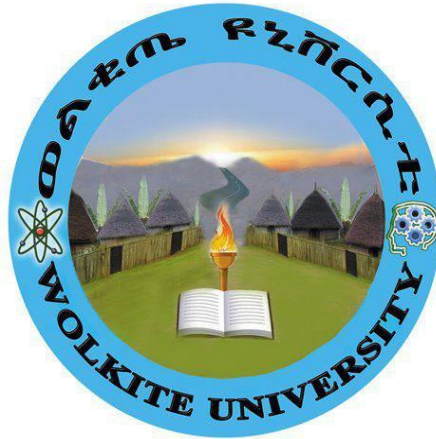




WOLKITE UNIVERSITY

COLLEGE OF BUSINESS AND ECONOMICS

DEPARTMENT OF MARKETING MANAGEMENT

ASSESSING PROMOTION PRACTICE

(IN THE CASE OF ST. GEORGE BREWERY FACTORY)

**A RESEARCH PAPER SUBMITTED TO DEPARTMENT OF MARKETING
MANGEMENT FOR PARTIAL FULFILLMENT OF THE REQUIREMENT FOR
BACHELOR OF ARTS DEGREE IN MARKETING MANAGEMENT**

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MAY, 2023

WOLKITE, ETHIOPIA

Endorsement

This research paper has been submitted to Wolkite University, College of Business and Economics, Department of Marketing Management for the examination with my approval as advisor.

Name of the advisor

Signature

Date

ACKNOWLEDGMENTS

First and for most I would like to give all the glory and praise to the almighty God. Secondly, I would be glad to extend my deepest gratitude to my family for their support by idea and material to prepare this study. Next, I would like to express my sincere gratitude to my advisor Ayana.B .for his guidance in my study.

Finally, I acknowledge the department of marketing at BGI Ethiopia Company for their unlimited support during the practicum period.

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Acronyms

St. George – Saint George

Abstract

The study was conducted to assess the promotional practice of St George Brewery factory in Addis Ababa. A descriptive case study was employed to achieve the objective of this research. 50 sales promoter of the factory were involved in the study. In the selection of the sample population purposive sampling were used. In order to get data from the target population's questionnaire were used. The data collected through questionnaire were analyzed using percentage, frequency, mean and sum. The conclusion generally indicate that the operation of promotion as a mix has not only helped the company to create awareness but also helped in increasing the sales of the company, thus, it is a worthwhile activity and should be made a core aspect of the company's marketing program. The researchers hereby recommended that St George Brewery Factory should assess the various promotional mix elements and select those that can successfully create product awareness and also increase sales in order to achieve organizational objectives.

CHAPTER ONE

1 .INTRODUCTION

This is a descriptive case study which is aimed at exploring the various aspects of the promotional practices in one of the well-known brewery factories in Ethiopia which is St. George brewery. This chapter consists of background of the study, background of the organization, statement of the problem, research questions, Objectives of the study, significance of the study, scope of the study and limitations of the study.

1.1 Background of the study

Today's customer oriented market environment is characterized by a countless amount of products and brands. Globalization causes; increased competition, disappearance of national boundaries, increased customers demand, and the pressure on producers to efficiently and effectively fulfill to customer's expectations keeps increasing. For organizations to survive, these challenging conditions and to secure their growth and market share figures, proper marketing mix techniques are of the greatest importance. The primary focus of this study was one element of marketing mix; the promotional variable. Though, the promotional program must be part of a practical marketing mix strategy and coordinated with other marketing activities. (chelliah and kwon, 2011).

The ultimate goal of any business establishment is to remain in business profitably through maximum production and high sales volume of products or service. Without best profit, a business company cannot survive in this competitive marketing environment. One of the fundamental activities in a business organization is having a well- developed marketing as well as promotional mix strategy. The critical success or failure of a business organization depends on its marketing strategy. (chelliah and kwon, 2011).

According to ondit, (2012) the need of promotion arises because of the presence of information gap between producers (of goods, services and ideas) and potential customers. The customers need information to be aware of the existence of substitute products, its prices, availability of supply, location, etc.

Abhijit (2012) agreed that company uses promotional tools to inform, reach and persuade the existing and potential customers to buy the product for resale or ultimate consumption. One should note that benefits from promotional strategy get only when it operates properly. To be effective, the strategy must consistent with the needs of customers and integrated with other marketing mix elements (product, price, and place). In contrast, ineffective operation of promotion can waste millions of dollars and actually damage the image of company and its products.

1.2 Background of the organization

In 1992 Addis Ababa was just beginning to see the first sparks of technology when St. George, the nation's first brewery was founded. The brewery was set up with modest premises to produce the country's first bottled beer. When the brewery began operation, the machineries were manually operated and not more than 200 bottles were produced daily. One could also see the challenges to popularize the product, as beer drinking was not an established habit in our country. (St. George's 80th anniversary issue, 1995 E.C)

The founder of St. George Brewery is Mussie Dawit Hale who is a Belgian, who lately sold it to a German company. Some unauthentic sources say that the Brewery was closed during the five years of Italian occupation. The company resumed its work after the occupation and according to some reports there arose problems related to ownership. (<http://www.addismap.com/bgi-ethiopia>).

The exact nature of the argument stood unclear. Eventually an Ethiopian company took over the brewery in 1952/3. This company was said to have been organized as shareholding entity, the larger share of which was owned by Emperor Haile Selassie.(St. George's 80th Anniversary issue, 1995) Generally, St. George Brewery could be said as having scored good result in the 1940s and 1950s. Toward the end of the 1950s the annual production of the Brewery had reached 50,000 hectoliters. According to the review made on "The Ethiopian Trade Journal" the Brewery had 53 silos, which had the capacity of 100-hectoliters each. There were about 300 employees who worked in two shifts for 24 hours. (St. George's 80th Anniversary issue, 1995).

Slowly, but steadily, St. George Brewery continued to grow. In the early years of the 1970's the Brewery was in the good shape in terms of its machineries, physical buildings, vehicles, marketing network, etc. It even had a plan to open a new plant for the production of soft drinks. In 1974 the Brewery was nationalized. Even this created some obstacles the Brewery pulled through with some improvement particularly with regard to manpower development and betterment in works management. It also started to produce draught beer that enjoyed popularity and big sales. (St. George's 80th Anniversary issue, 1995).

On the other hand, the Brewery was lacking the finance it needed to introduce new technologies that came in the 1970s. The name of the Brewery was also changed as "Pilsner Brewery" and later as "Addis Ababa Brewery". (St. George's 80th Anniversary issue, 1995).

St. George Brewery is once again privatized. The factory is now owned by BGI, an internationally acclaimed Brewing Company that operates in many countries. It has excellent reputation in producing quality beer and brought St. George to the same standard. Today, St. George is the oldest beer in Ethiopia and is certainly also the youngest with fresh dynamism (St. George's 80th Anniversary issue, 1995).

1.3 Statement of the problem

In order to keep up with the competition and changing consumer needs and wants, firms are forced to adopt effective promotional practice to promote growth beyond borders thus creating awareness and increase usage rates of their products and services. Promotional practice enable firms to attract and retain customers thus increased growth in terms of return on investments due to expanded client base (Kotler, 2007).

It is natural that every business organization whether small or large operates in uncertain environment. Due to this, managers must develop new tools, new concepts, new strategy and new mind-sets to environment leading to discontinuous change (Jain, 1997)

Everyone knows that a promotion influences the company's ability to generate profit or to stay in business .likewise St. George brewery might face with some problems regarding the present situation of completion in the beer industry is showing a huge increase and continuing to increase their presence and local companies also purchased by international companies.

Dashen, Meta, and Habesha are the some beer companies operating in Ethiopia .St. George brewery factory is competing with the existing brewery companies and new entrants.

As we all know, St. George is the oldest beer in Ethiopia. The promotional practice of competitors creates the shift of customer to new products. The new beer companies are entering into the market in huge capacity and full potential to penetrate the market through promotion and widen their destination due to this fact it's difficult to increase sales, profit and customer satisfaction. Some companies do not survive due to poor promotion strategies. Similarly, St. George might face with some problems while practicing/implementing the promotional mix elements. For this reason it is difficult to remain and sustain growth .In such circumstances Companies have to design a proper promotional mix element to overcome with stiff competition.

This paper will also provide a crucial hint to other factories that are new to the market regarding the various promotional practices that are available at their disposal and their effectiveness. The paper will also provide crucial insight to already existing brewery and other non-brewery factories to better sharpen their promotional strategy.

In addition promotion is one of the elements of marketing mix which has a profound effect on the profitability and growth of a firm. Despite this fact many research studies done in marketing field usually focus on the other elements of marketing mix such as product. Hence the importance of promotion is often overlooked and there is a shortage of literature. So this paper is aimed at contributing a bit towards filling of this literature gap.

1.4 Research questions

1. What kinds of promotion mix are appropriate in the St. George brewery factory?
2. Why the company prefers to meet such promotional mix element?
3. What are the major factors that influence on promotion practice system of St. George?

1.4 Objective of the study

1.4.1 General objective of the study

The main objective of the study is to assess the promotional practice in the case of St. George brewery factory.

1.5.2 Specific objectives

- To identify the promotion, mix elements which are applied in the factory.
- To examine why the company prefer the currently used promotional mix.
- To identify the factors that influences the promotion practice system.

1.6 Significance of the Study

The ultimate goal of any business establishment is to remain in business profitably through Production and sale of products or services. One of the core activities in a business company is having a well-developed promotional mix element.

The study therefore, intended to help the company management to redirect their attention to this highly essential function. The study focused on how promotion practice used in order to enhance, maintain and attract customers and under taking such study is very crucial for any business entity so as to shape its promotion practice.

1.7 Scope of the study

The scope of the study was focused on three areas conceptually, geographically and methodologically respectively, the study only focuses on issues of assessment of promotion practice of St. George brewery factory. The study depended on sales promoter of St. George brewery factory and St. George brewery factory in Addis Ababa which is the capital city of Ethiopia and does not represent other areas. The researcher only used descriptive type of research.

1.8 Limitation of the Study

The research to achieve the objective at hand basically relies only assessing the promotional practice of the factory. Moreover, the research is performed on a single brewery factory which is located in Addis Ababa city. This may limit the research's ability to draw conclusions about promotional practice of all brewery factories; thus, conducting researches on national level is appropriate to reach at more accurate conclusion on the issue.

1.8 Organization of the paper

The research report was organized under five chapters as listed below: Chapter one: Introduction: This chapter contains background of the study, Statement of the Problem, research question, objectives of the study, significance of the study, scope of the study, limitation of the study and organization of the study. Chapter two: Review of related literature: This chapter deals with the literature relevant to the study. It have an introduction, the theoretical research review Chapter three: Research Methodology: This chapter describes the approaches and design of research, population of the study, Sampling techniques, the sources of data, the data collection instruments, and the methods of data analysis used. Chapter four: Data presentation, analysis and interpretation: This chapter summarizes the Results/findings of the study; interpret and discuss the findings Chapter five: Summary, Conclusion and Recommendation: This chapter comprises four sections, which include summary of major findings, conclusions, recommendations and direction for future study.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

This chapter gives an overview of literature that is related to the research problem presented in this study. General overview of promotion and the promotion mix element mix.

2.1 Theoretical Framework

2.1.1 Definition of Promotion

Marketing communications can be defined as Endeavour of presenting asset of message to a target market through multiple cues and media with the intention of creating a favorable response from the market for market feedback for improving and modifying the offering. This means that the firm is a sender of market messages and also receiver of market responses. In its roles as a sender of messages, the firm communicator with the market, not only through promotional stimuli but also through product price and place (point of sales). In its role as a receiver of market response the firm collects information through market research and marketing information's system Integration of all the elements of promotion mix is necessary to meet the information requirements of all target customers. (Ramaswamy and Snamakumari, 2002 p: 524)

This simply means that the promotion mix is not designed to satisfy only the prospective buyer or only the regular buyer. Some elements of the mix may be aimed at the target customer who is unaware of the product, while others may be aimed at potential customers who are fully aware of the product and are likely to purchase it. Suppose you are interested in buying a personal computer. Because of your interest in the product, you started paying attention to computer advertisements in newspapers and magazines. (Ramaswamy and Snamakumari, 2002 p: 524)

You may even read the media reports on personal computers by experts. You also may participate in training programmers or demonstrations. You may also contact the sales persons of different computers and find out the features and relative merits. Based on all this information you may then purchase a specific brand. Which aspect of the promotional mix brought you to the decision to buy the brand you finally selected? You may say that the expertise of the salespersons was a major influence, but the fact is that all the elements of the

Mix played their roles in bringing about the sale. Therefore, to get better response from the target customers, you have to adopt all the different components of the promotion mix. However, you should note that the elements of the promotion mix must be coordinated and integrated so that they reinforce and complement each other to create a blend that helps in achieving the promotional objectives of the organization. (Ramaswamy and Snamakumari, 2002 p: 524)

2.1.2 Promotion mix elements

Marketing communication is also known as promotion mix consists of five promotion mix elements such as; advertising, sales promotion, personal selling, selling public relations and direct marketing (onditi 2012; adebisi 2006). Effective implementation of promotion mix helps the organization in reaching its target consumers, informing, influencing and persuading them for buying products or service.



Fig 2.1

Advertising

According to kotler & armstorng (2010) advertising is defined as “any paid form of non- personal presentation and promotion of ideas, goods and services by an identified sponsor”. It is the dissemination of information by marketer relating to a product, service or an idea through different channel of communication or medium, such as newspapers, radio, television, billboards or magazines by a recognized source akanbi and adeyeye (2011).

Is a form of communication used to encourage or persuade an audience (viewers, readers or listeners; sometimes a specific group of people) to continue or take some new action. Most commonly, the desired result is to drive consumer behavior with

respect to a commercial offering, although political and ideological advertising is also common. The purpose of advertising may also be to reassure employees or shareholders that a company is viable or successful. Advertising messages are usually paid for by sponsor and viewed via various traditional media; including mass media such as newspaper, magazines, television commercial, radio advertisement, outdoor advertising or direct mail; or new media such as blogs, websites or text messages. (Ramaswamy and Snamakumari, 2002 p: 525-26)

Commercial advertisers often seek to generate increased consumption of their products or services through "branding," which involves the repetition of an image or product name in an effort to associate certain qualities with the brand in the minds of consumers. Non-commercial advertisers who spend money to advertise items other than a consumer product or service include political parties, interest groups, religious organizations and governmental agencies. Nonprofit organizations may rely on free modes of persuasion, such as a public service announcement (PSA). (Ramaswamy and Snamakumari, 2002 p: 525-26)

Advertising media

Advertisements are placed in a number of different media or communication channels. The media comprise the different methods of communication used to convey advertising messages.

Print media

This study focuses on advertising in print media, specifically magazines. Arens et al. (2011:140) define print media as “any commercially published, printed medium ...that sells advertising space”.

Broadcast media

The broadcasting media transmit audio and/or visual stimuli electronically. It has a distinct advantage over the printed media as those are only suitable for static images and the printed word. Radio and television allow for sound and - in television's case - for moving images.

Out-of-home media

Outdoor advertising channels encompass a very diverse variety of possible vehicles. They range from complex, large billboards to product placements in films. South African out-of home media include billboards, signs, posters, as well as cinema advertising.

Interactive media

The Internet is the epitome of interactivity. It allows the consumer to interact with the advertising message, for example, by clicking on an advertisement which then takes the user directly to the website of the organization, where - in many instances - a purchase can be made.

Sales promotion

A research conducted on the issue of sales promotion shows that the sales promotions have remarkable effect on the sales and profit of the organization. Furthermore sales promotion have greater effect on organizational performance as it stimulate and inspire the customer to purchase a product in large quantity, offer an opportunity to organization to generate trails of the product by non-users, motivate the retailers to stock greater number of items or products, motivate the consumers to make buying in off seasons and starting the brand loyalty. They further enhance theta if the sales as well as profits of the organization. Sales promotion benefits the organization at all stages of life cycle of a product and in particular at initial and growth stage their study additionally concludes that there is positive relationship between the effective execution of sales promotion and organization which leads to increase in profitability (odunlami sogunsij, 2011).

Personal selling

Personal selling: any oral presentation in a conversation with one or more prospective purchaser for the purpose of making sales (Kayode, 2014). Personal selling is an effective way to manage personal customer relationships. The sales person acts on behalf of the organization. They tend to be well trained in the approaches and techniques of personal selling. Personal selling is highly persuasive and is often used in markets where personal choice figures strongly in the purchase. (Andrew, 2010.) Compared to other types of promotion, personal selling is the most precise form of communication because it assures companies that they are in direct contact with an excellent prospect. Though one-on-one contact is highly advantageous, it does not

come without disadvantages. The most serious drawback of personal selling is the cost per contact.

Public relations

Brassington & Pettit (2000) defined public relations as the marketing function which assesses public attitudes, recognizes the policies and procedures of an individual consumer or organization with the public interest, and implements program of action to earn public acceptance and understanding. If the virtues of the organization and value offered by public relations efforts meet the expectations of the consumer, it can lead to establishing long term relationship and strengthening of the consumer loyalty (hsieh & kai li 2008; hanzaee et al, 2011). Those corporations which commence cause-oriented marketing promotions distinguish themselves in cut through competition and get better their image which results in improved profits (serban et al, 2012).

According to Kotler (1999) public relation concerns about building good relations with the Company's various publics by obtaining favorable publicity, building up a good 'corporate image and handling or heading off unfavorable rumors, stories and events. The old name for marketing Public relations was publicity, which was seen simply as activities to promote a company or its Products by planting news about it in media not paid for by the sponsor, Public relations (PR) is a much broader concept that includes publicity as well as many other activities. Public relations departments use many different tools;

- Press relations or press agency: Creating and placing newsworthy information in the News media to attract attention to a person, product or service.
- Product publicity: Publicizing specific products.
- Public affairs: Building and maintaining local, national and international relations.
- Lobbying: Building and maintaining relations with legislators and government officials to influence legislation and regulation.

Direct marketing

According to kotler (2005) direct marketing focuses on carefully targeted consumers in order to create an immediate response and to nourish already created customer relationships. Direct marketing is done mainly through telephone, email, mail or the internet.

We already know that with direct marketing the organization communicates with customer either online through direct mail, catalogues, direct response advertising or personal selling. Direct marketing methods are certainly not new. What is the ability to design and use them

More efficiently because of the availability of computer and databases? Technology has clearly been the catalyst in the tremendous growth in direct marketing activities in the last decade because of technology it is now possible for marketers to customize communication effort and literally create one to one connection and dialogues with customer this would be especially true for those organizations that have successfully implemented an iterated marketing communication program. (Peter and Donnelly, Jr (2004 p, 126-127)

These promotional efforts are of two general types involving:

1. Direct face to face communication
2. Indirect communication through use some mass medium, such as television, newspapers, radio, etc.

Sometimes a mixture of personal/direct and non-personal/indirect promotion is used as we use in the sales promotion. Industrial buyer will not decide to purchase equipment's on the basis of advertisements or direct mail. Personal selling is preferred in this case. On the other hand a customer buying toothpaste or hair oil will have less contact with the company sales person and will be influenced more by advertisements. (Peter and Donnelly, Jr (2004 p, 126-127)

2.1.3 Promotion mix element objectives

Advertising

Specific communication task to be accomplished with a specific target audience during a specific period of time. Advertising objective can be classified by primary purpose – whether the aim is to inform, persuade, or remind.

- Informative advertising is used heavily when introducing a new product category. In this case the objective is to build primary demand.
- Persuasive advertising becomes more important as competition increases .here; the company's objective is to build selective demand.
- Reminder advertising is important for mature products-it keeps consumers thinking about the product.(Philip Kotler)

Sales promotion

According to Philip Kotler Sales promotion objectives vary widely. Sellers may use consumer promotion to increase short term sales or to help build long term market share. Sales promotions are usually used together with advertising, personal selling, or other promotional mix tools. For sales promotion objective include.

- To attract new users to the brand.
- To stimulate repeat purchase.
- To stimulate larger purchases.
- To attract attention to the brand.
- Sales promotion supports and adds another dimension to advertising and personal selling effort.

Personal selling

The appropriate overall objective for any element of the promotional mix, including personal selling is to communicate. Because salespeople are many times involved with the buyer at the point when a purchase decision is made, then sales as an objective takes on more credibility. The following are objectives a salesperson can pursue during a sales call.

1. Create differential competitive advantage

Buyers will ultimately choose the product they perceive to be best suited to their needs .It is up to the sales person to quickly understand the components of what is ‘best’ in the buyers mind. Different buyers will value different attributes of products (functional, emotional, or benefits of use) and the organization that provides related services such as repair, credit and delivery.

2. Accord uniqueness

To grant the potential buyer unique status, to manage the communication process in such a way that the buyer does not feel he or she is “being sold “on the product rate her, the buyer must come away from the situation feeling that a decision to buy has been made. The sales person who treats each buyer as a unique individual exerts a powerful influence during the communication process.

3. Manage a set of selling –buying relationships for mutual profit

A sales person must be able to recognize those potential buyers who legitimately can benefit from the firm's products and services. In trying to manage a set of selling-buying relationships for mutual benefit/ profit, the salesperson must consider which of the following form the basis for competitive advantage for each buyer.

- Product superiority
- Service superiority
- Price superiority
- Source superiority
- People superiority

4. Control the interview

A final objective for selling is to control the interview without seeming to. It is to the mutual benefit of the buyer and seller if the communication process is managed efficiently. (Kotler)

Direct marketing

1. To build awareness

New products and new companies are often unknown to the market. In this situation marketer must focus promotion to effectively reach customer and tell the market who they are and what they have to offer.

2. Profit maximization

This is the ultimate aim of any organization. Every organization strives for the achievement of this goal. Without this, the sole purpose of establishing a company will lose its significance. Hence every company makes it a primary objective and direct every department to achieve it. (Kotler)

Publicity

1. Providing information

Public relation can be used to provide customers with more in depth information about the products and services. Through the articles, newsletters and websites, public relation delivers information to customers that can help them gain understanding of the product.

2. Stimulating demand

A positive article in newspapers, on TV news show or mentioned on the Internet, often results in a discernable increase in product sales. (philip kotler)

2.1.4 Promotional Tools

The media communication is very important in our society. Through media, we can be influenced. Media can make a person drink a certain juice or alcohol or go to a certain store. Commercials and constant attention and interest in something in particular, in the end, make others follow it or try it (McGraw, 2004). Some of a few types of media communication as Depicted bellow:

1. Televisions

Television news usually tells fewer stories in few worlds. And the producer decides Which stories to include in news casts, how long they should be and in what order they appeal.

2. Radio

Radio stations can be great for reaching a wide audience their news departments usually covers news with the smallest staffs, in the shortest time for each story, and with the most frequent deadlines.

3. Magazine and other publication

It is a way to read a very specific audience with a story these publications are typically organized around an interest group such as business, health care or higher education.

4. Newspaper and Internet

It is the most simple and cheap way to find out latest news. To support the above idea, communication through the media indicates the public and the information we gather and sent to the public. The mass media can influence an entire nation very easily. Therefore, the company using these media should care in transferring their products.

5. Trade Fairs and Exhibitions

The purpose of trade fairs and exhibitions is to increase awareness and to encourage trial, largely through face to face contact of supplier and customer. They offer the opportunity for companies to meet with both the trade and the consumer, for both to build relationships outside traditional sales meetings. They are heavily used with business to business marketing, especially within technology and engineering based products. (Andrew, 2010.)

6. Events and sponsorship marketing

Many companies are placing increased importance on sponsorships, and are reaping the rewards. Sponsorship marketing occurs when an event receives financial support from an organization (the sponsor) and in return provides the opportunity to the sponsor to associate itself with the event. This, in turn, generates publicity for the sponsor (Shimp, 2010:562). It is a scenario that places the marketer in the same environment as the consumer, such as a sporting event, and makes the message of the organization more relevant and credible.

2.1.5 Factors Affecting Promotion Mix

Article Shared by Manjulata M, factors that affect promotion by organisation related Factors:

These factors take into account:

1. Budget:

Determining the promotional budget is a significant task of the retailer. Retailers should use the marginal analysis method for determining the budget, as it is the most appropriate method for determining this budget which can accomplish the objectives of the retailer.

The marginal analysis method helps to find out the level of promotional expenditure that maximizes the profits generated by the promotional mix. Retailers spend the largest portion of their promotional budget on developing advertisement and on sales promotion activities.

2. Company Policy:

All the considerations given should fit in with the overall marketing and promotion policy of the company, while deciding the promotion mix. The conviction of the top management in the role of promotion, the product market strategy, and the type of corporate image it wants to project are the factors that influence the decision.

3. Availability of Promotional Tools:

Sometimes because of non-availability of some promotional methods, marketer must select appropriate method from those which are available.

Growing trend in respect of using an optimum mix of both personal selling as well as advertising with additional concentration on technological aspect is applied so that product lasts for a long time in the market.

People still buy Philips radio in spite of the technological changes and modernization.

4. Cost of Promotion:

The cost of the media of advertising and sales promotion tools should also be considered while deciding the promotional mix.

5. Pricing Strategy:

Pricing influences promotion strategy. If the brand is priced higher than the competitor's price, personal selling is used. If the price is comparatively low only little promotion is needed. If the middlemen are allowed higher profit margin, sales promotion at dealer level is important.

6. Regulations:

Regulations can affect the type of promotion used. For example, laws in the United States prohibit tobacco products from being advertised on television. In some Asian countries, controversial products such as alcohol cannot be advertised during Golden (prime) time on television. The hope is that by advertising late at night, young children do not see the advertisements.

2.2 Review of Empirical Literature

Eden.T (2017) in her study “Assessing the marketing strategy practice in the case of St. George brewery factory”. The findings suggested that promotion strategy is essential tool for the practice of the marketing strategy of the company.

Grankvist, Kollberg, Peterson (2004) in their study in which they focused on promotional strategies for banking service, concluded that all elements of promotion mix were used to some extent for promotion of banking service. This view was supported by Ananda and Murugaiah (2003) who carried out similar study on financial industry and recognized the importance of promotional strategy in influencing performance in the sector. In his finding, Kiristina (2006) recommended that promotional strategy should be designed as per the nature of services to be promoted. The impact of promotional strategy was further noted by Chanon(1985) when he opined that promotion attract deal oriented customers who are likely to switch banks rather than new long accounts.

Mohd and Wannur(2012) in their study noted that personal network promotional tool comprised of promotion through family/friends (asking friends or relatives to advertise), sales promotion (especially sale price, purchase with purchase, give away with purchase and free sample) and distributors (which moving around office, schools, clinics, houses and any premises showing the products) have impact on performance. In the study conducted among woman in Kenya by Arvinlucy (2012) it was found that most woman groups use personal selling in promoting their products. This was due to the fact that other promotional elements require a lot of money and the groups don't have sufficient fund to carry out those other promotional elements. Advertising was only used once by the groups of providing services just to create awareness of their existence so that they may get donors to fund their activities. The different elements of promotional strategies impacts on performance were also noted in the previous studies.

2.2.1 Promotion mix for Competitive Advantage

Khalid suidan (2018) in his study “the impact of marketing mix on the competitive advantage of the SME sector in the AL Buraimi governorate in oman., this study concludes that the marketing mix elements have a significant role to play in achieving a competitive advantages on the part of SME sector in the Al buraimi governorate. According to the results of this study,

The most effective element when it comes to achieving competitive advantage is promotion. This indicated that al buraimi's SME should pay attention to this element in a highly sensitive market environment .In general, this study shows that the marketing mix elements have a significant role to play in creating, and increasing advantage in the SME context in Al buraimi.

2.3 Conceptual framework of the study

Promotion can be considered from varying perspectives, for example from company perspective, from perspective of the departments in question, from customer perspective and from competitive perspective. The promotional mix elements are advertising, personal selling, public relation, sale promotion, direct marketing. On the other hand, the dimensions of market performance are sales performance, market share, customer satisfaction, competitive advantage (Andnet Abebe, 2018). The following figure explains the theoretical framework of the study.

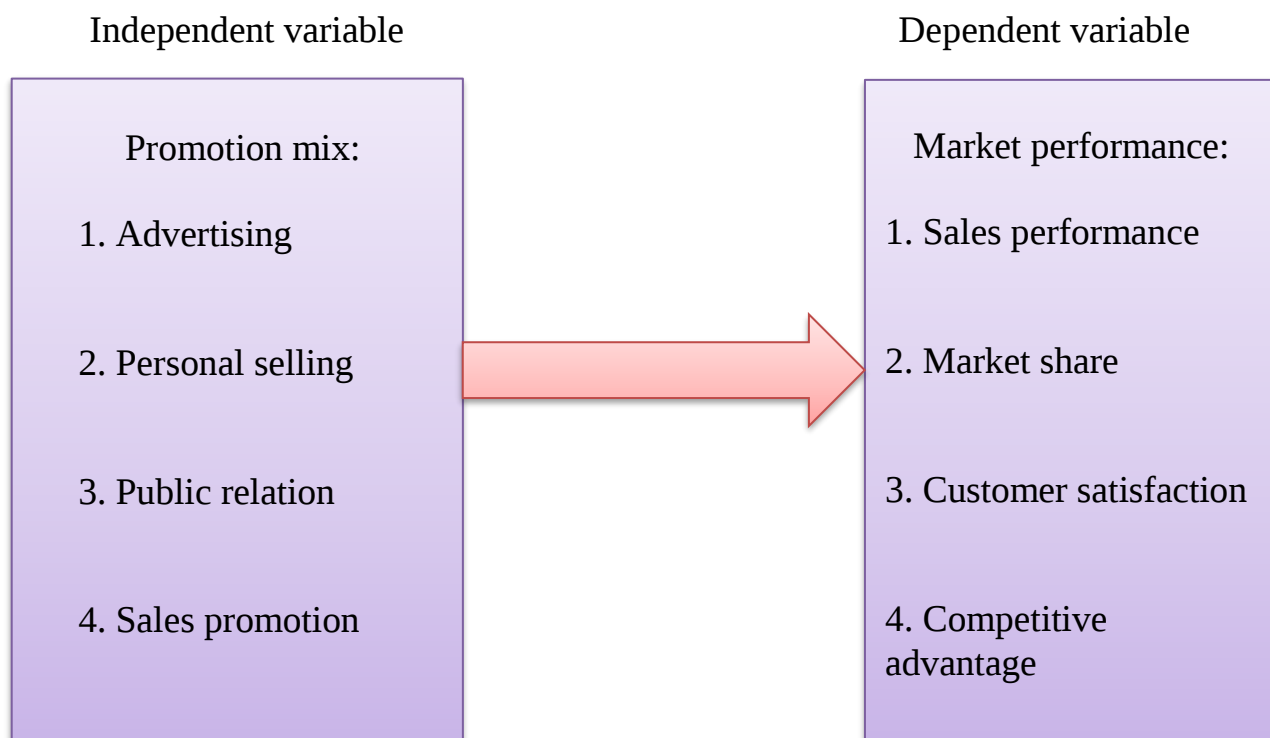


Fig 2.2

CHAPTER THREE

3. RESEARCH DESIGN AND METHODOLOGY

3.1 Research descriptive area

Addis Ababa is the capital and largest city of Ethiopia. It is located on a well-watered plateau surrounded by hills and mountains in the geographic Centre of the country. Addis Ababa has a subtropical highland climate with precipitation varying considerably by the month. December is the coldest month. The dominant economic activity in Addis Ababa is trade and commerce.

3.2 Research design

In order to achieve the objective of the study, this study used descriptive type research. According to Gay (1992) descriptive design describes and provides understanding of a phenomenon usually with simple descriptive statistics. He further explained that, and the descriptive data are usually collected through questionnaire, interview or observation.

And also this study used quantitative approach, because quantitative is applicable to phenomena that can be expressed in terms of quantity in order to assess the promotion practice that are currently practiced in St. George brewery factory. To gather information Primary and secondary data was used. Primary data was collected through questionnaire. Secondary data was collected from various books; research papers and websites. To address the assessment of promotion practice that is currently practiced in St. George brewery factory.

3.3 Target population

The target populations of the study were the sales promoter in St. George Brewery who has a direct exposure to the promotion activity. There are 50 employees who are working in the promotion department. Therefore, considering the size of the population is small; the target population in general was addressed fully through census.

3.4 Sampling Techniques

As noted in Jonker & Pennink, (2010) it is obvious that researchers are typically unable to study the entire population. Therefore, researchers typically study a subset of the population, which is known as a sample. A sample is a portion of the population that inferences are to be made about the population. However, it is important that the sample is representative of the population from which it was selected. There are two types of sampling: probability sampling and non-probability sampling.

The researcher used Convenience sampling (also known as availability sampling) is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study

3.4 Data collection method

According to Kothari (2004:95), a researcher should consider two types of data, primary and Secondary. The researcher, hence, used both primary and secondary sources of data in order to gather relevant information. Primary data was collected using closed ended questionnaires. The reason why questionnaire will be used it is easier to handle and simple for the respondents to answer within a short period of time (koul, 2008).Secondary data was obtained from various books, research papers and websites.

3.5 Data analysis

The data received from the respondents was analyzed with the help of statistical software program: statistical package for social sciences (SPSS) was used. The data collected from survey questionnaire was thoroughly coded and checked consistency and entered into SPSS spread sheet. Descriptive statistics analysis techniques were employed to analyze the data and the results was described by using frequencies, percentage, mean and sum.

3.5 Ethical Consideration

To make the research process professional, ethical consideration was made. The researcher informed the respondents about the purpose of the study i.e. purely for academic; the purpose of the study was also introduced in the introduction part of the questionnaires guide to the respondents and confirm that subject's confidentiality was protect. In addition to this, they were informed that their participation in the study was based on their consent. The research was not personalized any of the respondent's response during data presentations analysis and interpretation. Furthermore, all the materials used for this research are acknowledged.

CHAPTER FOUR

4. DATA PRESENTATION ANALYSIS AND PRESENTATION

4.1 Introduction

This chapter deals with the data presentation, interpretation and analysis of the study. It has two parts. The first is background of the respondents and the second part is about question related with the research topic.

4.2 Profile of Respondents

Questionnaires were distributed to 50 employees of sales promoters of St. George brewery Factory. Among these 42 (84%) were filled questionnaires properly and returned on time. The rest 8 (16 %) were failed to complete and return the questionnaires. All the returned Questionnaires were completed and considered for the analysis.

Table 4.1. Response rate

Questionnaires	Number	Percentage
Returned	42	84%
Unreturned	8	16%
Total	50	100%

Table 4.2. Gender of Respondents

	Frequency	Percentage
Male	39	93%
Female	3	7%
Total	42	100%

Source own survey, 2023

As indicated in Table 4.2 (93%) of respondents are male and the remaining 3(7%) are female Respondents.

Table 4.3. Age of Respondents

	Frequency	Percentage
18-24	0	0%
25-31	15	36%
32-38	19	45%
39-45	5	12%
Above 45	3	7%
Total	42	100%

Source own survey, 2023

According to Table 4.3. the age of majority of respondent were between 32 and 38 years old that accounts 19(45%). Employees who were between 25 to 31 years are 15(36%), 5 (12%) were 39-45 years of age, and the rest were above 45 years old were 3 (7%). This indicates that there is a potential advantage for working by young employees especially to achieve future objectives of the company's promotion strategy.

Table 4.4. Educational Level of Respondents

	Frequency	Percentage
Diploma	0	0%
Degree	42	100%
Masters	0	0%
Above MA	0	0%
Total	42	100%

Source own survey, 2023

As indicated in Table 4.4. All respondents, 42 (100%) all of them have first degree.

Table 4.5. Work Experience

	Frequency	Percentage
1-4	13	31%
5-8	24	57%
9-12	3	7%

Above 12	2	5%
Total	42	100%

Source own survey, 2023

As can be seen in Table 4.5. Majority of the respondent's service in the company was from 5-8 years which accounts 57% following by 31% is 1-4 years of service and 5 % had more than 12 years of experience in the company, the rest 7 % of the respondent have experience of 9-12 years of service.

Table 4.6. Positions of Respondents

	Frequency	Percentage
Manager	0	0%
Sales promoter	42	100%
Supervisor	0	0%
Total	42	100%

Source own survey, 2023

According to Table 4.6. All of the respondents were sales operator 42(100%).

Results and discussions of specific questions

Table 4.7. Employee's respondents towards the promotion strategy of the company.

	Frequency	Percentage
Perfectly I know	29	69%
A little bit I know	10	24%
I don't know	3	7%
Total	42	100%

Source own survey, 2023

According to table 4.7. The response implies that the majority of sales promoter knows the promotion strategy of St. George brewery factory 29 (69%). Following by 10(24%) of

Employees know a little bit of promotional strategy. The rest 3(7%) of the respondent knows nothing about the promotional strategy.

Table 4.8. Employee's response about how often the company promote its product.

	Frequency	Percentage
Never	0	0%
Rarely	10	24%
Occasionally	29	69%
Frequently	3	7%
Total	42	100%

Source own survey, 2023

Table 4.8, the response implies that the majority of sales promoter said the promotion strategy of St. George brewery factory is occasionally 29 (69%). 3(7%) of employees said St. George factory promote its product frequently. the rest 10(24%) of the respondent said St. George factory promote rarely. These indicated that the company mostly promote during holidays.

Table 4.9. Employee's respondents towards to what extent does St. George use the following promotion mix-element.

Promotion mix	N	Sum	Mean
Sales Promotion	42	160	3.81
Personal Selling	42	148	3.52
Direct Marketing	42	140	3.33
Public Relations	42	133	3.17
Advertising	42	123	2.93
Valid N (list wise)	42		

As it is indicated in table 4.9, (3.81) with a mean of the respondents said that the organization communicate with customers through sales promotion, (3.52) of the respondents replied that the organization communicate with its customers through personal selling, (3.33) of the respondents said that the organization communicate with its customers through public relations and 2.93 mean of the respondents said that the organization communicate with its customers through advertising.

From the response of the respondents the researcher understands that the organization mostly uses sales promotion and the rules of advertisements that exist are not enough to serve their intended purpose.

Table 4.10. Employee's respondents towards to what extent does St. George S.C. use the following promotional strategies.

Descriptive Statistics

	N	Sum	Mean
Entertainment	42	193	4.60
Exhibits	42	187	4.45
Promotion through sponsorships	42	177	4.21
Positive word of mouth from loyal customers	42	167	3.98
Employees working in the company clarifies the advantages of St. George over the competitors	42	160	3.81
Events	42	150	3.57

Personal contact with customers	42	150	3.57
Collecting market information on customers need	42	147	3.50
The influence of sales people	42	146	3.48
By email	42	122	2.90
Fax mail	42	106	2.52
By telemarketing	42	98	2.33
Gift	42	92	2.19
Promotion through flyer and Brochure	42	82	1.95
Promotion through television	42	46	1.10
Promotion through radio	42	45	1.07
Social media	42	43	1.02
Promotion through Billboards	42	43	1.02
Promotion through newspapers	42	43	1.02
Valid N (list wise)	42		

Source own survey, 2023

The above table 4.10, shows the descending order with the mean of promotional strategy which is from higher to lower .To which St. George brewery factory use the promotional strategies to have a positive reaction on capital growth. .

Entertainment is a good strategy with the mean of 4.60 which shows the highest promotion strategy the company use to attract customers, the more they entertain customer the more they attract from different environment so customers could bring capital growth.

The next one (4.60) mean of the respondents agreed that promotion through exhibits have a great impact on the capital it help to attract customers in some way at the same time.

After exhibits with the mean of (4.21) of the respondents agreed that promotion through sponsorships have a positive response on the growth of capital. Sponsorships means where the St. George sponsors any company and that company advertises St. George in return which is good for the St. George to be well known and could have more customers at the same time and the capital could grow so the more they sponsors the more the company can achieve the goals.

Next to sponsorships the company uses positive word of mouth from loyal customer with the mean of 3.98 in order to achieve capital growth.

Then, Employees working in the company clarifies the advantages of St. George beer over competitors, (3.81) mean of the respondents agreed that the company use this strategy order to achieve capital growth.

The next one is events strategy using by the company, (3.57) mean of the respondents agreed that the company use this strategy in order to achieve capital growth. After events the company use personal contact with customers with the mean of (3.57) of the respondents agreed using this strategy to have a positive response on the growth of capital. Personal contact with customers most of the time helps to create loyal customers, it helps to bring faith between customers and employers which is good for the capital growth indirectly.

Collecting market information on customers need is one of public relation. With the mean of 3.50 of the respondents said using this strategy to have a positive response on capital growth. Market information on customers' needs are always valuable in any business as long as one company have an information about customers' needs, the deeds are going to be easy and after

Customers got what they want there will be no reason to look for the same services in other company.

Next to that the mean 3.48 of the respondents agreed with using the influence of sales people in order to have a positive response on the capital growth.

After that email (2.90) and fax (2.12) of the respondents agreed that marketing by email and fax used by the company for the positive response of capital growth.

With the mean of 2.33 of the respondent agreed that promotion through telemarketing. As it is stated most of the respondents believed that the company do not use telemarketing to have a positive reaction on capital growth. Promotion through telephone could be rare because people need evidence something that could be seen and tangible, they cannot just simply call and advertise so it is reasonable.

Finally, the respondent agreed that promotion through gift (2.19), flyer and brochures (1.95), television (1.10), radio (1.07), social media (1.02), billboards (1.02), newspapers (1.02) have the smallest mean used in order to bring positive response to capital growth of the company. The reason is Prohibited Channels [Article 60 (4) of the Proclamation and Articles 5 (1) and 5 (3) of the Directive] It is prohibited to advertise alcoholic drinks using the following channels

- Televisions and Radios;
- Billboards;
- Digital social media platforms: Facebook, Twitter, YouTube and Instagram;
- to offer any type of prizes including free give-away alcohol drinks or run lotteries to sell alcoholic drinks;
- Outlet signboards; and
- The prohibition also covers indirect advertisements of alcoholic drinks by associating them with non-alcoholic products.

Table 4.11. Employee's response about objective of St. George Brewery Company

Objectives to meet	Yes		No	
	Frequency	percentage	Frequency	percentage
Advertising				
➤ To inform	42	100%	-	-

➤ To persuade	15	36%	27	64%
➤ To remind	42	100%	-	-
Sales promotion				
➤ To attract new users to the brand	42	100%	-	-
➤ To stimulate repeat purchase	42	100%	-	-
➤ To attract attention to the brand	42	100%	-	-
Personal selling				
➤ To accord uniqueness	29	69%	13	31%
➤ To create differential competitive advantage.	40	95%	2	5%
➤ To manage a set of selling –buying r/ship for mutual profit.	34	81%	8	19%
Direct marketing				
➤ To raise awareness	42	100%	-	-
➤ To increase profit	39	93%	3	7%
Publicity				
➤ To Providing Information	42	100%	-	-
➤ Stimulating Demand	40	95%	2	5%
Total	42	100	42	100

According to table 4.11, all of the respondents said Advertising helps to inform the customer which accounts 42(100%).This shows that it helps to build a company image. The other objective of advertisement is to remind customer which also account 42(100%). St. George uses these objectives to Keeping it in buyers’ mind during off-seasons, and Reminding buyers that the product may be needed in the near future.

As the respondent said the usage of persuasion objective in advertisement accounts 15 (36%) and the rest said the company doesn’t use the persuasion objective to customers which accounts 27 (64%).

The second one is sales promotion. All of the respondents said sales promotion helps to stimulate repeat purchase, To attract new users to the brand and To attract attention to the brand which all of them accounts 42(100%).this shows the company meets all sales promotion objectives

The third one is personal selling. The respondents agreed that the company uses accord uniqueness as an objective. 29 (69), 13 (31%) of the respondents refuse to agree with the goal of accord uniqueness. The other objective the respondents agreed that the company uses create differential competitive advantage. 40 (95%), 2 (5%) of the respondents refuse to agree with the objective. The respondents which account 34(81%) agreed on the objective of to manage selling buying relationship for mutual profit. whereas 8(19%) of respondents refuse to agree.

The forth one is direct marketing. All of the respondents said direct marketing helps to raise awareness which accounts 42(100%). And the other objective is to increase profit of the company which most of the respondents agree with the objective 30(93%). The rest 3(7%) respondents disagree with the objective.

The fifth one is publicity. . All of the respondents said publicity helps to provide information which accounts 42(100%). And the other objective is to stimulate demand, which most of the respondents agree with the objective 40(95%). The rest 2(5%) respondents disagree with the objective.

TABLE 4.12. Employees Opinion towards the company meets its objective.

	frequency	Percentage
YES	39	93%
NO	3	7%
TOTAL	42	100%

Source own survey, 2023

As Indicated in Table 4.12., majority of the respondents, 39(93%) agreed that the company meets its objective. The rest disagree of the company meeting its objective

Table 4.13. Employee's response about factors affects the promotion practice of St. George Brewery Company.

Descriptive Statistics

	N	Maximum	Sum	Mean
Competitors	42	5	202	4.81
Government regulation	42	5	191	4.55
Availability of promotional tools	42	5	188	4.48
Company policy	42	5	106	2.52
Cost of promotion	42	5	77	1.83
Price of product	42	3	50	1.19
Valid N (list wise)	42			

Source own survey, 2023

The above table shows the descending order with the mean of factors affects the promotion practice of St. George brewery factory.

The most factors affects the promotion practice of St. George according to sales promoter is competitors showing the mean of 4.81. This shows that the new beer companies are entering into the market in huge capacity and full potential to penetrate the market through promotion and widen their destination due to this fact it's difficult to increase sales, profit and customer satisfaction.

As the employee's response second factor affecting the promotion practice is government regulation with a mean of 4.55. This shows that the regulatory pressures, and control measures by the Government effectively discourage companies from cornering too large a share of the market and controlling prices.

The third factor affecting promotional practice is the Availability of promotional tools with a mean of 4.48. Due to the fact that the existence of government restriction on alcoholic beverage tends to decrease the availability of promotional tools.

The forth factor affecting the promotional practice of St. George brewery is the company policy with the mean of 2.52. And the fifth one is cost of promotion with the mean of 1.83.

The last factor affecting the promotion practice St. George brewery factory is pricing strategy of the company. Having the smallest mean which is 1.19. This shows that the pricing of St. George is good in order to attract customers.

Table 4.14. Employee's response about St. George brewery factory uses promotion strategies effectively.

	frequency	percentage
Strongly agree	35	83%
Agree	7	17%
Disagree	-	-
Strongly disagree	-	-
Total	42	100

Source own survey, 2023

The above table reveals that the about the effectiveness of the company promotion strategies. From the total respondents about 35(83%) strongly agreed that the company use its Promotional strategy effectively. The other 7(17%) of the respondents said they agreed to that the company use its promotion strategies effectively. Hence, the promotion are the means by which the marketing objectives will be achieved.

CHAPTER FIVE

Summary, CONCLUSIONS AND RECOMMENDATION

5.1 Summary of finding

The intention of this study was to assess the promotional practice of st.george brewery factory .This study uses descriptive research design and the study was carried out through collecting data by questionnaires from the sales promoter of the company .In addition secondary data also gathered by reviewing different books, research papers,articles,journals and websites. After a rigorous analysis of data collected through a survey questionnaire, the following major findings of the study are generated and summarized as follows:-

In this portion, major pointes regarding with the findings of the study were summarized.

- ❖ The gender of the respondents of male greater than female genders.
- ❖ The age distributions of the respondents were mostly found between 32-38 years.
- ❖ All respondents have first degree.
- ❖ Most of the respondent's service in the company was from 5-8 years.
- ❖ All of the respondents were sales operator.
- ❖ Majority of sales promoter knows the promotional strategy of St. George brewery factory.
- ❖ Majority of the sales promoter said the promotion strategy of St. George brewery factory is occasionally.
- ❖ Most of the respondents said that the organization communicate with its customer through sales promotion,

5.1 CONCLUSIONS

Ethiopia's beer market has been steadily growing for the past decade.. The brewery industry in Ethiopia is becoming a very competitive environment where maximum efficiency and sustainable competitive advantage are critical for the success of a company. Over the years though, St George's competition has grown considerably, particularly from foreign breweries and investors seeking to enter the Ethiopian market. And, in the current business environment establishing an effective marketing strategy is becoming an increasingly important practice to enhance market performance. From the findings above, we can conclude that the establishment of an effective market strategy in St. George Beer Factory has a positive implication on market performance.

Consequently, the following conclusions have been reached from the analysis made earlier to address the research questions and specific objectives set in the study based on the dimensions considered

- Out of the various promotion mix elements mostly used by St .George brewery factory is sales promotion then personal selling, the third promotion mix the company use direct marketing and finding indicate that public relation and advertising are less used by the company compared to the other mixes.
- St. George provides different promotion strategies in order to make the company effective and competent. Mostly by using sales promotion then personal selling strategy in the market .The least promotion strategy the company use is advertising. The reason is Prohibited Channels [Article 60 (4) of the Proclamation and Articles 5 (1) and 5 (3) of the Directive] It is prohibited to advertise alcoholic drinks
- The company primary reason to mostly select sales promotion to meet the objective of attract new users to the brand, to stimulate repeat purchase and to attract attention to the brand. And most of the respondent disagrees about the objective of advertising through persuasion
- Majority of the respondents agreed on the St. George brewery factory achieve its objective.
- There are a numbers of factors that affect the promotional practice of St. George brewery

Factory. According to the respondents, the company promotional practice highly

affected by competitors. This shows that the new beer companies are entering into the market in huge capacity and full potential to penetrate the market through promotion and widen their destination due to this fact it's difficult to increase sales, profit and customer satisfactions. The second promotional factors stated by the respondents is government regulation, as stated in the above proclamation restricted by the government these affects the company promotional practices. The third and the fourth one is availability of promotional tool and company policy, the least factors affecting the promotional practice of the company is cost of promotion and price of product.

- According to employees' response, the overall company's promotion strategy practices Of St. George are effective.

5.3 RECOMMENDATION

Even though the promotional practice of St. George Brewery is practiced effectively by employee's it have some problems. Therefore, the study recommends the following points based on the analysis;

- The company should asses the various promotional mix elements frequently in order to Meet its objective.
- The company should promote the product frequently in order to meet its objective.
- In order to meet its objective of St. George brewery factory .The Company should assess the competitor's strategy because new brewery companies emerge from time to time.
- The company should give the awareness about the promotional strategy of the St. George brewery factory to the sales promoters.
- The findings indicates that the influence of sales people comparatively have moderate extent .Therefore I recommend that the company should give attention for sales promoter to increasing their level of performance .In order to develop positive reaction on capital growth.
- In the research project, the researcher has assessed the promotion strategy practices of the St. George Brewery on the organization's side. So, for future the researcher recommends to see the overall marketing strategy of the company by involving the customers and intermediaries.

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Appendix I

Wolkite University

Faculty of business and economics

Department of marketing management

This is a questionnaire prepared by 4th year marketing management student on the title of **assessment of promotional practice in the case of St. George brewery factory**, for the purpose of graduating paper. This questionnaire also helps to collect the necessary data and give the appropriate recommendation for the company. So after you read correctly please give your answer on the answer box.

Therefore, you are requested to respond to all of the given questions. Please feel free to give out information. Which will be received and treated with all due respect and confidentiality.

I appreciate your cooperation

N.B.

- ✓ Don't write your name
- ✓ Use "X" or "✓" on the space provide
- ✓ Based on the given box give your appropriate answer for the question.

Section I: General Information

1. Sex male ☐ Female ☐

2. Age 18 – 24 ☐ 32 – 38 ☐ Above 45 ☐
 25 -31 ☐ 39 – 45 ☐

3. Educational levels

Diploma ☐ Degree ☐

Masters ☐ above MA ☐

4. For how many years you give service for the company?

1- 4 years ☐ 5 – 8 ☐

9 – 12 years ☐ above 12 years ☐

5. Position

Manager ☐ Supervisor ☐ sales promoter ☐

Section two

6. During in the stay of the organization do you know the promotion strategy of the company?

Perfectly I know ☐ A little bit I know ☐ I don't know ☐

7. How often do you promote St. George beer?

Never ☐ rarely ☐ occasionally ☐ frequently ☐

8. To what extent does St. George use the following promotion mix-element?

Promotion	Very great extent (5)	Great Extent (4)	Moderate Extent (3)	Small Extent (2)	No Extent (1)
Personal selling					
Advertising					
Public relation					
Direct marketing					
Sales promotion					

9. To what extent does St. George use the following promotional strategies to have a positive reaction on capital growth?

	Very Great Extent (5)	Great Extent (4)	Moderate Extent (3)	Small Extent (2)	No extent (1)
PROMOTION STRATEGIES					
Advertising					
Promotion through flyer and Brochures.					
Promotion through radio.					
Promotion through television.					
Promotion through newspapers.					
Promotion through Billboards.					
Promotion through sponsorships.					
PERSONAL SELLING					
Personal contact with customers.					
The influence of sales people.					
Positive word of mouth from loyal customers.					
Employees working in the company clarifies the advantages of St. George over the competitors.					
Sales promotion					
Exhibits					
Entertainment					
Gift					
PUBLIC RELATIONS					
Collecting market information on customers need					
Events					
Social media					
DIRECT MARKETING					

By email					
By telemarketing					
Fax mail					

10. What is the company reason to select such promotional strategy to meet its objective?

Objectives to meet	Yes	No
Advertising		
‣ To inform		
‣ To persuade		
‣ To remind		
Sales promotion		
‣ To attract new users to the brand		
‣ To stimulate repeat purchase		
‣ To attract attention to the brand		
‣ To stimulate larger purchase		
Personal selling		
‣ To accord uniqueness		
‣ To create differential competitive advantage.		
‣ To manage a set of selling –buying r/ship for mutual profit.		
Direct marketing		
‣ To raise awareness		
‣ To increase profit		
Publicity		
‣ To Providing Information		
‣ Stimulating Demand		

11. Do you think the company meets its objective?

Yes ☐

No ☐

12. To what extent do the following factors affect the promotion practice of St. George Brewery Company?

	Very Great Extent (5)	Great Extent (4)	Moderate Extent (3)	Small Extent (2)	No extent (1)
Factors					
Availability of promotional Tool					
Pricing Strategy					
Cost of Promotion					
Government Regulations					
Competitors					
Company Policy					

13. I believe the company uses St. George promotion strategies effectively.

Strongly agree ☐

Agree ☐

Disagree ☐

Strongly disagree ☐