly agree and 37 percent agreed with a total of 64 percent agreed that the company use its products branding strategies as indicated, 25 percent disagreed and 11 percent were not sure. The results indicate that product branding strategies were used by MTN Uganda. Products branding strategies being planned to help the company to improve on service delivery and operations. The product branding relations managers said that; "When dealing with branding products strategies,

sometimes there are situations that need to be resolved. If the customer is upset about our service, the first thing we do is to listen. By taking the time to hear through the entire complaint, the customer feels that you care. Occasionally, the issue is actually not related to your company at all, but the initial problem is merely a catalyst for that person's frustration about other things." (Customer Relations Manager – MTN of Africa).

4.2.3 Factors affecting business performance other than branding in MTN Uganda

The findings of the study renewed the factors affecting business and its performance to ensure that they really utilize them for further prosperity of their company and thus improvement in their standards of living. They were also advised to ensure proper book keeping as this is the factor that affects the overall value of the business. The respondents were asked questions related to factors affecting business performance like completion, profitability, customer royalty and others in MTN Uganda requiring respondents to agree/disagree.

Response		Frequency (f)	Percentage (%)
Strongly agree	Consumer behaviour	24	27
Agree	Large inflow	32	37
Disagree	Employee motivation	23	24
Strongly disagree	Pricing strategies	16	14
Total		**95**	**100**

Source: primary data 2014

Table 9 Relationship between branding and business performance in MTN Uganda.

The results in table 4.2.3 show that majority of respondents 27 percent strongly agreed and 37 percent agreed with a total of 64 percent agreed that there is Relationship between branding and business performance in MTN 24 percent disagreed and 11 percent were not sure. The results indicate that there is strong Relationship between branding and business performance. In agreement with Lind green and Crawford, (2009) who say that, the relationship can also be reversed in that when customer retention is high and employees are satisfied which means that employee relation goes up personal relationships between customers and employees can be formed and customer satisfaction achieved and customer retention increased further. Value is considered an important constituent of product branding relationship and ability of the company

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to provide superior value to its customers is regarded as one of the most successful competitive strategies. By adding more value to the core product, companies try to improve their product in order to satisfy its customers, which strengthen the bonds between parties and customer loyalty there by achieved.

4.2.4 Satisfaction of customers by the MTN Company Uganda

Response	Indicators of satisfaction	Frequency (f)	Percentage (%)
Strongly agree	Reliability	25	28
Agree	Adaptability	35	39
Disagree	Usability Functionality	12	18
Strongly disagree	Appropriateness	13	15
Total		**95**	**100**

Table 10: Showing whether MTN Company Uganda *branch had satisfied its customers.*

Source: *Primary Data 2014*

The results in table 10 show that majority of respondents 28 percent strongly agreed and 39 percent agreed with a total of 67 percent to the statement that MTN recommend its customers to the Company, 18 percent however disagreed and 15 percent strongly disagree. Some of the clients observed that they recommend their friends to the Company because of the good services and customer service that MTN has offered them. When customers recommend their colleagues to the Company, in one it saves on advertising and marketing expenses. Schmitt, Skiera, and Van den Bulte (2011) say that one of the strongest benefits of word of mouth relative to traditional advertisement techniques is its credibility. Hearing a message about a company or product from a friend, family member or co-worker usually carries more weight than hearing a paid message from a biased advertiser. The closer the relationship between your happy customers and the people they discuss your products with, the more impact their words have.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

This chapter deals with the discussion of the findings on the relationship between product branding and business performance in MTN Company. The data about the demographic characteristics of the study population is discussed in this chapter followed by findings as per the research objectives. This chapter which happens to be five gives a summary of the major findings and the conclusions derived from there and proposes a number of recommendations.

5.1 Demographic characteristics of the Respondents

The data about the demographic characteristics of the study population was interpreted in chapter four followed by findings as per research objectives. The first section presented description on the results of people who use MTN network in Kampala, and continues up to communication and customer service challenges MTN Company face. Several methods were used but the outstanding ones were interview and observational method.

5.2 Types of product branding strategies used by MTN Uganda when serving its Customers

The results in chapter indicated that product branding strategies were used by MTN Uganda. Products branding strategies being planned to help the company to improve on service delivery and operations were attitude branding with 27% percent, iconic branding with 37% percent, cannibalization with 25% percentage and company name11. The product branding relations managers recommended that; "When dealing with branding products strategies, sometimes there are situations that need to be resolved. If the customer is upset about their service, the first thing they do is to listen. By taking the time to hear through the entire complaint, the customer feels that they care. Occasionally, the issue is actually not related to their company at all, but the initial problem is merely a catalyst for that person's frustration about other things." (Customer Relations Manager – MTN of Africa).

In addition to that, Most of respondents are called through use of messages, electronic tools such as TV and radio, print media such as newspapers and magazines, social media like face book and twitter and Email.

MTN Company has introduced a new system of awarding prizes to customers who use MTN products. For example those who pay their bills, school fees using MTN mobile money. And this helps motivate other customers and those who receive prizes so that they spread the goodness of the company and to those who are not awarded will also struggle at least also to be recognized

According to the research findings, MTN services has adopted and introduced various communication channel of contact in order to satisfy their customers especially by upgrading the customer care help lines such as 123, 121, 122, and 126 to dial for complaint in order to overcome the customers complaints'.

Complaints are a more direct means of obtaining information than conducting research studies of customer expectations, conducting transaction studies, or reviewing customer expectations in parallel industries (Hallowell, 1996).

5.3 Factors Affecting Business Performance other than branding in MTN Uganda

The results indicated in chapter four that there is Factors Affecting Business Performance other than branding in MTN Uganda which are consumer behavior, large inflow, employee motivation and also pricing strategies In agreement with Lind green and Crawford, (2009) who say that, the factors can also be traced in that when customer retention is high and employees are satisfied which means that employee are affected by large inflow in the business. Value is considered an important constituent of business performance. By adding more value to the core product, companies try to improve their product in order to satisfy its customers, which strengthen the bonds between parties and customer loyalty there by achieved.

Communication and customer service in MTN Company has managed to serve its customers through the use of rewards and recognition where many customers who use MTN network are awarded and this helps motivate other customers, multiple points of contact and royalty campaigns are also used. All these communication strategies are used by MTN Company and this has helped the company serve its customers in order to fulfill the customer's complaints.

Communication and customer services can be beneficial in identifying challenges both MTN Company face and those of the customers and as we as developing solutions to such problems, a

major contribute to the lack of understanding awareness by the public to enhance and broaden benefits that are derived from MTN services.

5.4 Relationship between branding and business performance

Several relationships between branding and organizational growth and development have been presented. The general preconditions for growth have been suggested to be (1) entrepreneur's growth orientation; (2) adequate firm resources for growth; and (3) the existence of a proper product brand name and identity **(Davidsson, 1991).**

The most important factors which were associated with organizational growth and development were the organization's product brand designs, motivation, education and the firm having middle-aged business owners. The design and technique of the product identity signs and brand is the most rapid. The location and industry sector also affects the growth but, the most important strategic factors are unique product brand designs, an ability to identify market niches and introduce new products, and an ability to build an efficient management team. Storey argues that these three components need to be combined appropriately for growth and development to be achieved. **(Stinchcombe, A. 1965)**

It was also found out that among the challenges of communication and customer service, MTN Uganda face failure for customers to access toll free help lines due to large volumes of calls on the help lines thus not a customers manage to get through. The other challenges were instability of the system and over expectations from customers.

5.5 Conclusions

In conclusion the study suggested establishing the relationship of branding and business performance in telecommunication companies in MTN Uganda. In agreement with Lind green and Crawford, (2009) who said that, the relationship can be reversed in that when customer retention is high and employees are satisfied which means that employee relation goes up personal relationships between customers and employees can be formed and customer satisfaction achieved and customer retention increased further. Value is considered an important constituent of product branding relationship and ability of the company to provide superior value to its customers is regarded as one of the most successful competitive strategies. By adding more

value to the core product, companies try to improve their product in order to satisfy its customers, which strengthen the bonds between parties and customer loyalty there by achieved.

5.6 Recommendations

In light of the of the findings of this study and the subsequent conclusions derived, the following recommendations are hereby proposed

MTN Company should have continuous advertisements on the effects of its product branding to its customer service.

MTN Company should provide toll free help lines for customers so that when they would like to call the customer care it would be possible and easy for them.

This research found a need to create environment awareness about MTN services and products. The research suggests that men and women who use MTN network should be sensitized about the goodness of the company's services.

Brink and Berndt (2004: 7) observed the following dimensions of relationship between branding and business performance in that it seeks to create new value for customers and then share it with them by recognizing the key role that individual customers have as purchasers. In defining the value they wish to achieve relationship marketers design and align processes, communication, technology and people in support of customer value. Hence, relationship represents continuous co-operative effort between buyers and sellers that recognize the value of customers' lifetime purchasing, and seeks to build a chain of relationships within the organization and create the value customers want. Further, one of the main principles of relationship between communication and customer service is to identify the most profitable customers so that the business can focus appropriately on customers' strategy.

(Reinartz & Kumar, 2003) observed that workers who are well trained and fairly compensated provide better service, need less supervision, and are much more likely to stay on the job. As a result, their customers are likely to be more satisfied.

This research found a need that for those in customer service positions, strong communication and effective problem-solving skills are must-haves. Call center representatives must be able to listen well and communicate effectively verbally. Those who respond to customers via written channels must also have strong typing, spelling and grammar skills and the ability to convey information effectively in an online environment. Communication also comes into play when dealing with customers' questions and complaints, a reality of this type of work (Julander, 1997).

In line with Evans and Laskin (1994), research found a need that effective communication in customer service requires a thorough understanding of the needs and perspectives of customers and what is important to them, their expectations in terms of service, product quality, and communication and follows through

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APPENDICES
APPENDIX 1: RESEARCH QUESTINNAIRE

Dear Respondent,

My name is **Bugingo Vincent** a student of Kampala International University pursuing a Bachelors Degree in Business Administration-Marketing and in my final year.

I am conducting an academic study report on the topic; "**Branding and Business Performance of Telecommunication Companies**" a Case Study of MTN Company Ltd This is in partial fulfillment of the requirements for the award of a Bachelors Degree in Business Administration-Marketing of Kampala International University.

You have been therefore selected to help in this research.

The information given shall be treated with total confidentiality. Your response will highly be appreciated.

....

Bugingo vincent

SECTION A: Bio Data

Name (Optional)...

1 Gender

Female ☐   Male ☐

2. Age

Below 20 years ☐

21-35 ☐

36-45 ☐

46-55 ☐

56 and above ☐

3. Marital Status

Single ☐   Married ☐   Divorced ☐

Widowed ☐   Separated ☐

4. Education Level

Primary ☐   UCE ☐

UACE ☐   Diploma ☐

Graduate ☐   Post Graduate ☐

Others ☐

5. Position Held

Administrator ☐   Marketer ☐

Accountant ☐   Procurement Officer ☐

Others (Specify)..

6 Department

Administration ☐   Marketing ☐

Accountants ☐   Procurement ☐

Others (Specify)..

SECTION B: **Product Branding Strategies used by MTN Uganda Ltd**

i) Does MTN Company Ltd carry out product branding strategies?

Yes ☐   *No* ☐

ii) What are the various product branding strategies used in MTN Company Ltd?

a)   use of company logos and trade marks ☐

b)   Use of company slogans ☐

c)   use of quality product standards ☐

d)   All the above ☐

e) Others (Specify)..
....
....

iii) Are the above product branding strategies effective to the company's growth and development?

Yes ☐   No ☐

iv) How effective are the above product branding strategies to the growth and development of MTN Company Ltd?

    a) very efficient ☐

    b) efficient ☐

    c) less efficient ☐

    d) very inefficient ☐

    e) Others (Specify)..

SECTION C: Factors affecting business performance other than branding

i) Is there factors affecting business performance other than branding in MTN Uganda?

Yes ☐   No ☐

ii) If Yes in C (i) above, what are those factors that are affecting business performance other than branding in MTN Uganda?

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....
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iii) For how long does this factors been affecting MTN Company Ltd other than branding?

    a) 5 years   ☐

    b) 3 years   ☐

    c) 1 year   ☐

    d) 6 months   ☐

    e) Others (Specify)..

iv)In your own opinion, what are the most appropriate factors that are likely to affect MTN Company Ltd Uganda?

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SECTION D: Relationship between Branding and business performance in MTN Company Ltd Uganda

    i) In your own opinion, do you think there is a relationship between products branding and business performance in MTN Company Ltd?

        Yes   ☐   *No*   ☐

    ii) If Yes in D (i) above, state how these relationships influence the company's growth and development   patterns?

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      ....

      ....

      ....

iii) What is the proper relationship between product branding and business performance to the organizational growth and development in MTN Company Ltd?

a) *They lead to increased productivity* ☐

b) Facilitates customer brand loyalty ☐

c) Eases brand identification ☐

d) Eases product transportation ☐

e) Others (Specify)...

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iii) In your own opinion, what is your general comment about the relationship between product branding and business performance in MTN Company Ltd?

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Thank you!

CURRICULUM VITAE

PERSONAL DETAILS   **Religion: SDA**

Name: BUGINGO VINCENT   **Telephone: +256782121422**

Nationality: Ugandan   **E-mail: vincebugi@gmail.com**

Gender: Male

Marital Status: Single

Languages :English, Kinyarwanda, Swahili, French, Luganda

CARREER OBJECTIVE

To work with a well established dynamic, progressive and successful organization those will
Offer me outstanding opportunities for career development in challenge multi-cultural
and multi-national organization

EDUCATION BACKGROUND

AWARD	INSTITUTION	YEAR
Bachelors degree In marketing	Kampala International University	2014
Certificate of secondary education	GS. APRED NDERA	2009
CERTIFICATE OF O LEVEL	GS. GAHINI SEC SCH	2006
Carrier Guidance and Job creation	Bridge Head 24	2012
Professional certificate of recognition	pro& learn Expert	2012

SKILLS

Good communication and interpersonal skills

Computer skills

Team working

Multilanguage: English, Swahili, Luganda, Kinyarwanda, French

Interpersonal relationships with people around me

STRENGTHS

Co-operative, Diligent and Punctual

Eloquent communicator

Well Organized

Serious & Trustworthy.

Good in finance skills

Counseling of peers

HOBBIES

Games and Sport.

Novels and Movies.

Traveling and Socializing

Making Fiends