



THE PROMOTIONAL PRACTICE OF MICRO AND SMALL ENTERPRISE
IN CASE OF EMDIBER TOWN

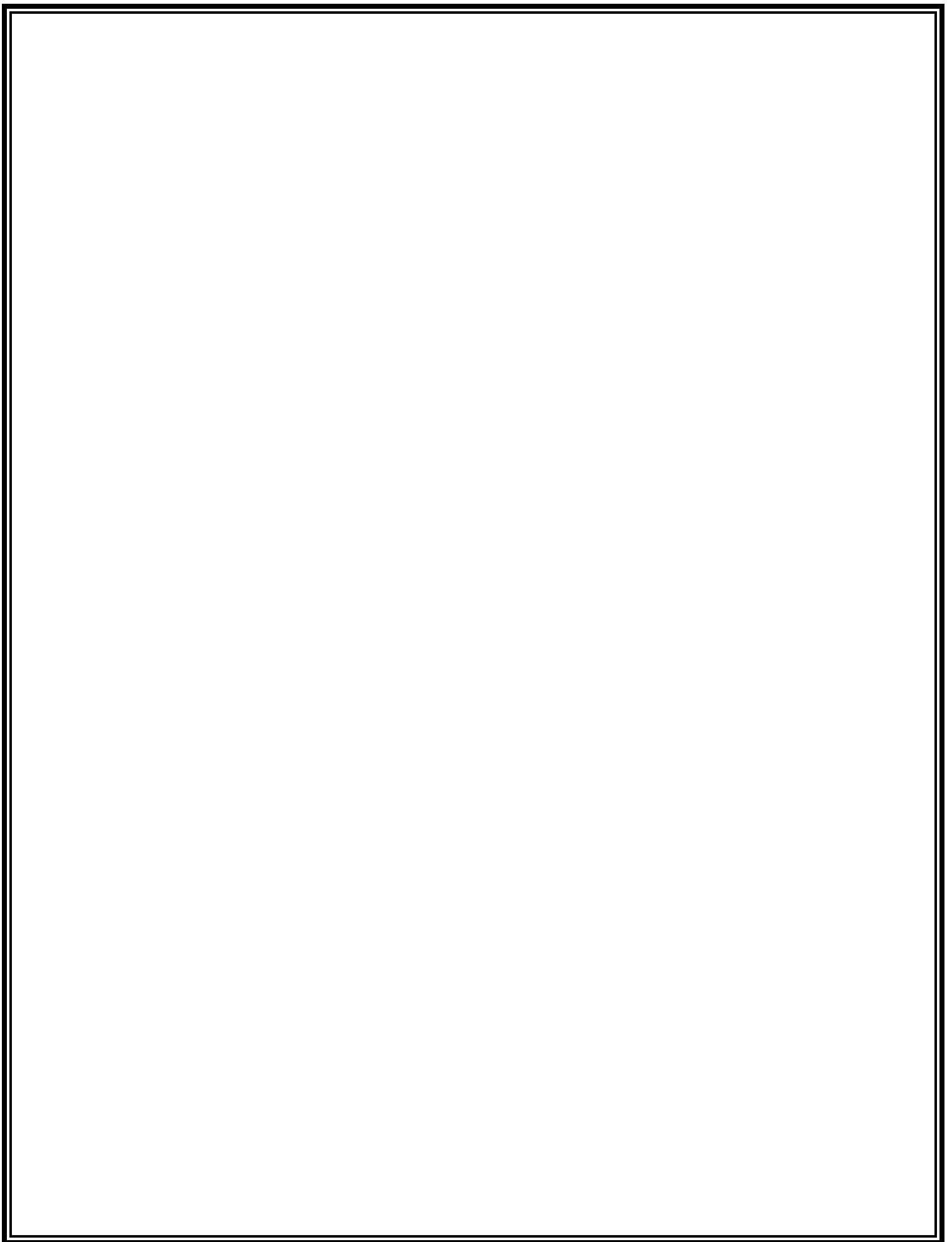
WOLKITE UNIVERSITY COLLEGE OF BUSINESS AND ECONOMICS
DEPARTMENT OF MARKETING MANAGEMENT

A RESEARCH SUBMITTED TO DEPARTMENT OF MARKETING MANAGEMENT TO
THE PARTIAL FULFILLMENT OF BA DEGREE IN MARKETING MANAGEMENT

BY MARTA HAILE
ID/NO 206/10
ADVISOR AYANA BELAY (MA)

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ABSTRACT

The study was aimed at assessing micro and small enterprise promotion practice. The reason that initiate the researcher to conduct research on this topic is the fact that to know how promotion is important for micro and small enterprise, how initiate their target customers and what promotional tools used to attract others. The general objective of the research was assessing Micro and small enterprise promotion practice to propose possible solution for the problem identified, the specific objective of the research was to identify the promotional activities, attitude toward promotion and to clarify the relationship between promotion and sales in micro and small enterprise. The limitation of the study was the respondents are not willingness to give response. For this study the researchers use descriptive research both primary & secondary data and use census technique. The researcher use descriptive data analysis method in relation with table. Based on the collected & analyze data, the micro and small enterprise use promotional mix elements to promote their products/service, especially public relation. Conclusion of the finding in general promotion was important for micro and small enterprise used to create or initiate customers. The enterprise believes that sales and promotion was direct relation. recommendation of the finding in MSE should use appropriate advertsing tool to their product and services appropriate media as well.

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CHAPTER ONE

INTRODUCTION

1.1 Background of study

Promotion is any type of marketing communication used to inform or persuade target audiences of the relative merit of product, service, brand or issue. The aim of promotion is to increase awareness, create interest, generate sales, and create brand loyalty. Promotion was a direct inducement that offers an extra value or incentives for the product to the sales force distribution or the ultimate consumer with the primary objective of creating an immediate. Promotion involves some type of inducement that provide an extra incentive to buy .this incentive is usually the key element in promotion program it may be coupon or price reduction the opportunity to enter a contest or sweet stakes a money back refund or rebate or an extra amount of product (Philip kotler ,1996).the use of promotion tools becomes necessary when there is increased marketing combination problem caused by growing a number of potential customers and expansion of graphical dimension of marketing. Promotion attempt to maximize sales volume by motivating customers who are responded to advertising. Promotion refers to using methods of communication with three objectives. (1) Informing the existing and potential consumers about a product, and (2) to persuade consumers to buy the product (3) to remind target audience .promotion is an important element of marketing mix. In the absence of communication, consumers may not be aware of the product and its potential to satisfy their desires. Various tools of communication form part of promotion mix. Companies must decide which tools should be used for larger sales and in what proportion. The tools should be combined. These decisions are known as promotion-mix decisions. Promotion mix is a company's total communication program which consists of different blends of its components and which was used to achieve the company's marketing objectives (business studies 2nd ed). The major promotional mixes are direct marketing, advertising, personal selling, sales promotion, public relation and publicity. Of these promotional mix elements micro and

small enterprise uses especially public relation because it was less cost as compared to other promotional mix elements (Philip kotler 1996). Micro and Small enterprises can be defined as one, which was independently owned and operated, and not dominant in its field of operation. It can also be defined in terms of sales volume and by the number of employees in the firm of Small and micro Enterprises may be defined as businesses with a small number of employees. The Micro and small enterprises (MSEs) the world over comprise a widely divergent spectrum of establishment, ranging from micro and small enterprise to more industrial unit using promotional mixes. Because of their contribution in each and every national economy, the importance and emphasis on MSEs has been accentuated in the minds of policy makers, planners and the industry. This was the consequence of the recognition that the shift from agrarian to industrial and to postindustrial knowledge base societies was not through the large scale industrial houses but through individual and small initiatives by visionaries from the MSEs (Kotler,1997).

1.2 Statement of the problem

In today's competitive business environment promoting products and the service has become key factors in the business success and companies, a promotion strategy was one of the major marketing elements and has often an objective to aware existing and prospective customers about the benefit its despite the study conducted by (Philip kotler,2006).revealed that promotional mix in a small and micro enterprise including the absence of well equipped specialized people in the area of promotion in the organization. The problem that this study deals with on the extent of enterprise proclivity ,market orientation strategy and organization innovation contribution towards Emdiber town small and micro enterprise business performance which market orientation and innovation related issues they should concentrate on the order to maximize their organization long term financial performance in Emdiber micro and small enterprise. As the researcher was visit micro and small enterprise there was a gap between promotions importance and this sectors understanding of its importance. There was lack of studies about promotional practices and its importance for micro and small enterprise.

1.3 Objectives of the study

1.4 General objective

- ❖ The general objective of the researcher was to describe the promotion practice in micro and small enterprise which found in Emdiber town specifically around commercial bank of Ethiopia

1.5 Specific objectives;

- ❖ To identify the promotional activities used by micro and small enterprise.
- ❖ To describe micro and small enterprise promotional mix related with micro and small enterprise sale.
- ❖ To identify the sectors attitude toward promotion.

1.6 Basic research Question

1. Identify the sectors attitude toward promotion?
2. What are the promotional activities commonly practiced in micro and small enterprise?
3. Does sales in micro and small enterprise have any relation with the promotional activities?

1.7 Significance of the study

The researcher believe that the study was create awareness for the management of micro and small enterprise about the way how to promote and may help them to understand better the use of promotion for the development of their business. And help to create suitable working environment and to attract others. It also service as stepping stone for the other researcher for those interested to conduct study on the area.

1.8 Scope of the study

The study would delimit geography in only Emdiber town methodological and conceptual reserch paper would be focus on assessing promotional practice of small and micro enterprise in case of emdiber town specifically around commercial bank of ethiopa using cesus for employee.

1.9 Limitation of the Study

The researcher faces some of the following problems in carrying out the research. These are:

- The respondents of MSE are not fully willing to give information about the sectors.
- The lack of secondary information to supplement the study.
- In ability of the respondent to reply my questions appropriately because of lack of education
- Not all respondents are present on time.
- Limitation of researchers' experience.

1.10 Organization of the study

The paper would organized by five chapters. The first chapter deals about the introduction part which incorporate, background of the study, background of organization ,statement of the problem ,basic research questions, objective of the study, scope or delimitation of the study, limitation of the study, significance of the study, organization of the study. Chapter two incorporates related review of literature as a whole. Chapter three research methodology.

Chapter four deals about data analysis and interpretation. Chapter five includes conclusion and recommendation.

CHAPTER TWO

LITERATURE OF REVIEW

Promotion is any type of marketing communication used to inform or persuade target audiences of the relative merit of product, service, brand or issue. The aim of promotion is to increase awareness, create interest, generate sales, and create brand loyalty. Promotion is a direct inducement that offers an extra value or incentives for the product to the sales force distribution or the ultimate consumer with the primary objective of creating an immediate. Promotion involves some type of inducement that provide an extra incentive to buy .this incentive is usually the key element in promotion program it may be coupon or price reduction the opportunity to enter a contest or sweet stakes a money back refund or rebate or an extra amount of product (Philip kotler ,1996).Micro and Small enterprises can be defined as one, which is independently owned and operated, and not dominant in its field of operation. It can also be defined in terms of sales volume and by the number of employees in the firm of Small and micro Enterprises may be defined as businesses with a small number of employees. The Micro and small enterprises (MSEs) the world over comprise a widely divergent spectrum of establishment, ranging from micro and rural enterprise to more industrial unit using sophisticated technologies. Because of their contribution in each and every national economy, the importance and emphasis on MSEs has been accentuated in the minds of policy makers, planners and the industry. This is the consequence of the recognition that the shift from agrarian to industrial and to postindustrial knowledge base societies is not through the large scale industrial houses but through individual and small initiatives by visionaries from the MSEs (Kotler 1996).The micro and small enterprise sector is also described as the natural home of entrepreneurship. It has the potential to provide the ideal environment for enabling entrepreneurs to optimally exercise their talents and to attain their personal and

professional goals. In all successful economies MSEs are seen as an essential springboard for growth, job creation and social progress. The small business sector is also seen as an important force to: generate employment and more equitable income distribution; activate competition; exploit niche markets; enhance productivity and technical change and, through the combination of all of these measures, to stimulate economic development. Micro and Small Enterprise sector is the second largest employment-generating sector following agriculture. The significance of the contribution of MSEs to national development goals in general and to the local economy in particular, is being recognized increasingly in many developing countries. Therefore, closer attention is being paid to the factors that promote the growth and development of this sector. This being the fact, different studies indicates the sector faces a range of legal, regulatory and other constraints that can limit its role of creating new employment opportunities, poverty alleviation and fostering economic growth. Ishengoma and Kappel, 2006 categorized factors hindering the performance of Micro and small enterprises into three, namely internal, external and inter firm (Ishengoma and Kappel, 2006b).

2.1 Are Small firms different from large ones?

Small firms are not just scaled down version of large ones. They have special characteristics that set them apart and make their process of management different from that of larger firms. These characteristics also make most small firms inherently riskier than larger firms. These characteristics include the following.

- One person: - the owner or manager has an over influence on the firm. This means that owner decisions will often become personal decisions.
- Most small firms are unlikely to be able to extent which influence on their market. They are price takers in classic economic sense and are likely to face significant competitions.
- Small firms are likely to operate in a single market or a limited range of market, probably offering a limited range of a products or services. This means that the scope of the firms operations is limited and less of a strategic issue that in large firms.
- Small firms are likely to be over – valiant on a small number of customers.

- All firms are not public companies. This means they often have problems raising capital and this can significantly constrain their choice of strategic
- Small firms are not homogeneous. Each is different and has special characteristics.

2.2 Promotion

The basic task of marketing is the delivery of product(s) to consumers so that their needs are fulfilled and organizational objectives are also achieved. This involves several important decisions, e.g. deciding about the product which should be offered for sale, price of the product, markets where products may sell and the means of communication with the consumer for the sale of the product. All these decisions form part of marketing-mix. Promotion is the element of marketing mix that serves to inform, persuade and reminded the market of a product and/or service the organizations selling, with the hope of influencing the recipients' feelings, beliefs or behavior. Promotion includes those activities, which are aimed at creating and stimulating demand. It has been defined as "the co-ordination of all seller initiated efforts to set up channels of information and persuasion to facilitate the sale of a good or service, or an acceptance of an idea" thus, promotion is marketing activity, which is aimed at informing, persuading and inducing the customer to buy goods or services (Richard M. hill: 2004: 187). The central problem of marketing is that of bringing about buying action. In its essence, promotion is the function of inducing customers and prospective customers to buy the company's product in quantity involves decision on at least three key issues, how to use adverting, to what extent personal selling should be employed, and the most effective way to supplement both with such supporting effort and as display, trade shows, exhibitions and demonstrations (Richard M. Hill: 2004: 188). Promotion refers to using methods of communication with some objectives: (1) informing the existing and potential consumers about a product, and (2) to persuade consumers to buy the product and,(3) to reminded target audience. It is an important element of marketing mix. In the absence of communication, consumers may not be aware of the product and its potential to satisfy their needs and desires. Various tools of communication form part of promotion mix. Companies must decide which tool(s) should be used for larger sales and in what proportion. The tools should be combined. These

decisions are known as promotion-mix decisions. Promotion mix is a company's total communication program which consists of different blends of its components and which is used to achieve the company's marketing objectives (business studies 2nd ed.) Promotional strategy is the function of informing, persuading, and influencing a consumer decision. It is as important to nonprofit organizations as it is to a profit oriented company. Some promotional strategies are aimed at developing primary demand, the desire for a general product category. For example, the Wisconsin Milk Marketing Board promotes natural cheese through advertisements without referring to any particular cheese maker. But most promotional strategies are aimed at creating selective demand, the desire for a particular products (Richard M. hill: 2004).

2.3 Objectives of Promotional Strategy

Promotional strategy objectives vary among organizations. Some use promotion to expand their markets, others to hold their current positions, still others to present a corporate viewpoint on a public issue. Promotional strategies can also be used to reach selected markets. Most sources identify the specific promotional objectives or goals of providing information, differentiating the product, increasing sales, stabilizing sales (Richard M.hill ;2004).

2.4 Providing Information

In the early days of promotional campaigns, when there was often a short supply of many items, most advertisements were designed to inform the public of a Product's availability.

2.5 Differentiating the Product

Marketers often develop a promotional strategy to differentiate their goods or services from those of competitors. To accomplish this, they attempt to occupy a "position" in the market that appeals to their target customers. Promotions that apply the concept of positioning communicate to consumer's meaningful distinctions about the attributes, price, quality, or usage of a good or service. Positioning is often used for goods or services that are not leaders in their field.

2.6 Increasing Sales

Increasing sales volume is the most common objective of a promotional strategy. Some strategies concentrate on primary demand, others on selective demand. Sometimes specific audiences are targeted. In an effort to build the sales volume.

2.7 Stabilizing Sales

Sales stabilization is another goal of promotional strategy. Sales contests are often held during slack periods. Such contests offer prizes (such as vacation trips, color televisions, and scholarships) to sales personnel who meet certain goals. Sales promotion materials calendars, pens, and the like are sometimes distributed to stimulate sales during off-periods. Advertising is also often used to stabilize sales. Hotels are crowded on weekdays with business travelers, but these people go home on Friday. So many hotels promote "weekend packages" at lower rates to attract tourists and vacationers. A stable sales pattern allows the firm to improve financial, purchasing, and market planning; to even out the production cycle; and to reduce some management and production costs. The correct use of promotional strategy can be a valuable tool in accomplishing these objectives (Philip Kotler; 1997).

2.8 Accentuating the Product's Value

Some promotional strategies are based on factors, such as warranty programs and repair services that add to the product's value. These promotions point out greater ownership utility to buyers, thus enhancing the product's value.

2.9 Promotion Practice

Promotion practice is to attract customer purchase because of internal and external factors. Marketing association claimed that a promotional practice is all marketing activities that stimulate customer purchase and the effect of sellers. It is different from personal selling, advertising, sales promotion, and pull creations. Promotion practice short term marketing activity undertaken by producers and retailers (Aaker 1973). Promotional practices differ from personal selling and advertising, and the purpose is to stimulate customer purchase. Promotional practice is composed of all sorts of incentive tools, and most of short term. It is mainly used to stimulate consumer and sellers to purchase certain products more in

advance (Kotler 1991). For promotional practice and customer researchers have only discussed the relationship between them in the past. Therefore, the results of this research showed that this relationship was instable. Some researches state that promotional practices have positive effects on customer, (Grover and srinivasan, 1992). Some researcher found that promotional practices have negative effects on customer Winner. However, some researchers showed that promotional practices have no effects on customers. (Nelson and shea maker 1989).

2.10 Importance of Promotion for Micro and small enterprises

Promotion is important a base for micro and small enterprises in order to promote their products or service to their target adopters. There are many importance of promotion for micro and small enterprises (Kotler, 1997 P: 31). Those are;

- Increase promotional sensitivity
- Obtaining and trial purchase: - one of the most important uses of promotion for MSE's is that to encourage consumers to try a new product or services.
- Increasing consumption of current product or services.
- Helps to obtain distribution for new products
- To maintain trade support for established
- To enable economic growth to contribute sustainably to eradicating poverty and generate income and employment opportunities for them.
- Encourage Retailers to display established Brands.
- Stimulate customers to buy the products.
- To create product or company's image
- To creates awareness, acceptance and insistence
- To creates an immediate where to buy a new product.
- It creates an immediate positive impact on sales

2.11 The Promotional Mix

Firms use various elements to achieve their promotional objectives. Promotion consists of two components: personal selling and nonperson selling. Personal selling is a promotional presentation made on a person-to-person basis with a potential buyer. Nonperson selling

consists of advertising, sales promotion, and public relations. The promotional mix is a combination of personal selling and nonpersonal selling. Marketers attempt to develop a promotional mix that effectively and efficiently communicates their message to target customers. (Philip Kotler 1991, p. 31). Promotional mix elements refer to those basic forms of promotion that a company uses for reaching the target market and stimulating and creating demand for its products and includes advertising, sales promotion, public relations and publicity, personal selling and direct marketing. Each has distinct features that determine in what situation it will be most effective (Kotler 1997, 68).

2.13 Advertising

Advertising: Any paid form of non-personal presentation of ideas, goods, or services by an identified sponsor, with predominant use made of *mass* communication, such as print, broadcast, or electronic media, or *direct* communication that is pinpointed at each business-to-business customer or ultimate consumer using computer technology and databases (Philip Kotler 1997).

2.14 Advertising objectives

1. **Informative advertising**, intended to build initial demand for a product, is used in the introductory phase of the product life cycle.

2. **Persuasive advertising**; attempts to improve the competitive status of a product, institution, or concept. It is used in the growth and maturity stages of the product life cycle.

One of the most popular approaches to persuasive product advertising is comparative advertising, which makes direct comparisons with competitive products. Numerous companies have used comparative advertising in recent years.

3. **Reminder-oriented advertising**, used in the late-maturity and decline stages of the product life cycle, attempts to keep a product's name in front of the consumer or to remind people of the importance of a concept or an institution (Philip Kotler 2003). Soft drinks, beer, toothpaste, and cigarettes are products for which reminder-oriented advertising is used.

2.15 Setting the Advertising Budget

Among the controversial aspects of advertising is determining the proper method for setting the advertising budget. Firms have developed practical guidelines to determine advertising budget.

- *Percentage-of-sales* An easy method for setting the advertising appropriation in a country is based on percentage of sales. Whereby the firm automatically allocates a fixed percentage of sales to the advertising budget.
- *Competitive-parity Approach*. Involves estimating and duplicating the amounts spent on advertising by major rivals. Matching competitor's advertising outlays.
- *Objective-and Task Approach*. The weaknesses of the above approaches have led some advertisers to the objective-and-task method, which begins by determining the advertising objectives, expressed in terms of sales, brand awareness, or something else, and then ascertaining the tasks needed to attain these objectives, and finally estimating the costs of performing these tasks(Philip Kotler;1997).
 - Choosing the Advertising Message

This concerns decisions about what unique selling proposition (USP) needs to be communicated, and what the communication is intended to achieve in terms of consumer behavior in the country concerned. These decisions have important implications for the choice of advertising medium, since certain media can better accommodate specific creative requirements (use of color, written description, high definition, demonstration of the product, etc.) than others.

Selecting the Media

Media is a vehicle through which an advertiser communicates their message to likely customers or prospects with a view to influencing them in terms of the advertising objectives. The appeal and the target audience determine the message and the choice of media. Furthermore, media selection can be based on the following criteria:

- **Reach**. This is the total number of people in a target market exposed to at least one advertisement in a given time period
 - **Frequency**. This is the average number of times within a given time period that each potential customer is exposed to the same advertisement.
 - **Impact**. This depends on compatibility between the medium used and the message. *Penthouse* magazine continues to attract advertisers for high-value-added consumer durables, such as cars, hi-fi equipment and clothes, which are geared primarily to a high-income male segment. The following are the media generally used for

advertising purposes: Broadcast and Print Media are; Television, radio, Newspapers, Internet, Magazines, Direct mail.

2.16 Advertising Media

All marketers face the question of how to best allocate their advertising expenditures. Cost is an important consideration, but it is equally important to choose the media best suited for the job. All media have advantages and disadvantages. Advertising Medias used by marketers to advertise their product include the following: Newspapers are the leading advertising medium in terms of advertising revenue. They are followed by television, direct mail, radio, magazines, and outdoor advertising. Use of other media includes cinema advertising and transit advertising. Each medium has specific advantages and disadvantages.

2.17 Personal Selling

Personal selling is two-way, face-to-face, personal communication between a company representative and a potential customer as well as back to the company. The salesperson's job is to correctly understand the buyer's needs, match those needs to the company's product(s), and services. Personal selling: The process of assisting and persuading a prospect to buy a good or service or to act on an idea through use of person-to-person communication with intermediaries and/or final customers.

2.18 Sales promotion

Sales promotion: Direct inducements that provide extra product value or incentive to the sales force, intermediaries, or ultimate consumers.

Sales promotions refer to a collection of short-term incentive tools that lead to quicker and/or larger sales of a particular product by consumers or the trade. Sales promotion refers to any consumer or trade program of limited duration that adds tangible value to a product or brand. The success of a sales promotion may depend on local adaptation. Major constraints are imposed Sales promotion consists of the forms of promotion public other than advertising, personal selling, and advertising.

Point-of-purchase advertising (POP); consists of displays and demonstrations promoting an item at a time and place near the location of the actual purchase decision, such as in a

retail store. Specialty advertising ; is the giving away of useful merchandise such as pens, calendars, T-shirts, glassware, and pocket calculators that are imprinted with the donor's name, logo, or message. Because the items are useful and are often personalized with the recipient's name, they tend to be kept and used by the targeted audience, giving the advertiser repeated exposure. Originally designed to identify and create goodwill for advertisers, specialty advertising is now used to generate sales leads and develop traffic for Stores and trade show exhibitors. Trade show is often used to promote goods or services to resellers in the distribution channel. Retailers and wholesalers attend trade conventions and show where manufacturers exhibit their line.

2.19 Objective of sales promotion

Many marketers use the sales promotion as a tool to learn the response of the first time users. By offering reduced price, sales coupons, or many back guarantees.

- To increase the repeated purchase from the existing users
- It can work as introductory plate from for a new product but a housing planned gate dominate name free.
- It is a vehicle to deafen your business against your compotators. By giving your users free coupons upon buying every products so as they can gate considerable Discount on the next purchase either specified time will certainly bind your customers with your products and it will unlikely that they will switch on a new brand, even if it brings a highly competitive. Sales promotion laws and usage vary around the world but may consist of any of the following two kinds of sales promotion (phlipkotler 1997).

1. Consumer Oriented sales promotion that target end-users e.g., coupons, sweepstakes, and rebates.

A. Sampling involves a variety of procedures whereby consumers are given some quantity of a product for no charge to induce trial.

B. Couponing Coupons are certificate that gives buyers a saving when they purchase a specified product Mailed, enclosed in other products or attached to them, or inserted in magazine and newspaper ads.

- **Premiums (Gifts)** A premium is an offer of an item of merchandise or services either free or at a low price that is an extra incentive for purchasers.
- **Contests and Sweepstakes** contest is a promotion where consumers compete for prizes or money on the basis of skills or ability. The winner is predetermined by some criteria.
- A **sweep stakes** is a promotion where winners are determined purely by chance; it cannot require a proof of purchase as a condition for entry. E.g. Game.
- **Cash Refund Offer (Rebates)** Refunds also known as *rebates* are offers by the manufacturer to return a portion of the product purchase price, usually after the consumer supplies some proof of purchase.
- **Price Packs (Rupees-Off Deals)** Offers to consumers of savings off the regular price of a product, flagged on the label or package.

2. Sales oriented promotions that are aimed at wholesalers, retailers, distributors, agents, brokers (e.g., volume discounts, advertising allowances).

A. Contests and Incentives; Contests or special incentives are often targeted at the sales personnel of the wholesalers, distributors/dealers, or retailers.

B. Trade Allowances; A discount or deal offered to retailers or wholesalers to encourage them to stock, promote, or display the manufacturer's products. Types of allowances offered to retailers include *buying allowances* and *promotional or display allowances*.

C. sales training program; Sales Training program to sustain customers to buy. Effective personal selling in a salesperson's home country requires building a relationship with the customer; global marketing presents additional challenges because the buyer and seller may come from different national or cultural backgrounds. It is difficult to overstate the importance of a face-to-face, personal selling effort for industrial products in global market.

2.20 Public relation

Public relation may be defined as follows: *is any group that has an actual or potential interest in or impact on a company's ability to achieve its objectives.*

Public relation (Sponsorship): The practice of promoting the interests of the company by associating it with a specific event (typically sports or culture) or a cause typically a charity or a social interest. *PR involves a variety of programs designed to promote and/or protect a company's image or its individual products.* This means that public relations are a

management tool designed to favorably influence attitudes toward an organization, its products, and its policies. It is often overlooked form of promotion. In most organizations this promotional tool is typically a stepchild, relegated far behind personal selling, advertising, and sales promotion. There are several reasons for management's lack of attention to public relations:

Public relation departments perform the following five activities, not all of which support marketing objectives.

- Press relation-Presenting news and information about organization in the most positive light.
- Product publicity- Sponsoring various efforts to publicize specific products.
- Corporate communication-Promoting understanding of the organization with internal and external communications.
- Lobbying-Dealing with legislators and government officials to promote or defeat legislation and regulation.
- Counseling- Advising management about public issue and company positions and image. This includes advising in the event of a product mishap when the public confidence in a product is shaken.

2.22 Public Relation

Public relations are responsible for fostering goodwill, understanding, and acceptance among a company's various forms constituents and publics (Thomas L.harris 1997) of nonpaid, commercially significant news or editorial comment about ideas, products, or institutions. Publicity is any communication about an organization, its products, or policies through the media that is not paid for by the organization. Publicity usually takes the form of a news in a mass medium or an endorsement provided by an individual, either informally or in a speech or interview. Publicity is the non-personal stimulation of demand that is not paid for by a sponsor that has released news to the media. Advertising and publicity are quite similar in the sense that both require media for a non-personal presentation of the promotional message. One difference between the two is that with publicity a company has less control over how the message will be used by the media. Another difference is that publicity is presumed to be free in the sense that the media are not paid for the presentation of the message to the public. The vehicles for gaining good publicity are:

- Prepare a story (called a news release) and circulate it to the media. The intention is for the selected newspapers, television stations, or other media to report the information as news.
- Feature Articles: Larger manuscripts composed and edited for a particular medium.
- Press Conferences: Meetings and presentations to invited reporters and editors.
- Special Events: Sponsorship of events, teams, or programs of public value.

Publicity can help to accomplish any communication objective. It can be used to announce new products, publicize new policies, or report financial performance (Philip Kotler;1997).

2.23 Exhibitions/Trade Fairs

A trade fair (TF) or exhibition is a concentrated event at which manufacturers, distributors and other vendors display their products and/or describe their services to current and prospective customers, suppliers, business associates and the press (Philip Kotler;1997 86). Trade fairs can enable a company to reach in a few days a concentrated group of interested prospects that might otherwise take several months to contact. Potential buyers can examine and compare the outputs of competing firms in a short period at the same place. They can see the latest developments and establish immediate contact with potential suppliers. TFs also offer international firms the opportunity to gather vital information quickly, easily and cheaply. For example, within a short period a firm can learn a considerable amount about its competitive environment, which would take much longer and cost much more to get through other sources of information.

2.24 Factors governing Promotion-mix

1. **Nature of product** Different types of products requires different promotion mix. In case of consumer goods, advertisement is considered to be the most important because the goods are non-technical and produced on a large scale. But for industrial goods personal selling is regarded as the most important tool because the products are technical in nature, costly and persuasion is considered essential for their sale.

2. **Type of the market** if the number of customers is quite large and they are spread over a vast area, advertisement is more helpful because it can reach people everywhere. However

if number of customers is not very large and they are concentrated geographically, personal selling and sales promotion may be more effective.

3. **Stage of the product life cycle** the promotional mix depends upon the stage of the product in product life cycle. During introduction, heavy expenditure is incurred on advertisement followed by personal selling and sales promotion. During the growth stage, customers are aware of the benefits of product. Hence advertisement along with personal selling will be more effective.

4. **Budget Funds** available for promotion also decide promotion mix, e.g. advertisement is a costly tool. If sufficient funds are not available this tool may not be adopted. Personal selling involves continuous spending. Thus, budget is a deciding factor for promotion-mix.

5. **Push vs. Pull Strategy** When the firm pushes the product to the middlemen they in turn push it to the consumers, it is known as 'push' strategy. In this case, personal selling or display should be more effective. Pull strategy refers to the policy of a company to strive to build up consumer demand without recourse to middlemen. Generally advertising is considered more important in case of pull strategy. To sum up, it may be said that all promotional tools are complementary and not competitive (Philip Kotler 2004)

CHAPTER THREE

METHODOLOGY

3.1 Research design and research methodology

The study was use descriptive research design through the research process. Because the study area was broader problems in managing promotional mix elements in micro and small enterprise. To improve this vague problem it was required to use descriptive research design, to get more information in the study area (Gilbert A.churchill 1997).

3.2 Sampling technique

The researcher was use census. Census is the procedure of systematically acquiring and recording information about member of a given population. Census can be contract with sampling in which information was obtained only from a sub set of population. census is counting all necessary population to adjust sample to be representative of population by weighting them as common in opinion polling .the researcher was take all employee who are working in the micro and small enterprise study subject .because census was used when the study was small in number and when it was known.

3.3 Target population

The researcher was use responses from the micro and small enterprise employee of the enterprise. The total number of employee is 72.

3.4 Source of data collection

The researcher was using both primary and secondary source of data. The researcher was gather primary data by using questionnaire and interview to macro and small enterprise. The researcher was use open end question and close ended question.

Open ended question: the respondent was asked to provide his own answer to the question. His answer was not in any ways limited.

Closed Ended Questions: The respondent was asked to select his answer from among a list provided by the researcher (yes, no, I don't know, etc). Closed ended questions are very popular in survey research since they provide a great uniformity response and because they are easy to process.

3.5 Methods of Data collection

The researcher was taken qualitative and quantitative data from micro and small enterprise and secondary data from different sources. A quantitative approach involves collecting and analyzing numerical data applying statically tests. Both primary and secondary source of data was being taking. questionnaires methods was be used as primary data collecting tools where as periodic reports, annual reports, reference books and documents micro and small enterprise was be taking as secondary source of data.

3.6 Method of data analysis and interpretation

The collection of information was in both primary and a secondary source was be edited which means examine to detectors for further correction the researcher was use descriptive analysis. The purpose of descriptive analysis is to transfer the raw data into a form that is making them easy to understand and interpret.

CHAPTER FOUR

ANALYSIS AND INTREPRETATION OF DATA

4.1 Result and Data Analysis

The result of data collected and analyzed was presented in the following manner. One thing that should be kept in mind here was that the student researcher tried to use the data obtained through schedule (interview and questionnaire) and secondary data available to him arriving at the conclusion derived from the findings.

Respondent characteristics

Source: primary data the 63% (i.e. 19) of the sampling size surveyed for the study are males and the rest 37% (i.e. 11) are females. As it can be viewed from this result the participation of male exceeds from that of females by far running micro and small enterprise.

Educational status of workers and members

Source: primary data the educational status of MSEs 'is 67% (i.e.20) workers and members are degree graduated. Whereas the remaining 33% (i.e.10) are diploma from different institutions with different field .This result indicates that good skill to run the business activities and promotion program. This good skill and promotion plan leads to effective management of the MSEs Resource, people, equipment, material, time and holding good promotion plan.

Table 4. 11Experience of workers and members

Years	Percentage rate
2-5 years	10%
5-10 years	60%

Above 10 years	30%
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The above table shows that most of the MSE members and workers have the experience of above 10 years 30%. This shows that micro and small business are established in long period of time and the business is developed in the country. The left 60% shows that the workers and members have 5 to 10 years and the remaining 10% shows that small number of members and workers has the experience of 2 to 5 years.

4.1 To identify sector attitude towards promotion

Table 4. 2 the importance of promotion for Micro and small enterprise

Response	Numbers	Percentage
Yes	28	73%
No	2	27%
Total	30	100%

Source: primary data

As it can be viewed from the above table 4.2 the result of the data analysis shows that 93% (i.e. 28.) of the respondents believed that promotion is important for MSEs. However, 7% (i.e.2) do not believe that promotion is important for MSEs due to bad habit towards promotion, lack of knowledge about promotion and the like.

Table 4. 3 promotional tools used in your micro and small business.

Types of promotion	Number	Percentage rate
Advertising	10	33%
Seles promotion	8	28%
Personal selling	4	13%
Direct marketing	-	-
Public relation	4	13%
Publicity	4	13%
Total	30	100%

Source: primary data

The table 4.3 indicates that 13% (i.e. 4) of the respondent say that MSE use advertising to promote their products and services,28%(i.e. 8) of micro and small business use personal selling as a means of promotion,13%(i.e. 4) of this sector uses sales promotion and public relation as a promotional tool. The remaining 33% (i.e.10) so, the enterprise more used publicity.

Table 4. 4 full knowledge about promotional activities micro and small business employee

Response	Numbers	Percentage
Yes	24	80%
No	4	14%
Partially	2	6%
Total	30	100%

Source: primary data

The above table 4.4 shows that most of the workers and the members have knowledge of promotional practice of MSE, i.e. 80% (i.e 24). The remaining 14% (i.e 4) are didn't know anything about the promotional practice of MSE. The left 6% (i.e 2) have limited knowledge about the promotional practice of MSE. The micro and small enterprise employees have good skill and experience about their company.

4.5 much promotional activity does used by micro and small help to attract customers.

Response	Number	Percentage
Strongly agree	16	53%
Agree	8	26%
neutral	2	7%
Disagree	2	7%
Strongly disagree	2	7%
Total	30	100%

Source: primary data

The above table 4.5 shows that 53 %(16) of the respondents strongly agree that promotion is helpful for MSE. 26 %(8) of the respondents agreed that promotion is important to attract customers. 7 %(2) of the respondents don't know whether promotion is important or not. 7 %(2) of the respondents disagrees promotion is not helpful for MSE. The remaining 7 %(2) strongly disagrees that there is no need to promote MSE products and services. so, the enterprise is used promotional tools to sustain their target customers.

4.2 To evaluate the promotion practice of the sector.

Table 4.6 the appropriate promotional method of micro and small enterprise to promote product, service and market

Response	Number	Percentage
Yes	12	40%
No	18	60%
Total	30	100%

Source: primary data

As it can be viewed from the above table 4.6 the result of the data analysis shows that 40 % (i.e 12)of the respondents believe that the promotion method that they are using now is appropriate to their product, service and markets. However 60% (18) do not believe that their promotion method is not appropriate to their product, service and market.

Table 4.7 advertising department agency to promote product and service

Response	Number	Percentage
Yes	18	60%
NO	12	40%
Total	30	100%

Source: primary data

The result of the data analysis table 4.7 show that 60%(18) of the respondent said that their enterprise's their own advertising agencies to promote their products and services. Because

Designing promotion program is one of the strategies which are adopted by expertise to reach their product or service to the target customer.40% (12) of respondents says that do not use expertise. Because the enterprise have not their own expertise promotional programs to address their product or service to the target customers.

4.3 To indicate the relationship b/n promotion and sales.

Table 4.8 the relationship between promotion and sales volume.

Response	Number	Percentage
Yes	22	73%
No	8	27%
Total	30	100%

Source: primary data

The preceding table 4.8 depicts that 93% (i.e 22) size surveyed for the study are responds sales volume and promotion have relationship.. The remaining 27%(i.e 8) stated that sales volume and promotion do not have relationship due to fact the that without promotion the product itself it may creates attention, interest , desire and action for the product which increases sales.

Table 4.9 promotional activities help micro and small enterprise to sale more their products

Response	Number	Percentage
High	12	40%
Very high	8	26%
Low	5	17%
Very low	5	17%
Total	30	100%

Source; primary data.

As it can be viewed from the above table 4.9 the result of data analysis shows that 40%(12) of the responds' says' that the promotion program helps MSE to sale more their products. 26 %(8) Of them believes the promotion practices have very high contribution for sales. 17 %(5) of the respondents say the contribution of promotion for sales is low and the remaining 17%(5) there is no need of promotion (no relation ship).

4.4 To show which promotional tool and media is appropriate for MSI

4. 10 type of promotional activities best fit for micro an small enterprise

Types of promotion	Number	Percentage rate
Advertising	8	27%
Seles promotion	10	34%
Personal selling	4	13%
Direct marketing	-	-
Public relation	4	13%
Publicity	4	13%
Total	30	100%

Source: primary data

The above table 4.10 shows that 26%(8) MSEs believes advertising is important for micro and small business to increase their sells. The decision you made when determining your communication objectives should be used to set your advertising objectives. Remember to keep in mind who your target customer are, what your desired market position and what your marketing mix will be, if to do so, the type promotion whatever any business sector used can be appropriate. However,34%(10) of them think that sale promotion is appropriate, 13%(4) of

the respondent say personal selling is appropriate; 13%(4) suggests that public relation is appropriate and the remaining 13%(4) says publicity is appropriate.

Table 4.11 type of media appropriate for macro and small business to advertise their product.

Type of media	Number	Percentage rate
TV	18	60%
Radio	4	13%
Magazine	2	7%
Internet	-	-
Announcing using car	6	20%
Total	30	100%

Source: primary data

As can be seen from the above table 4.11 60%(18) of the respondents prefer Television is good for MSE to promote their products and services. And 13(4) of the respondents say radio is good for these institutions to advertise their products. 7(2)% of them said that magazines are good for MSE to advertise their products and finally 20%(6) of the respondents said that advertising by using cars is good for MSE.

Table 4.12 type of sales promotion tools does micro and small businesses.

Type of sales promotion	Number	Percentage
Coupon	4	10%
Discount	16	45%
Calendar	2	30%
Broacher	8	15%
Total	30	100%

Source: primary data

As we can see from the table4.12 majority of the respondents says discount is the best sales promotional tool for MSE i.e. 53% (i.e 16). 7%(2) of the respondents replied for the researchers question that giving calendar for customers is good method of sales promotion. 27%(8) of the

respondents say giving coupon is better than others and finally 13 %(4) of the respondents preferred coupon is better than others.

Table 4.13 event sponsorship is appropriate for micro and small business.

Response	Number	Percentage
Strongly agree	-	-
Agree	4	13%
Strongly disagree	20	67%
Disagree	6	20%
Total	30	100%

Source: primary data

The above 4.13 67 %(20) of the respondents totally strong disagrees that event sponsor ship is not good for MSE and 20 %(6) of the respondents will not agree by event sponsorship. While 13(4)% of the workers and members of the MSE agrees that event sponsorship is good for them.

Table 4.14 important of exhibition for micro and small business to promote their product.

Response	Number	Percentage
Strongly agree	20	67%
Agree	8	27%
Strongly disagree	-	-
Disagree	2	6%
Total	30	100%

Source: primary data

From the above table 4.14Most of the respondents 67%(20) strongly agree that participating in exhibition is good for MSE, 27%(8) of the respondents agrees that it is good for them to participate of exhibition and 6%(2) of the respondents are disagrees the issue. So, exhibition is important for micro and small enterprise to initiate customers.

Table 4.15 publicity is an appropriate promotional tool for micro and small enterprise.

Response	Numbers	Percentage
Yes	22	73%
No	8	27%
Total	30	100%

Source: primary data

The above table 4.15 73%(22) of the respondents believe that publicity is good for MSE and 27%(8) of them think

Publicity is not good for MSE. Most of the respondents are belief that publicity is important or appropriate for micro and small enterprise because not paid for sponsorship and it is believable in the society.

Table 4.16 effect for not having good promotional activities on the sales of the organization.

Response	Numbers	Percentage
Yes	22	73%
No	8	27%
Total	30	100%

As one can see from the above table 4.16 73% (i.e 22) of the respondents are believe that without effective promotion is not successful for micro and small enterprise. Because the enterprise have not good promotional activities but it mobilize its product in the public's as a result many customers was shift to other financial institution; so good promotion is important for the enterprise. 27% (8) of the respondents believe that without good promotional activities can create effectiveness.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary

The result of the data collected and analyzed is presented in the following summary.

Of the total respondent 63% are male where as 37% are female

- ✓ In addition to this the majority of the respondent age 37% are lays b/n 18-25 where as the remaining 63% are b/n 25-45 years.
- ✓ The majority 60% of the respondents have work experience of above 5-8 years.
- ✓ The majorities' educational status of the respondent is found in the degree graduate i.e 60%.
- ✓ 73% of MSEs believe that promotion is important for their product or service and 27% of the customers believe promotion not is important for MSE.
- ✓ 33% MSEs believes that advertising are appropriate to their product or service.
- ✓ The majority of the respondent 33%, use advertising, and the remaining 28% use sale promotion, 13% personal selling 13% public relation and 13% publicity.
- ✓ 60% of MSEs believe that promotion methods that they are using now is appropriate to their product, service and market where as the remaining 40% of MSE do not believe that their promotion method is not appropriate to their product, service and market.
- ✓ 40% of MSE workers and members respond that they strongly agree the method of promotion reach to the customer and the program to create interest in the customer mind.
- ✓ 80% of the respondents use expertise in developing promotion programs where as the remaining 14% does not use expertise. And 6% of the respondents suggest partial expertise is good.
- ✓ 93% of the respondent believe that sales volume and promotion have relationship where as the remaining 7% do not believe.
- ✓ 60% of the respondents said that television is a good choice for MSE to promote their products. The rest 7% of them suggests radio is good and 7 % of them said magazine the left 20% said advertising using cars.

- ✓ From the survey we can also see that 45% of the respondents said that MSE's use discounts as a means of sales promotion.
- ✓ 67% of the respondents believe that event sponsorship is unnecessary (strongly disagrees) for MSE.
- ✓ 67% of the respondents suggest that participating in exhibitions important for micro and small enterprise. And 73% of the respondent are believe that publicity is good for micro and small business.

5.2 Conclusion of finding

According to the response of the respondent indicated that most of MSE's respondents have positive attitude towards promotion and most of them are using advertising.

Almost all respondents of micro and small enterprise believes that sales volume and promotion has relationship due to the fact that promotion program are directly or indirectly affects sales volume of the business enterprise I.e. it increases or decreases sales, creates high brand image for the customers or sectors and it helps customer to differentiate their product from the other.

The researcher concludes from the answer of the respondents that event sponsorship is unnecessary for MSE. This is because of its cost.

Again from the response of the respondents it is concluded that advertising by car is an appropriate media for MSE's to promote their products and services.

Finally it is concluded that most of micro and small enterprise does use advertising agencies to promote their products and services. It is also suggested by respondents that using advertising agencies to announce their enterprise and attract or enhance others use advertising department.

The micro and small enterprise employee or respondents suggest that participating in exhibitions important for micro and small enterprise.

Most of the respondents are belief that publicity is important or appropriate for micro and small enterprise because not paid for sponsorship and it is believable in the society.

5.3 Recommendation

Recommendations are given base up on conclusion and finding of the research. Giving recommendations about the research problem is very essential so that, the following important recommendation are given.

The majorities of educational status degree graduated. This result indicates that there is good of managerial skill to run the business activities and the promotion activities therefore; training should be given to those who give the problem.

Since innovative and new product needs promotion to create awareness in the mind of potential customers, setting promotion programs at the very beginning is very essential moreover, hiring more skilled personnel (expertise)who have know how about promotion should be necessary.

To reach to the customer and to create interest in the method of promotion should be attractive, they should use integrated market communication, determine the best message content, the promotion should match with the expectation of the potential buyers, develop strong format for the message and describe the product well.

MSEs Managers should evaluate their sales volume before, during and after promotion. Because this help the company to determine profit/loss statement within short period of time. To do so, time, money and energy should be allocated.

MSE's should use appropriate advertising tool to their products and services and appropriate media as well.

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APPENDIX
WOLKITE UNIVERSITY
COLLEGE OF BUSINESS AND ECONOMICS
DEPARTMENT OF MARKETING MANAGEMENT

Questions for micro and small enterprise employees

This question is prepared to gather data on promotional practice in micro and small enterprise in Emdiber town. Your response to each question has a significant contribution for this study. Therefore you are kindly request to provide reliable information on each question mark “X” sign on the box.

1. Gender A. Male B. Female
2. Age A. 23-35 B.35-45 C. above 45 years
- 3 Academic qualifications
- A. Grade 10 complete C. Grade 12+2
- B. Grade 12 complete D. college diploma
- E. BA degree and above

5. Do you believe that promotion is important for MSEs?

Yes NO

6. What kind of promotional tools are being used in micro and small business?

A. Advertising D. direct marketing

B. sales promotion E. public relation

C. personal selling F. publicity

7. Do you believe you have full knowledge about promotional activities of micro and small business?

A. Yes B. No

8. The promotional activity used by micro and small help to attract customers?

A. Strongly agree B. agree C. Disagree D. Neutral

9. Do you believe that the promotion method your organization used is appropriate for your product, service and market?

A. Yes B. No

10. Is there an effect for not having good promotional activities on the sale of the organization?

A. Yes B. No

If your answer is yes why?-----

11. Did micro and small business have their own advertising department or use advertising agencies to promote their products and services?

A. Yes B. No

12. Do you believe sales volume and promotion have relationships?

A. Yes B. No

13. How much does a promotional activity help micro and small business to sale more their products?

A. very high B. high C. very low D. low

14. Which type of promotional activity best fit micro and small business and rank them from the first to the last?

A. advertising D. direct marketing
B. sales promotion D. public relation
C. personal selling F. publicity

15. Which type of media is appropriate for macro and small business to advertise their product?

A. television B. radio C. Magazine D. I internet

16. Which type of sales promotion do micro and small businesses use?

A. coupon B. discount C. broacher D. calendar

17. Do you agree event sponsorship is appropriate for micro and small business?

A. strongly agree B. agree C. strongly disagree D. disagree

18. Do you agree participating in exhibitions is important for micro and small business to promote their product?

A. strongly agree B. agree C. strongly disagree

D. Disagree

19. Do you think publicity is an appropriate promotional tool for micro and small business?

A. Yes B. No

