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COLLEGE OF BUSINESS AND ECONOMICS
DEPARTEMENT OF MARKETING MANAGEMENT

**ASSESSMENT OF MARKETING OPPORTUNITIES AND CHALLENGES
FOR PRODUCT DEVELOPMENT IN THE CASE OF ETAB SOAP
FACTORY (HAWASA)**

**RESEARCH REPORT SUBMITTED TO DEPARTEMENT OF
MARKETING MANAGEMENT IN PARTIAL FULFILMENT FOR THE
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ABBREVIATION AND ACRONYMS

ETAB -

SWOT analysis - Strength, Weakness, Opportunity and Treat analysis

AMS - American Marketing Association

MIS - Marketing Information System

UN – United Nations

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Abstract

The general objective of this study was to assess marketing opportunities and challenges for product development of ETAB soap factory (Hawasa). The guiding research question of the study was; “what factors and main threats that affect the internal and external operation of ETAB soap factory.” The study used descriptive type of study to describe the existing situation. to gather information. A sample was selected through the simple random sampling and come up with sample size of 50 employees to represent ETAB soap factory, Hawasa. In this study question naire data sources were used. The data collected through prepared questions for employees have been analyzed by using table and percentage. Based on the major findings; the researcher has forwarded feasible recommendations. The finding indicates; among others shortage of raw material, shortage of power supply, scarcity of foreign currency and unskilled working force etc... These and other problems may affect the company production system. Based on the result obtained in the analysis and conclusion made the researcher recommend that foreign currency and raw material scarcity needs due attention to work with stake holders. Moreover, maximize smooth relationship among the staff members of different department and with the management bodies of the factory.

CHAPTER ONE

1. INTRODUCTION

The ultimate goal of marketing is to satisfy customer need and wants profitability in manner of the organization objective and goal will be achieved as need. However, the materialization of paper work in to practical achievement requires a huge degree of tolerance in assuming and thinking the challenges encountered by the business is undertaking the challenges. Know a day being facing challenges and assuming marketing risk should be corresponding to marketing opportunity beside the challenges that are capable for helping the company in realizing its goal and objective (Perreault, 2002)

1.1 Background of the Study

Market opportunity is potentially favorable condition in which a business can capitalize on changing trend or an increasing demand for a product by a demographic group that has yet to be recognized by its competitors. For a market opportunity to exist, a company must be able to identify who a potential customer is and whose needs to be met. The size of the market, and its capacity to capture share (Kotler *et al*, 2008)

Marketing touches customer, prospect and industry thought leads via press release, magazines articles, briefings, brochure, trade show, customer council, advisory boards, and lead generation program (www.wikipedia the free encyclopedia)

Marketing opportunity derived from “fitness of a company” to serve a specific market. The result from approaching competence, skill and resource that can be bought to serve identified customer or segment profitability opportunity again in the marketing department plays a vital role in determining the success of a new product of the service and ultimately the success of firm (Fraberet *al*, 2006).

The biggest challenges facing marketers coordinating global campaigns challenges for product development are internal coordination of marketing activity, how to reach customer in a meaningful way. How to measure and report, learn and improve, how to handle the creative development process, understanding customer wants and need across different segment, digital, social and the new marketing, digital media is forcing campaigns to be much more engaging. The

new media is designed to allow people to talk back (Ronnie Beltran, 2008). The role of technology in a campaign creation and implementation are the biggest challenges that affect product development (David Aaker, 1999).

1.2 Background of the organization

ETAB Soap Factory is a private company which was established in 1993 E.C. 2008 E.C with initial capital of birr 300,000.00 in phase I, and expansion project investment birr 6,000,000.00 (six million) in 1997 E.C. in phase II. The total area covered by the company is 28175 square meters situated by the side of the industrial zone in Hawasa town 270 km. from Addis Ababa. The total number of permanent employees currently is about 439 of which 138 are female. The factory has been manufacturing laundry soap and toilet soap having different brands.

1.3 Statement of the problem

Market opportunity is a fitness of favorable advantage for conducting a successful business and it represents a favorable circumstance appropriate moment or promising cause of event that helps for the attainment of a goal. Marketing work with development to define requirements, plan products, and bring product to market. Marketing must be assuring the delivery of reliable and complete product that includes documentation, training, and support (www.wikipedia the free encyclopedia)

There is several power of tangible and hidden challenges in undertaking the marketing activity that strongly tempt the well going operation of the marketing department of the company in particular. But the degree of impact exerted from this challenge on the smooth operation of the business is exactly focus on the capacity of manager ability to develop, evaluate, select the optimal selection of the existing problem at hand is very important. Beside the decision made should be applied after feasible study gets successful and also the strength, weakness, opportunity and threats (SWOT) analysis even after a new decision should be done to make sure that the future is either to reduce the challenges to minimum degree or to avoid them at all as much as possible.

The assessment of marketing opportunity and challenges of product development in case of ETAB soap factory has not yet been assessed or studied by identifying the impact of market opportunity and challenges on product development. So the research vital role is to fill this gap. The researcher will try to investigate the impact of marketing opportunity and challenges on product development in ETAB soap factory-Hawasa.

ETAB soap factory-Hawasa as a circle which operates in a dynamic environment that create gap on its product performance should be improved with proper identification and definition of the product development challenges in order to make them easy adjustable at minimum cost to harmonize and make easy product development activity as planned and needed.

ETAB soap factory-Hawasa Factory provides job opportunity to employee many people, and it supplies its product for domestic customers. There are also factors that affect the process of Company Production. Among these shortage of raw material, shortage of power supply, foreign currency and unskilled working force etc... These and other problems may affect the company production system. As a consequence it creates dissatisfaction of customers. Due to the above stated problems, the researcher is interested to study on the company opportunity and challenges of product development in ETAB soap factory.

1.4 Research questions

The main research questions to be addressed in the study were :

1. What were the factors affecting the company internal and external operation?
2. What were the main factors that influence the company to expand its product development?
3. What were the main threats of the company in today product development and main opportunity of the company to current product development?

1.5 Objectives of the study

1.5.1 General objective of the study

The general objective of the study is to assess marketing opportunities and challenges for product development of ETAB soap factory (Hawasa)

1.5.2 Specific objective of the study

- ✓ To identify the main factors that influences the company to its product development.
- ✓ To indicate the product development opportunity the company faced.
- ✓ To identify the main threats and opportunity the company has come across in current product development.

1.6 Significance of the study

The study contributes for the company by identifying its weakness with regard to the production system. Based on the research result the company may improve its production, system and increase the amount of product which results in customer satisfaction. Moreover, the research will be used as spring board for further study.

1.7 Scope of the study

Geographically, the study was limited to ETAB at Hawassa town, conceptually, This study emphasizes on product development, challenges and opportunity that ETAB soap factory has faced to the reason that every business and non-business organization whether it is profit oriented or nonprofit oriented, it may faces different situations, so that the study will mainly focus on major challenges and opportunities that ETAB soap factory Hawassa has come across. For the study descriptive research design will be used.

CHAPTER TWO

2. REVIEW OF RELATED LITERATURE

In this chapter literature on the area of marketing, specifically and deeply on the marketing opportunity and challenges written by different authors will be reviewed at large. to this purpose, the review is focused on starting the major marketing opportunity and challenges that are observed in any organization and argues the significance of detecting, identifying these core attribute of product (opportunity and challenges) for achieving organization objective effectively and efficiently to speed up its competitiveness in the dynamic business environment. In this regard, the researcher referred and gathered relevant data from different sources to make the study more organized and full enough to hold important points and solution to the problem as planned and needed.

2.1 An Overview of Marketing

People become fairly adopt at buying to meet their house hold needs, accordingly they also do under taking and selling their cars, selling personal service, and organizations are more professional in handling exchange process. They must attract resource from one set of marketing, convert them in useful product and trade them in another set of market, nation also plan and manage exchange relation with other nations.

Marketing management takes place when at list one party to a potential exchange to give through objective and means of achieving desire responses other parties. We will use the following definitions of marketing (management) approved in 1985 by the American marketing association.

marketing management is the process of planning and executing the consumption, pricing, promotion, distribution of ideas goals and service to create exchange that individual and organization this definition recognize marketing management as a process involving, analyze, planning, implementation and control that is cover ideas goals and service that it resets on the nation of exchange and that goal is to provide satisfaction for the parties involved (Philip Kotler, 1988).

2.2 Opportunities and Challenges in Domestic Marketing

Marketing challenges are any faces that create unfavorable condition for smooth operation of the business that may be generated from internal as well as external environment unlike challenges, marketing opportunities are favorable condition facilitates the smooth operation of the business to achieve its goal through effective and efficient.

Utilization of the resource through the marketing forces is common in both successful implementing the marketing management process. Marketing manager typically engage in a sequence of activity called strategic marketing planning involving mission statement environment analysis and the establishment of goal strategies programmed and controls.

Improvement on the job contributes for the achievement of organization objectives these are achieved by improving the performance of the marketing staff in marketing a continuous effort for opening their eyes to words marketing environment, which are forces that exerts influence on marketing manager ability to create and carry out plans that satisfy organizational objectives and target market needs (Philip Kotler, 1984).

2.3 Environmental Scanning and Management

Marketing environment consists of the actors and forces outside marketing that affects marketing management; ability to build and maintain successful relationships with target customer. The tenable fact is the marketing environment in general offers both opportunities and threats. As a result, more than any other group in the company, marketers must be opportunity seekers. Although every managers in an organization needs to observe the outside environment, marketer have two special aptitudes. They have disciplined methods –marketing intelligence and marketing research for collecting information about the marketing environment. Marketing environment we have been discussing consists of a micro-environment and a macro- environmental force.

- Micro- environment includes actors close to the company that affect its ability to serve its customers the company, suppliers, marketing intermediary's customer market and competitors.

The micro-environment consists of force that is part of an organization marketing process but is external to the organization. These micro-environment forces include the organization; markets its producer-suppliers, and its marketing intermediaries.

Micro-environmental factors like; the company micro environment, the company, suppliers, distribution, and other facilitators of marketing

2.3.1 The company micro environment

Marketing management’s job is to build relationship with customers by creating customer value and satisfaction. The success of marketing plans will require working closely with the company’s micro environment. These actors are shown in figure 2.1. They include the company, suppliers, market intermediaries, customers and publics, which combine to make up the company’s, value delivery system.

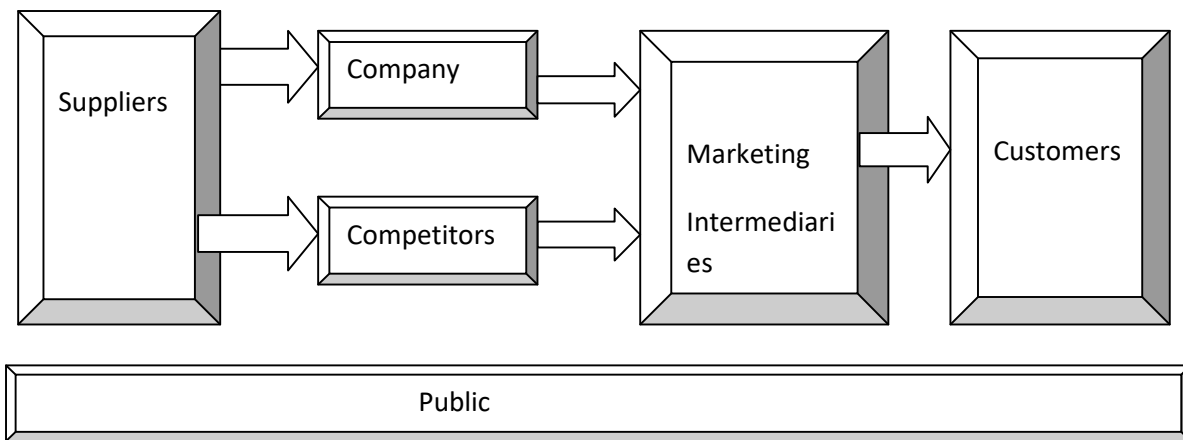


Figure 2.1 major factors in the company’s micro environment

(Philip kotler, john R Bowen and James C makens 2006, p, 364)

2.3.2 The Company

In designing marketing plans, marketing management takes other company groups in to account groups such as top management, finance, research and development, purchasing, operations, and accounting, all these interrelated groups from the internal environment. Top management sets the company’s mission, objective, rand strategies and polices. Marketing managers make decisions with the strategies and plans made by top management.

Marketing management must also work closely with other company department. Finance is concerned with finding and using funds to carry out the marketing plan. The research development focuses on designing safe and attractive product.

Purchasing worries about getting supply and materials, whereas operation is responsible for producing and distributing the desired quality and quantity of products. Accounting has to measure revenue and costs to help marketing know how well it is achieving its objective. Together, this entire department has an impact on the marketing department's plans and action.

Under the marketing concept, all of this function must "think consumers". They should work in harmony to provide superior customer value and satisfaction. (Philip Kotler, 2006, p, 65).

Within the company itself, the marketing manager or marketing department will be involved in three arenas. To succeed, the marketing manager must successfully interact with various departmental representatives in the company to insure the marketing function is appropriately stressed and promoted.

First is the battle for limited resources. Every department within a firm is seeking resources to carry out its roles within the company. Most departments feel they do not have enough money or people to accomplish the work assigned to them. Most marketing department reflects the same settlement. Seldom is there enough funds to satisfy everyone. On the average, most, firms spend around 10 percent of their sales revenue on the marketing function.

The second internal factor affecting the marketing function is gaining a share of the voice in developing corporate strategy. Since marketing strategies are derived in developing corporate strategies. Even in the development of the company's mission statement. By having a voice at the corporate level, marketing managers can ensure that top level executives understand the marketing function and the importance of marketing in developing plans for the corporation. For example, a decision to expand into another region and country will involve understanding the market position and the capability of the firm to gain sufficient market share to make the expansion profitable. Marketing influences decisions about production and product modification based on understanding customer needs and wants.

The third internal company force the marketing department has to address is developing a marketing mix. It is important for every employee in the organization to understand who the firm's customers are and what is being promised. While product quality is important, so is the manner in which customers are handled. A bad experience with a company worker can send a customer to a competitor as quickly as a defective product. It costs approximately six times more

to gain new customers as it does to keep current customers, so it is imperative that company employees understand the marketing goals of the organization.

Finally, shearing information and promoting interaction between the functional areas of the firm is essential for company success. Companies that rate highly on interdepartmental connectedness, sharing marketing information with all the other functional areas, such as research and development, engineering, finance and purchasing and sharing non marketing information with the marketing department are more successful in reaching overall organization sales and profit objectives.

2.3.3 Suppliers, Distribution, and other Facilitators of marketing

While it is the purchasing department that primarily deals with suppliers, the outcome of this relationship is important to the marketing department. For example, if the cost of the materials supplies interests, it will usually reverberate into price increase for the company. The marketing department has to decide how much of a price increase is necessary to cover the additional cost, what the impact will be on customers, and how it will affect compaction. The marketing department may even be responsibility for communicating the price increase to the customer and providing justification for why it is necessary.

Any disruptions in the supply, such as a labor strict or a natural disaster, such as a hurricane, can impact the marketing function. Similarly, a delay in product delivery can lead consumers to switch to competitors.

Distributions are middleman whose task is to insure the convenient, timely and safe distribution of the product to consumers. Manufacturers rely on distribution to deliver their products, to advertise and promote the product, and offer, to offer financing to other distribution down the channel, or to the consumer, and thus facilitate purchase often, they use the service of physical distribution firm, such as warehousing firms, transportation firms and other facilitators of the marketing function, such as banks, insurance companies advertising firm and market research firms.(Dana NiccoletaLascu and Kemeth.E.Clow 2004,p,33)

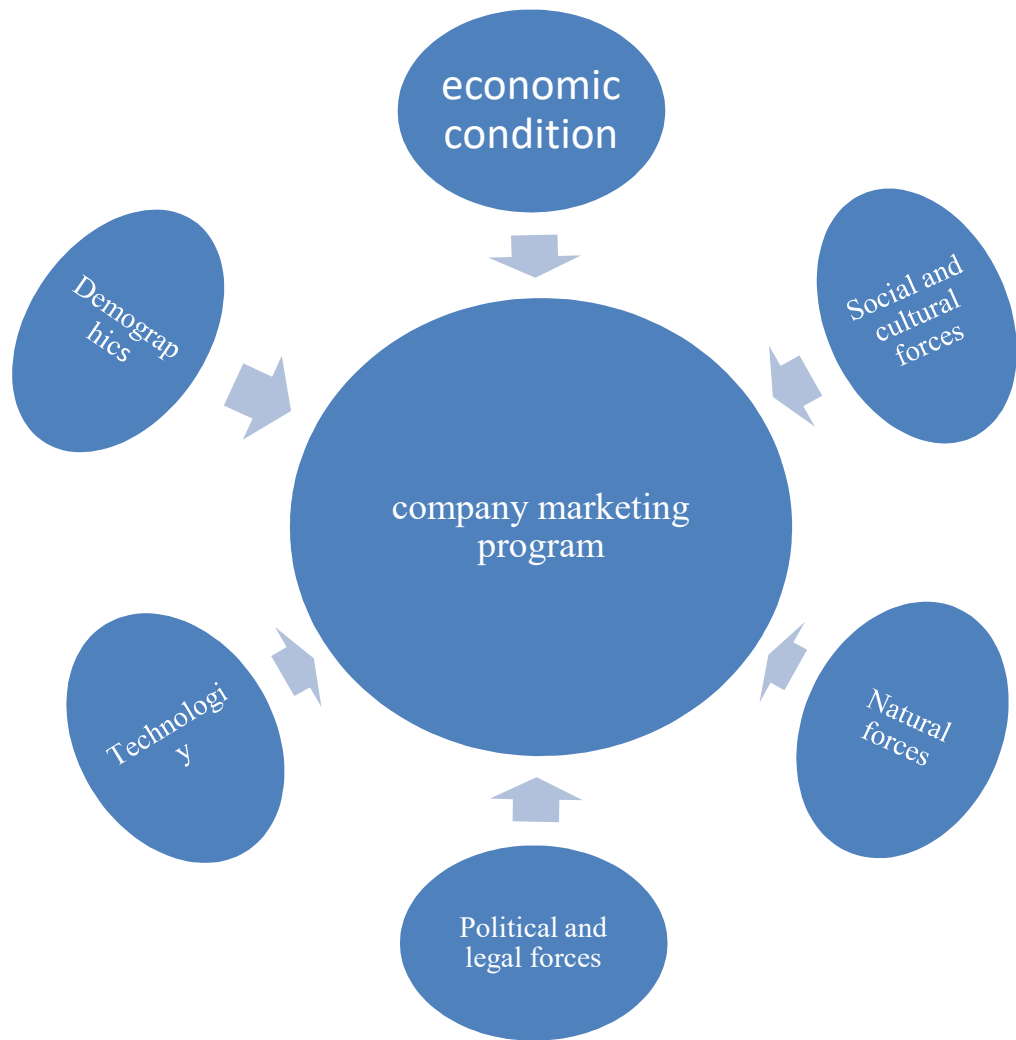
Suppliers a company can benefit it from developing good relation with suppliers by dealing with them fairly and honestly and granting them favors, it possible select those suppliers who supply quality standard row material with quantity.(W.GRIFFIN 2006:41)

The success of the company production processes depends on UN interrupted supply of raw materials. This is possible when the company selects those suppliers who have potential capacity and when there is good relation between the supplier and the company. (AHUJA 1989:15)

Suppliers form an important link in the company's overall customer value delivery system. They provide the resources needed by the company to produce its goods and services. Supplier problem can seriously affect marketing. Marketing managers must which supply availability supply shortages or delays, labor strikes, and other events can cost sales in the short run and damage customer satisfaction in the long run. Marketing managers also monitor the price trends of their key input. Rising supply cost force price increases that can harm the company's sales volume. Most marketing today treats their supplies as partners in creating and delivery customer value (kotler 2006)

- Macro-environmental forces consist of the larger societal force that influences the micro-environmental force. Macro-environmental force consists of demographic, economic, natural, technological, political and legal and cultural forces. These forces are largely UN controllable by management; but they are not totally UN controllable. A company may be able to influence its external environment to some extent. (WWW.wikipedia the free encyclopedia)

Fig. 2.4 Macro-environmental forces



Source; (Philip kotler , Armstrong ,2007)

2.5 Source of Marketing Opportunity and Challenges

As far as the marketing environment is concerned there are broad sources under it that concern marketing manager to understand, respond to and make relevant adjustment to assure the survival stability as well as the growth of the company.

The organization environment accompany all the areas of the company outside the marketing that can affect the marketing exclusion, such as accounting, purchasing, manufacturing, engineering and finance marketing manager should likewise remain abreast of trends in other area of organization not only to identify problem but also to recognized marketing opportunity that may otherwise go un noticed (Baggoz, Rosacelly and Corn, 1988).

A Basic understanding of how belief about the environment held by marketing manager can help them to find use marketing information their preferred approach to solving marketing problem and their strategic orientation. Even though marketing manager have understood all the marketing attributes they can influence their environment only to limited extent within the organizational environment for example the actual management acquainted with the concern and objective of the marketing area they cannot follow on marketing demand.

In spite of the limited ability of marketing to manage the environment overlooking of opportunities can impose an unnecessary limitation on marketing activity in addition not management of the environment need to be direct one way in which marketing can exert influence on the organization environment in by informing other department of how their action affect customer and profitability effective marketing management can explore new opportunity through informing their customer about important internal development such as change in engineering standard, product, schedule or payment policy (Bagoziet *al*, 1988).

The mission statement vision the objective or goal denoting from it is has been based on analysis of external environment and internal environment that helps to identify and define target market and pin point threat and opportunity in penetrating these markets analyst conducted both within defend boundaries of the organization and beyond in the external cooperate environment the analysis conducted both internally and externally with the leads to decision proposal which related to the internal organization environment in the context of the under external company environmental.

2.6 How Marketing Challenges and Opportunity are diagnosed?

Today, thanks to technology there are several means by which marketing manager can find relevant marketing information to take the advantage of the marketing and to make quick and sound decision. This is because the part and shift of marketing scope to brooder level. marketing is becoming battle based more on information that on sales power to sating information need of marketing manager accompany should design and install marketing system (MIS) in order to have large scale of awareness about the overall marketing condition everywhere at any time the role of management for installation of management information system varies from organization its own organizational culture towards information.

2.6.1 Marketing Information System Elements and Its Role

Consists of people equipment and procedures to gather, sort, analyze, evaluate and distribute needed timely and accurate information to marketing decision makers (Philip Kotler, 1996).

Even though the role of marketing information system is dramatically increasing and various from company to company it has the following role for the organization in general perspective

1. To assess marketing manager information needed or decision making.
2. To develop needed information.
3. Information analysis.
4. Distribution of information.

According to Kotler (1996), the researchers want to define clearly and show the significance of information briefly.

- 1, to assess information needs: a good marketing information system balances the information manager would liked to have against what they really needs and what's feasible to offer. The company begins by interviewing managers to find out what information they would like
- 2, it develops needed information from internal company records marketing intelligence activities.

Must span and bridge the defined bonding to enable the company to be valued as an "open system" which internal with its environmental both, taking from and adding to the dynamic status of the "word" beyond the immediate boundaries of the company (Lanchester and Masseghiam, 1993).

- internal company record:- consists of information gathered from success with in the company to evaluate marketing performances and to identify marketing problem and opportunity
 - Marketing intelligence: everyday information about development in the marketing environment. The marketing intelligence system determines what intelligence is needed collects it by searching the environment and delivers it to marketing managers. Marketing intelligence can be gathered from many source, for example companies own personal executive engines and scientist purchasing agent and sales force.
 - market research:- The function that link the consumer, customer and the public to the marketer through information, information used to identify and define marketing opportunity and challenges to generate refine and evaluate marketing actions to monitor marketing performance and to improve understanding of the marketing process.
3. Information analysis: - information gathered by the company's marketing intelligence and marketing research system often requires more analysis and sometimes managers may be need more help to apply the information to their marketing problems and decisions.
 4. Distribution of information marketing information has no value until managers in to make better marketing decisions the information gathered through marketing intelligent and marketing managers at the right time.

2.6.2 Benefits of Marketing Information System to the Company

Marketing information system help the company installing marketing manager's information on customers buying preference, personal demographic details and whim and fancies strength and weakness of competition the territory. The strategies and tactics used by them and how the customers purchase the competitors brand, governments, business police and also about the general perception of the public , consumer interest groups and other facilitators (Lanchester and Messingham, 1993).

In this regard, the company will be benefited from designing and installing marketing information system all this information helps the company to

- Evaluate and control its current marketing strategies.
- Make relevant adjustment of business policy that is to improve or change it at all.
- Get ready advance to exploit the marketing opportunity and to tackle marketing challenges.

Forecast about the business in the near future and to develop a plan to realize the vision

Specify the organic objectives mission and goals of the company.

2.7 Benefit of Conducting SWOT Analysis (Strength, Weakness, Opportunity and Treat)

SWOT analysis can be understood as the examination of an organization internal strength and weakness, and its environmental opportunities and threats. It is a general tool designed to be used in the preliminary stages of decision-making and as a precursor to strategic planning in various kinds of applications. An understanding of all external factors, (threats and opportunities) together with an internal examination of strength and weakness assist in forming a vision of the future.

SWOT analysis- draws the critical strength; weakness, opportunities and threats (SWOT) from the strategic audit. SWOT analysis distils these data to show the critical items the internal and external audits (Gross ethal, 1988).

SWOT analysis is acronym of strength, weaknesses, opportunities, and treats.

- Strength; is areas of distinctive competence that must always be looked at relative to the competition. It manage properly they are basis for competitive advantage and derive from the marketing asset base.
- Weakness; is areas of relative disadvantage that indicate priorities for improvement. High light the area and strategies that the planner should avoid.
- Opportunities; means it is environmental trends with positive outcomes that offer scope for higher level of performance if pursued effectively.
- Treats; trends within the environment with potentially negative impacts that; increase the risks of a strategy, hinder relative requirement and reduce performance expectation.

CHAPTER THREE

3. RESEARCH METHODOLOGIES

Methodology refers the process used to collect information; data for the purpose of making business decision .the methodology might include publication research, interview, survey and other research technique and could include both present and past information. But this research contains some of the methodology techniques because it might be difficult to apply many techniques. So that, the researcher selected some methodology techniques such as, questioner for employees, interview for the manager and document would be analyzed.

3.1 Research Design

To conduct this study the researcher has used descriptive type of research. Since descriptive type is used to describe data and characteristic about population or about a study, the researcher has used description of frequency and average that would be taken from employees in ETAB soap factory- (Hawasa), and to triangulate their response from the manager semi-structured interview was used.

3.2 Sources of Data

To make the study fruitful the researcher used both primary and secondary data sources.

- The primary data were collected through questioner by using both open-ended and clothed-ended questioner from employees and semi–structured interview for the manager.
- The secondary data was collected from the factory profile.

3.3 Method of data collection

To conduct this study the researcher will use both open- ended and close-ended questionnaire to collect data from the employee, and semi- structured interview for the manager.

3 .4 Sampling size

In order to make the research feasible and scientific the researcher has used simple random sampling techniques for it is appropriate and its simplicity to conduct the research.

To decide the sample size from the total population of 439 employees, probability simple random sampling which gives equal chance for all employees will be suitable. Among the total population 50 employees will be taken as sample size to satisfy the study as whole.

$$n = N/1+N (e^2)$$

NB: n= sampling size

$$n= 439/1+439 (0.14^2)$$

N= total population

$$n= 439/1+439 (0.0196)$$

e= margin of error

$$n= 439/8 = \underline{\underline{55}}$$

3.5 Sampling Technique

To collect relevant data from the total respondents the researcher has used simple random sampling method since it is more appropriate and simplicity to conduct the questionnaire.

3.6 data analysis

Based on the nature of the problem the researcher has analyzed the collected data by using intention data analysis method and percentage frequency table.

3.7 Ethical considerations

As far as human subjects are concerned, the rights and safety of the interviewees or respondents would be secured. The risks related to the research were well explained to the respondents while conducting the research. Data, results, methods and procedures have been prepared and reported honestly. In general the study would try to secure the moral and ethical value of the businesses.

CHAPTER-FOUR

4. DATA ANALYSIS AND INTERPRETATION

This topic deals with the analysis and interpretation of the data collected through questioner.

In order to acquire clear and honest opinion of the representative sample, 55 questioners were distributed to different department employees of the factory.

4.1 Demographic information of the respondents

The first part of the questioner consists of the demographic information of the respondents. This part requested a limited amount of information related to personal and professional characters of respondents. Accordingly the following variables about the respondents were summarized and described in subsequent table. This Variable includes age, sex, marital status and education level.

Table1: summary of demographic information of the respondents

S/No.	Description	Respondents	
		Number	Percentage (%)
1. Gender	Female	15	27.3
	Male	40	72.7
	Total	55	100
2. Age	18-25	18	32.7
	26-33	29	52.7
	34-50	8	14.6
	Total	55	100
3. Marital Status	Married	20	36.4
	Unmarried	35	63.6
	Total	55	100
4. Educational background	Diploma	4	7.3
	Degree	51	92.7
	Total	55	100

Source; survey Data 2020

As the above table shows (40) 72.7% of the respondent were male and the remaining 15(27.3%) of respondent were female. Regarding the age range of respondent the large group(29) 52.7% was in the a group of 26-33,the second largest group 32.7% indicates their age between 18-25 years, about 14.6% of respondent were under the age group of 34-50.

Regarding the marital status of employees; 63.6% were not married and the rest (15) 36.4% of employees were married. The education level of employees indicates that a majority of

employees (51) 92.7% were first degree and above, where as the rest (4) 7.3% of the employees were diploma graduates.

4.2 Question related to source of raw materials

Table 2: Responses gathered from the employees about source of raw materials.

1	Item	Respondent in	
		No	Percentage (%)
	The factory has got row materials supply		
	From local market	0	0
	From abroad	0	0
	Both	55	100
	Total	55	100

Source; survey Data 2020

From the above table we can observe that the total 55(100%) respondents confirmed as the company got its raw materials from both the local and foreign markets. From this we can understand that the factory needs to see both market areas to get raw materials for its production. According to the interviewed manager, the majority (70%) of the raw material come from foreign countries like; Indonesia, Malaysia and Egypt.

4.3 Questions related to factors affecting the company to expand its product development

Table 3: question related to product dimension for attraction.

No	Item	Respondent in	
		No	Percentage (%)
1	Which soap product feature are most important buying criteria that consumers consider?		
	Quality	27	49.1
	Durable	13	23.6
	Price	11	20.0
	Accessibility	4	7.3
	Total	55	100

Source; survey Data 2020

The above table indicates that the respondent in relation to buying criteria. The majority 27 (49.1%) of employees has shown the major buying criteria of buyers is quality and 13 (23.6%) of respondent indicated durability as another buying criteria for buyers. And also 11 (20%) and 4 (7.3%) of respondent reflected that, price and accessibility of the product is the customer buying criteria for the company product respectively. All this indicated that the most buying criteria of customer are quality, durability, price and accessibility of the product respectively. The interviewed manager said that the factory had been working with market segmentation to fulfill

the need and interest of customer beside quality, durability and price different color and odor are added to the products to compete with other factories as a means for market penetration.

Therefore, in order to fulfill the need and wants of customer, the factory should produce its products by considering the major buying criteria of buyer such as quality and durability of the product respectively.

Table 4: Question related to customer high purchase season

No	Item	Respondent in	
		Number	Percent (%)
2	When do customers buy product of the company?		
	On summer	0	
	On winter	55	100
	On both season	0	
	Total	55	100
3	Delivery of the factory product at required amount compared to the time client require is?		
	Very good	16	29.1
	Good	35	63.6
	Average	4	7.3
	Poor	0	0
	Very poor	0	0
	Total	55	100

Source; survey Data 2020

As table 4 items no.(2) shows all 55(100 %) of the respondents confirmed that customers buy more product of the company on winter season. Therefore, the factory should produce its products by considering the above situation in order to balance demand and supply situation of the customers.

As item no.3 in the above table indicates, the majority 35(63.6%) and 16(29.1%) said good and very good respectively. From this one can understand that delivery of the factory product at required amount compared to the time client require has been successfully accomplished.

Therefore, from items no. (5&6) the factory has been making a strong relationship with its customers in order to deliver its products by the time clients require.

Table 5: Product categories to market demand

No	Item	respondent in	
4	Which type of product has good market opportunity currently?	Number	Percentage
	Laundry soap	35	63.6%
	Toilet soap	20	36.4%
	Both	0	0
	Total	55	100%

The above table shows that the majority 35 (63.6%) of the respondents confirmed laundry soap has good market opportunity whereas, the rest 20 (36.4%) of respondents said laundry soap has good market opportunity. From this one can conclude that laundry soap has more market opportunity in relation to toilet soap market opportunity. Therefore the factory should focus to produce products that are highly needed by market in order to increase their sales ability and market share.

Table 6: Question related to distribution channel

No	item	respondent in	
5	Which type of distribution channel does the company use?	Number	Percentage
	sole sale	35	63.6%
	Retailer	16	29.1%
	door to door van sale	4	7.3%
	Total	55	100%

Source; survey Data 2020

According to the above table the majority 35(63.6%) of respondent shows the factory distributes its products by sole sales. On the other hand 16(29.1%) of respondents reflected that the company distribute its product to retailers. The rest 4(7.3%) of respondents indicate the company uses door to door van sales. From this one can understand that the factory has distributed its products largely by sole sale and retailer respectively. In order to increase suitable and selection for customer to buy products of the factory it should use additional distribution system.

Table 7: questions related with bases for price setting

No	Item	Respondent in	
6	What type of consideration is taken by the factory to set price for the product?	Number	Percentage
	Income of the consumer	40	72.7%
	Cost of the product	11	20%
	Fashion /style of the product	4	7.3%
	Total	55	100%

Source; survey Data 2020

According to the above table, the majority 40 (72.7%) of employees reflection to set the price for the product the factory highly depended on the income of the consumers. Similarly 11(20%) of respondents said the company set its price depending on the costs of the product and the rest 4(7.3%) of employees said the company set its product price based on fashion/style of the product. From this we can understand that the company has been setting its product price based on income, cost, and fashion/style of the product respectively.

Therefore, in order to satisfy customer the company should set its price by considering customer purchase due to this reason demand base pricing is the most appropriate type of pricing strategy.

Table 8: Marketing area for factory product sales

No	Item	Respondents in	
		Number	Percentage (%)
7	Where do customers frequently buy your product?		
	From street vendor	7	12.7
	From known shop	40	72.7
	from the factory shop	8	14.6
	Total	55	100

Source; survey data 2020

As depicted in table 8, the majority 40(72.7%) of the respondents confirmed that customers frequently buy the factory products from known shop where as 8(14.6%) and 7(12.7%) of the respondents said from factory shop and street vendors respectively.

From this we can understand that the majority of the factory products have been distributed to the known shops. Therefore, to improve its product development and increase marketing opportunities, the factory has to use different ways to sell large portion of its product with minimum distribution and selling cost.

4.4 Questions related to employees motivation/internal factors

Table 9: Respondent evaluation to their salary

NO	Item	Respondent in	
		Number	Percentage (%)
1	How do you rate your salary?		
	very satisfied	15	27.3
	Satisfied	29	52.7
	Indifferent	11	20
	Dissatisfied	0	0
	Total	55	100

Source; survey Data 2020

The above table shows that the majority 29 (52.7%) and 15 (27.3%) of employees replied as they were satisfied and very satisfied with the salary paid by the factory respectively. About 11(20%) were indifferent with the salary paid by the factory. The interviewed manager confirmed that there has been employ turnover due to the need for employees by other factories. From this we can understand dissatisfied employees were there who need due attention. This situation has its own impact for the factory operation process. Therefore, in order to make its workers motivated and efficient, the factory should examine the salary that has been paid to all the employees.

Table 10: Employee vertical integration

No	Item	Respondent	
		Number	Percentage (%)
2	How do you see your relation with your bosses?		
	Very good	32	58.2
	Good	19	34.5
	Average	4	7.3
	Poor	0	0
	Total	55	100

Source; survey data 2020

The above table shows that the majority 32(58.2%) and 19 (34.5%) of employees have Very good and good relation with their bosses respectively the rest 4 (7.3%) of employees have average relation with their bosses. From this we can understand that the majority 92.7% of employees have excellent relationship with their bosses. Therefore the company works to protect this satisfactory relationship in order to create suitable working environment and should improve all of its relationship with the whole employees.

Table 11: question related to staff motivation

No	Items	Respondent in	
		Number	Percentage (%)
3	What is your comment on the staff motivation of the factory?		
	Very good	16	29.1
	Good	24	43.6
	Average	15	27.3
	Poor	0	0
	Very poor	0	0
	Total	55	100

Source; survey data 2020

According to the above table, the majority 24(43.6%) of the respondents confirmed as they have

good motivation while 16(29.1%) and 15(30%) said their motivation has been very good and average respectively. In a similar manner the interviewed manager confirmed that the factory had been working to fulfill the need and interest of workers. Moreover; according to the manager, the factory has been offering reward and bonuses for efficient workers. This shows that the majority of the factory staff motivations are good. Therefore, the factory should continue this situation by fulfilling the need and interests of employees to create belongingness among them.

4.5 Marketing opportunities and challenges for product development

Table 12: Question related to marketing challenges that affect the factory operation.

No	Item	Respondent in	
1	Which marketing challenges is /are more affecting the company operation process?	No	Percentage (%)
	Domestic	20	36.4
	International	19	34.5
	Both	16	29.1
	Total	55	100

From the above table we can observe that the majority 20 (36.4%) of the employees indicated that the factory operation has been highly affected by the domestic factor, while 19 (34.5%) of employees response shows that the company operation has been affected by international factors. The rest 16(29.1%) of employee's show that the company operation has been affected by both domestic and international factors. From this we can understand that the factory operation probably be affected by domestic and international factors respectively. In order to alleviate from such kind of problem, the factory should realize which factors are highly affecting the factory operation. Hence, the factory should be protected from such kind of problem by considering their severity and consequences.

Table13: Question related with challenges and product development of the factory.

No	Item	Respondent in	
2	What challenges has the factory faced for its product development?	Number	Percentage (%)
	Raw material	12	21.8
	Financial capacity	11	20
	Foreign currency scarcity	32	58.2
	Electric power supply	0	0
	Total	55	100

Source; survey data 2020

The above table shows that the majority 32(58.2%) of the respondents answered foreign currency scarcity as the most challenge for the factory product development. Whereas 12(21.8%) and 11(20%) of the respondents confirmed raw material and the factory financial capacity as a main challenges respectively.

From this we understand that the major challenges for product development of the factory are foreign currency scarcity, raw material and financial capacity.

Table 14: Question related to factory production performance in comparison to customer demand.

No	Item	Respondent in	
		Number	Percentage (%)
3	What is the factory production performance in comparison to customer demand?		
	Very satisfactory	10	18.3
	Satisfactory	29	52.7
	Neutral	9	16.3
	Unsatisfactory	7	12.7
	Total	55	100

Source; survey data 2020

According to the above table, the majority 29(52.7%) of the respondents confirmed the factory production performance in comparison to customer demand as satisfactory and 10(18.3%) of them replied very satisfactory. On the other hand 7(12.7%) respondents said unsatisfactory.

From this one can understand that the majority of the respondents confirmed the factory production performance is in line with customer demand. However, the least figure /percentage/ is not to be ignored if the factory needs to expand its market opportunity of the products.

Table 15: questions related to the methods used by the factory to improve production system

No	Item	Respondent in	
		Number	Percentage (%)
4	What methods are used by the factory to improve its production system?		
	Hiring of trained man power and providing incentives for employees	17	31
	Sharing of experience with other company and cooperate with different department	8	14.5
	Technology implementation	30	54.5
	Total	55	100

Source; survey data 2020

As shown in the above table, the majority 30(54%) of the respondents said the factory uses technology to improve its production system. On the other hand 17(31%) of the respondents replied that the factory hires trained man power and provides incentive for its employees. The rest 8(14.5%) of them said the factory uses sharing of experience with other company and cooperate. Similarly the manager depicted that he factory uses market assessment and conducts sample study to improve the products based on customer interest.

From this one can understand that methods used by the factory to improve its production system have been technology implementation as prior to others, hiring of trained man power and providing incentives, also sharing experience with other factories as a means of improvement.

Table 16: challenge level on marketing opportunity and product development

No	Item	Respondent in	
		Number	Percentage (%)
5	Challenge level on marketing opportunity and product development .		
	Foreign currency	13	23.6
	Shortage of raw material	12	21.8
	Lack of technology	9	16.4
	Poor quality of products	7	12.7
	Strategies used to deliver products	6	10.9
	Employees motivation	4	7.3
	Lack of competitiveness	4	7.3
Total	55	100	

Source; survey data 2020

As the question in table 16 above shows, respondents were asked to arrange the challenges according to their difficulty level and their responses were ordered accordingly. The majority 13(23.6%) and 12(21.8%) of the respondents confirmed that challenges affecting a factory operation come from foreign currency scarcity and shortage of raw materials respectively. Others 9(16.4%), 7(12.7%), 6(10.9%), 4(7.3%) and 4(7.3%) of them said lack of technology, poor quality of products, strategies used to deliver products, employees motivation and lack of competitiveness respectively.

In order to alleviate from such kind of problem, the company should realize which factors are highly affecting the factory operation, and protect it from such kind of problem by considering its negative impact and consequences.

CHAPTER FIVE

5 MAJOR FINDINGS, CONCLUSION AND RECOMMENDATION

5.1 summary of the finding

The result of the data collected and analysis is presented in the following finding or summery

- ✓ The researcher used both primary and secondary source of data to collect the information.
- ✓ From total respondent majority (72.7%) of respondent are male and (27.3%) are female.
- ✓ Out the total respondent majority of the respondent (52.7%) fall under the age group of 26-33 the next (32.7%) of the respondent were between the age of 18-25 and the later (14.6%)of respondent were between the age of 34-50.
- ✓ In case of marital status, the majorities (63.6%) of the respondent were unmarried and the rest (36.4%) were married respondents.
- ✓ With respect to education level the majority (92.7%) of the respondents were degree and above, the remaining (7.3%) of the respondents were diploma graduates.
- ✓ According to the respondents the factory has been looking for both local and foreign market areas to get raw materials for its production. The majority(70%) of the raw material come from foreign countries like; Indonesia, Malaysia and Egypt
- ✓ Among the total respondents the majority (36.4%) and (34. 5%) of them confirmed that the factory operation has been highly affected by both domestic and international marketing challenges.
- ✓ According to the respondents the major buying criteria the factor has used includes quality (49.1%), durability (23.6%), price (20%) and accessibility of the product was (7.3%).Moreover; different color and odor are also added to the products to compete with other factories as a means for market penetration.
- ✓ All in all (100 %) of the respondents confirmed that customers buy more product of the factory on winter season than summer season.
- ✓ Delivery of the factory product at required amount compared to the time clients require shows very good (29.1%), good (63.6%) which indicates a successful accomplishment.
- ✓ Regarding satisfaction rate of their salary (52.7%) and (27.3%) of employees show that the company follows encouraging payment system. About (20%) were indifferent with the

salary paid by the factory. The factory uses market assessment and conducts sample study to improve the products based on customer interest. .

- ✓ Product categories of laundry soap to market demand was marked by the majority (63.6%) while toilet soap by the rest (36.4%) of respondents as having good market opportunity.
- ✓ As depicted by the majority 63.6% of respondents the factory uses sole sale distribution channel where as 29% of them said distribution channel used by the factory based on the demand of customers was retailer channel.
- ✓ The majority 58.2% and 34.5% of the employees has smooth relationship with their bosses; however, the minority 7.3% of the respondents has an average relationship.
- ✓ For questions related to price setting who said the factory highly depended on the income of the consumers were the majority 72.7%, others who said costs of the product were 20% and the rest who said fashion/style of the product were 7.3%.
- ✓ Marketing area where consumers frequently buy products of the factory includes from known shop 72.7%, from factory shop 14.6% and from street vendors were 12.7%.
- ✓ Regarding staff motivation of the factory; 29.1% of the respondent's motivation has been very good. On the other hand, the majority 43.6% and 30% of the respondents confirmed the staff motivation of the factory as good and an average motivation respectively. In a similar manner the interviewed manager confirmed that the factory had been working to fulfill the need and interest of workers. He added, the factory has been offering reward and bonuses for efficient workers.
- ✓ Question related with challenges and product development of the factory; the majority 58.2% of the respondents answered foreign currency scarcity as the most challenge for the factory product development. Whereas 21.8% and 20% of the respondents confirmed raw material and the factory financial capacity as a main challenges respectively.
- ✓ Question related to factory production performance in comparison to customer demand; the majority 52.7% of the respondents confirmed the factory production performance in comparison to customer demand as satisfactory and 18.3% of them replied very satisfactory. On the other hand 12.7% respondents said unsatisfactory.
- ✓ Methods used by the factory to improve production system. The majority 54% of the respondents said the factory uses technology to improve its production system. On the

other hand 31% of the respondents replied that the factory hires trained man power and provides incentive for its employees. The rest 14.5% of them said the factory uses sharing of experience with other factories. The factory uses market assessment and conducts sample study to improve the products based on customer interest.

- ✓ Respondents were asked to arrange the challenges according to the difficulty level on marketing opportunity and product development; and their responses were ordered accordingly. The majority 23.6% and 21.8% of the respondents confirmed that challenges affecting the factory operation come from foreign currency scarcity and shortage of raw materials respectively. Others 9(16.4%), 7(12.7%), 6(10.9%), 4(7.3%) and 4(7.3%) of them said lack of technology, poor quality of products, strategies used to deliver products, employees motivation and lack of competitiveness respectively.

5.2 Conclusion

The major purpose of the study as listed in the first chapter is to asses and identifies the problem that hinders the smooth operation of the Factory marketing practice and associated marketing challenges and opportunity in general terms are concluded and corresponding possible recommendation to the problem are identified and defined.

In accomplishing this purpose questioner is distributed to employees for effective analysis and presentation of data about the factory. Based on the data collected analyzed and interpreted in the previous part, the conclusion of the major finding is presented below.

- The factory has been looking for both local and foreign market areas to get raw materials for its production (70%) of the raw material come from foreign countries like; Indonesia, Malaysia and Egypt.
- Challenges mainly affecting the factory operation come from foreign currency scarcity which is followed by shortage of raw materials.
- The factory operation has been highly affected by both domestic and international marketing challenges.
- The major buying criteria of the company buyers consider are; quality, durability and price. This shows the factory has been producing its product by considering quality, durability and price of the product that are suitable for buyers.

- The factory sets its product price based on income of the customer and cost of the product.
- Customers buy more product of the factory on winter season than summer season.
- Delivery of the factory product at required amount compared to the time clients require has been very good which indicates a successful accomplishment of the factory.
- Marketing area where consumers frequently buy products of the factory from known shops and factory shop. However, the factory has to see other marketing areas.
- The vertical and horizontal staff motivations among the factory employees are good.

5.3 Recommendation

In this part the researcher tries to give certain recommendation that can help to the factory to improve its activities

- Foreign currency scarcity needs due attention; hence cooperative work with the government is essential.
- To balance or control the raw material scarcity the factory should develop strong and long-term relationship with suppliers. Moreover, conducting a marketing research is crucial to substitute raw materials that have been imported from abroad. In doing so the factory can minimize or avoid the need for foreign currency which in turn can play a great role to improve productivity of the factory.
- The factory is recommended to maximize smooth relationship among the staff members of different department and with the management bodies of the factory which results in belongingness among the employees which in turn plays a great role to improve product quality and productivity.
- To reduce employee turnover the factory should examine the payment system for employees. Improving this makes experienced employees stay calm and creates stimulated employees to yielding maximum result.
- The factory should improve its production capacity by considering high demand and low demand season and search other new market in addition to current market in order to sell high volume of product.

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The questionnaire to be filled by the employees of the factory

This questionnaire is organized by marketing management student at Wolkite University. The objective of this questionnaire is to collect information regarding the *'MARKETING OPPORTUNITIES AND CHALLENGES FOR PRODUCT DEVELOPMENT IN CASE OF ETAB SOAP FACTORY'* in order to fulfill the requirements for awarding of BA Degree in Marketing Management. The information obtained from this questionnaire will be kept confidentially and will not be used for any other purposes. It is only for academic purpose.
'THANK YOU IN-ADVANCE FOR YOUR COOPERATION'

General Direction

- ✎ No need of writing your name
- ✎ Put your right information in the box (x) signs.

Part I: Background of the Respondents

Personal information

- 1.1 **sex:** Male Female
- 1.2 **Age:** 18-25 26-33 34-50 above 50
- 1.3 **Marital status:** Married Unmarried
- 1.4 **Education level:** Below High School Diploma
Certificate Degree and above

Part II; Put a tick (√) in the box for the answer you choose.

1. The factory has got raw materials supply?
A/ From local market B/ From abroad C/ Both
2. The factory operation process can be affected by?
A/ Domestic market challenge B/ International market challenge
C/ Technological environment D/ Economic environment
Other, please specify _____
3. Which soap product feature are most important buying criteria that consumers consider?
A/ Quality B/ Durability C/ price D/ Accessibility
4. What is your opinion on your salary?
A/ Very satisfied B/ satisfied C/ indifferent
D/ Dissatisfied E/ very Dissatisfied
5. When do customers buy more products of the factory?
A/ On summer B/ on winter C/ on both
6. Which type of soap product has good market opportunity?
A/ Laundry soap B/ Toilet soap C/ Both
7. Which type of distribution channel does the factory use? (you can tick more than one)
A/ Sole sale B/ Retailer C/ door-to door Vans sales
8. How do you see your relation with your bosses?
A/ v. good B/ good C/ average D/ poor E/ very poor
9. The factory gives due attention to;
A/ Consumer income B/ Product expenditure C/ Product brand
Other, specify _____
10. Where do customers frequently buy the factory products?
A/ from street vendor C/ from the factory shop
B/ In known shops
Other specify _____
11. Delivery of the factory product at required amount compared to the time client require is;
A/ v. good B/ good C/ average D/ poor E/ very poor
If your answer is 'no', what is the reason? _____
12. What looks the coordination of management staff for the success of the factory?
A/ V. good B/ good C/ average D/ poor E/ very poor
13. What challenges has the factory faced for its product development? (you can tick more than one)
A/ Raw material C/ Foreign currency scarcity
B/ Financial capacity D/ Electric power supply
Specify others _____
14. What is the factory production performance in comparison with product requirement?
A/ Very satisfactory B/ Satisfactory C/ Neutral D/Unsatisfactory

15. What methods are used by the factory to improve its production system? (you can tick more than one)
- A/Hiring of trained man power and providing incentives for employees
- B/Sharing of experience with other company and cooperate with different department
- C/ technology implementation
- Specify others _____
-

16. Arrange the following according to their challenge level on marketing opportunity and product development.(arrange from the most series to the list one)

- | | |
|--|---------|
| A/ Foreign currency | 1._____ |
| B/ Employees motivation | 2._____ |
| C/ Lack of competitiveness | 3._____ |
| D/ Poor quality of products | 4._____ |
| E/ Shortage of raw material | 5._____ |
| F/ Lack of technology | 6._____ |
| G/ Strategies used to deliver products | 7._____ |

Thank you

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Department of Marketing Management

Interview Questions for Manager

1. What are the strategies of the company to reduce the challenges of product development?

2. What problems do you face in relation with raw material?

3. Has the factory been faced shortage of electric power supply? _____
if so, what strategies do you use to solve the problem? _____

4. Is there employees' turnover in your factory?

5. If so, how do you reduce turnover rate of employees?

6. What are the strategies of the company to develop marketing opportunity at the reign level?

7. What are the strategies of the company to maximize market opportunities at national level?

8. What good marketing opportunities are there for product development of the factory?