

**ASSESSMENT OF MARKETING STRATEGY IN CASE OF
ZEBIDAR BREWERY FACTORY IN GUBRYE**



COLLEGE OF BUSINESS AND ECONOMICS

DEPARTMENT OF MARKETING MANAGEMENT

**A RESEARCH SUBMITTED TO THE DEPARTMENT OF MARKETING
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ABSTRACT

Marketing strategy services as a fundamental under pinning of marketing plans deigned to fill market needs and ranch marketing objectives. Plans and objectives are general tested for measurable results. Commonly marketing strategies are developed as multi years plans with a tactical plans detailing specific action to be accomplished in the current years. All organization has their own marketing strategy, which is a plan that specifies the objective that the organization hopes to achieve; the study was assessing the marketing strategy of Zebidar brewery factory. The study also identified the problems that affect Zebidar brewery factory. Marketing strategy like shortage of own transportation service, to distribute their product at the customer destination, bad timing promotion mean promotion when customers busy, take rest, or unfavorable condition, unreasonable price adding; means when the factory add new price to their product unknowingly. The existing customers may shift to another factory for the sake of getting discount product or less price product. Complexities of products also another problem, means the existence of many related product within and outside the factory may in force customers to change their attitude towards new product. The researcher was use both primary and secondary data and also, the researcher was used judgmental sampling because, it enable the researchers to select target respondent that was provide relevant information. The finding was present and interprets through description summary statements. Finally, the main finding from the analysis was analyzed by descriptive analysis method and also the finding and recommendations given by researcher help to expand their market until they can meet the customers demand and want.

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

We know that marketing differs from the other functional area in that it's a primary concern with exchanges that takes place in markets outside the organization and it is a critical part of the company's success. So to find and keep customers by creating competitive advantage companies have to design an appropriate marketing strategy. Marketing strategy is a marketing logic by which the company hopes to create customer value and achieve profitable customer relationship.”(Kotler and Armstrong, 2012).

Creating customer value and long term relationship with the very competent business environment companies must review and watch carefully the environment and their marketing strategy (Backerr; 19989: p51) defines marketing strategy as the set of guidelines and polices used for effective watching marketing programs (product, price, promotion and places) with target market opportunities, in order to achieve organizational objectives.

“. Marketing strategy serves as fundamental under pinning of marketing plans designed to fill market needs and ranch marketing objective. Plans and objectives are general tested for measurable results. Commonly marketing strategies are developed as multi years plans with at tactical plan detailing specific action to be accomplished in the current year. Time horizon covered by the marketing plan varies by company, by industry and by nations. However,time horizons are becoming shorter as the speed of change in the environment increases marketing strategies are dynamic and interactive. They are partially and practically unplanned. Marketing strategy involves careful scanning of the internal and external environment. Internal environment factors include marketing mix plus performance analysis and strategic constraint- external environment include customer analysis, competitor analysis, target market analysis as well as evaluation elements of technological, economic, cultural and political. (Asluffman1996: p 81)

Homburg (2009) found that marketing strategy is a process that can allow an organization to concentrate its limited resources on the greatest opportunities to increase sales and achieve

sustainable advantage. Marketing strategies includes all basic and long-term activities in the field of marketing that deal with the analysis of the strategic initial situation of a company and the formulation, evaluation and selection of market-oriented strategies and therefore contribute to the goals of the company and its marketing objectives

Marketing strategy determines the choice of segments, target market, positioning, marketing mix, and allocation of resources. Marketing strategy encompasses selecting, analyzing the target market, creating, and maintaining an appropriate marketing mix that satisfies the target market and company. (Paul Fifield, 1994)As wind and Robertson (1983) demonstrated that, marketing strategy focuses explicitly on the quest for long run competitive and consumer advantage. Marketing strategy's serves a boundary role function between the firm and its customers, competitors and other stakeholders

Marketing strategies are generally deals with the marketing mix of 'four Ps' product, price, promotion and place. All the marketing mix variables help the company in formulating marketing strategies as competitive advantages (Jain, 1997)

A key component of marketing strategy is often to keep marketing in line with company overarching mission statement. Marketing strategy is essential pattern or plan that integrates organization major goals, polices and action sequence in cohesive whole to achieve customer success. (Philip Baker and Arm Strong 2004:406)

Especially in 21st century due to financial crises is the past strategy may not accurately have worked we have to differentiated cultural and moderate strategy and use the one that enables us meet potential customers. According to the marketing manager explanation, Zebidar Brewery is one of the famous alcohol drink industries in the country. The company supplies products like different beer types. It is also among the factors, which are under share and serve to the public. In this, paper, the researcher will be concerned with the assessment of marketing strategy of Zebidar brewery. Even though, it's natural to come up through different shortage, limitations and various obstacles, each and every organization's; company, firms, manufactures, factories or any kind of organization is striving to produce least a single product from which it incurs value, revenues or profit.

1.2 Statement of the problem

There are a number of problems that would affect marketing strategy, some of our shortage of own transportation service to distribute the output at the customers destination, bad timing promotion means promotion when customers are busy or unfavorable condition, unreasonable price adding would also affected the customers to shift for others company products. Finally, complexities of product in the market might also affected customers to change their motive or attitude and company to change their marketing strategy (Kotler, Armstrong, Saunders and Wong, 1999).

All organization have their marketing strategy which is a plan that specified the impact that organization hope to achieve and demand or product line is a given target market. Marketing strategy designing would be also affected by human power, material, money, land, management, production method and etc. as to their extent's of necessity these factors are not easily available beside this the process of combining and using these factors is the other headache. Balancing production capacity with actual or potential market demand and using appropriate channels of distribution is the other factor, which treats the strength of the factory (Kotler 1999).

In addition companies are expected to develop a proper segmentation, target market and positioning of its product in order to have competent marketing strategy that enables to achieve company's objective. Therefore, company's marketing strategy has to be reviewed and needs modifications with environmental changes.

This study arises from the need to assess the current practice of marketing strategy of the firm from the company perspective more effectively and efficiently. These industry issues and problems demand that firms continually assess its marketing strategy elements to remain competitive in the market.

1.3 Research questions

- 1) What are the company's strategy concerning evaluating of marketing mix elements?
- 2) What is the promotion system of Zebidar brewery?
- 3) What are the factors that affect the distribution system of Zebidar brewery?
- 4) What is the pricing system of Zebidar brewery?

1.4 Objective of the study

1.4.1 General Objective

The general objective of the study is to assess the overall marketing strategy of in case of Zebidar brewery.

1.4.2 Specific Objectives

The specific objectives of the study are the following points:

- 1) To assess the company's strategy concerning evaluating of marketing mix elements.
- 2) To identify the promotion system of Zebidar brewery
- 3) To point out the factors that affect the distribution system of Zebidar brewery
- 4) To identify the pricing system of Zebidar brewery

1.5 Significance of the study

This study will have many significance; some of they are as follows

- ✓ It will help the business organization how to serve their customers reference for developing and implementing different strategies.
- ✓ It will help the researcher to award BA degree in marketing and to get different research skills in order to conduct other study in different issues.
- ✓ It will help other researchers as a reference to conduct other research in the study area.

1.6 Scope of the study

This study was limited to assess the marketing strategy of Zebidar brewery in gubre branch because due to the existence of time and resource limitation the study focus only in this limited geographical area. The research was intended to address different issues regarding Zebidar brewery marketing strategy. It also identified the problem the company face with existing marketing strategy.

1.7. Organization of the Paper

The study is organized into five chapters. Chapter one was introduced the study by giving the background information on the research problem, objectives, significance, and scope and limitations of the study. Chapter two consists of the review of relevant literature. Chapter three will focus on research methodology and relevant justifications. The Chapter four contains data

analysis and presentation of the results. Finally, chapter five concern with the summery of the major findings, conclusion and forwarded recommendations.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

Marketing strategy is the establishment of the goal or purpose of a strategic, business unit and means by which it is to be achieved through management of the marketing function or marketing mix (www.learnmarketing.net)

2.1 Marketing Mix

It's the idea of mix of marketing, marketing function was conceived by a professor Neil Boarder of the Harvard business school as a schematic plan to guide analysis of marketing problems through utilization of

- A. List of important forces emanating from the market, which based up on the marketing operations of an enterprise.
- B. A list of elements (procedures and policies) of marketing programs.

(J.Baker 1998:159) states that the marketing mix refers to the appointment of efforts the combination the design and the integration of the elements in to program or mix which on the basis of appraisal of market forces will be achieve the objectives of an enterprise at a given time.

2.1.1 Product

(According to Notler 2004 p. 208) description product is anything than can be offered to the market for attention, acquisition, use or consumption that might satisfy want or need.

1. Consumer products: - product bought by final consumers for their home or personal consumption purpose marketers usually classify these products convince product. Consumers product that the customer usually buys frequently, immediately and with minimum of comparing and buying effort, shaping products (consumer goods that the customer in the process of selection and purchase, characteristically companies on such basic as a suitability, quality, price and style) specialty product. Consumer products with unique characteristics or brand identification for with a significant group of buyers is willing to make a special purchase effort. In addition, unsought product about or know about but does not normally think of buying.

- 1) *Industrial products:* - (according to kotler 2004 p. 260 – 281) explanation, products are those purchased for further processing or for use in conducting a business. Thus,

the distinction between consumer product and an industrial product is based on the purpose for which the product is bought.

The three groups of industrial products includes material and parts, capital items, and supplies and services.

- a. Material and parts include raw materials and manufactured materials and parts. Raw materials consist of farm products (wheat, cotton, livestock, fruits, vegetables) and natural products (fish, lumber, crude petroleum, iron ore); manufactured materials and parts consists of component materials (iron, yarn, cement, wires) and component parts (small meters, tires, castings). Most manufactured materials and parts are sold directly to industrial users. Priced and service are major marketing factors; branding and advertising tending to be less important.
- b. Capital items are industrial products that aid in the buyer's production or operations, including in salvations and accessory equipment. Installation, consists of major purchases such as buildings (factories, offices) and fixed equipment (general equipment include per table factory equipment and tools change tools, lift trucks land office equipment (computers, fax machines, desks). They have a shorter life than installations and aid in the production process.
- c. Supplies and service supplies include operating supplies (lubricants, coal, paper, pencils) and repair and maintenance items (paint, nails, brooms). Supplies are the convince products of the industrial field because they are usually purchased with a minimum of effort or comparison. Business service includes maintenance and repair services (window-cleaning computer repaid) and business ad visionary services (legal, management consulting advertising). Such services are usually supplied under contract.

Individual product decisions

- i. Product attributes- Developing a product involves defining the benefit that it will after. These benefits are communicated and delivered by product attributes such as quality, features, and style and design.
 - a. Product quality: - is one of him marketer's major positioning tools. Quality has closely linked to customer value and satisfaction. In the narrowest sense, quality

can be defined as “freedom from defects” but most customers – centered companies go beyond this narrow definition, instead, they define quality in terms of customer satisfaction. The American society for quality defines quality as the characteristics of a product or service that bear on its ability to satisfy stated or implied customer needs. Similarly, Siemens defines quality this way; “quality is when our customers came back and our product doesn’t. These customer focused definitions suggest that quality begins with customer needs and ends with customer satisfaction.

- b. Product features a product can be offered with varying features. As tripped down model, one without any extras is the starting point. The company can create higher level models by adding more features. Features are a competitive fool for differentiating the company’s product from competitors’ product. Being the first producer to introduce a needed and valued new feature is one of the most effective ways to compete.
- c. Product style and design: - another way to add customer value is through distinctive product style and design. Design is a larger concept than style. Style simply describes the appearance of a product styles can be eye catching or yawn producing. A sensational style may grab attention and produce pleasing aesthetics, but it does not necessarily make the product perform better.

2.1.2 Pricing

As (Kotler 2004.352) suggestion, pricing decision is subject to an incredibly complex array of environmental and competitive forces. Company set net a single price but other a pricing structure that covers different items in its line. This pricing strategy changes our times as a product more through their life cycles.

In narrowest sense, price is the amount of money changed for a product or service more broadly; price is the sum of all the values that consumers exchange for the benefits of having or using the product and services.

Historically prices have been the major affecting the buyer choice. This is still true in poorer nation. Among poorer groups and whit commodity products price is different from other market mix elements because of it provides revenue where as other are create cost, it is the most flexible elements of marketing mix.

Companies or business organizations set their pricing by selecting general pricing approach that include one or more of the three sets of factor such as:

- ✓ Cost based approach cost plus pricing, Break even analysis is on target profit pricing.
- ✓ The buyer based approach (Value based pricing) and
- ✓ The competition based approach (going rate and scaled bid pricing):
 - Cost based pricing- adding a standard mark up to the cost of the product.
 - Value based pricing- uses buyer's perceptions of value, not the seller's cost, as the key to pricing. Value based pricing means that the market cannot design a product and marketing program and then set the price.
 - Competition: - based pricing- consumers will based there judgments of a product's value on the prices that competitors charge for similar products one form of competition based pricing is going- rate pricing, in which a firm based its price largely an competitors prices, with less attention paid to its own costs or to demand. The firm might charge the same as more than or less than it major competitors.

2.1.2.1. Factors to consider when setting prices

1. Internal factors affecting pricing decisions

Internal factors affecting pricing include the company's marketing objectives, marketing mix strategy, costs and organizational considerations.

- i. Marketing mix strategy – price is only one of the marketing mix tools that a company uses to achieve its marketing objectives. Pricing decisions must be coordinated with product design, distribution and promotion decisions to form a consistent and effective marketing program.

Decisions made for other marketing mix variables may affect pricing decisions.

- ii. Costs – costs set the floor for the price that the company can charge. The company wants to change fair rate of return for its effort and risk. A company's costs may be an important element in its pricing strategy.
- iii. Organizational considerations – management must decide who with in the organization should set prices. Companies handle pricing in a variety of ways. In some companies, prices are often set by top management rather than by the marketing or sales departments.

2. External factors affecting pricing decisions

External factors that affect pricing decisions include the nature of the market and demand, competition and other environmental elements.

- i. The market and demand – whereas costs set the lower limit of prices, the market and demand set the upper limit. Both consumer and industrial buyers balance the price of a product or service against the benefits of owning it. Thus, before setting prices, the marketer must understand the relationship between price and demand for its products.
- ii. Competitors' costs, prices and offers – another external factor affecting the company's pricing decisions is competitors' costs and prices and possible competitor reactions to the company's own pricing moves.
- iii. Other external factors- when setting prices, the company also must consider other factors in its external environment. Economic conditions can have a strong impact on the firm's pricing strategies. Economic factors such as boom or recession inflation, and interest rates affect pricing decisions because they affect both the costs of producing a product and consumer perceptions of the product's price and value.

2.1.3 Distribution

According to (Baker 1998) description, for a general term distribution includes every function concerned with the transferences of good from the point of origin unit they come into the possession of final buyers, includes transportations, storage, and merchandizing, promotions of outlets stocking or dealing in a designated product.

Place – another author (Bowman 1996 P. 78) explain – place is the environment in which the service is as stabled and where the firm and customer interact and tangible commodities which facilitate performance or communication of the service. Place as a number of aspect of concern to the service. Marketers the actual locations of the premises that channels of distributions used. All of these aspects vary in important of course depending out service offered and preferred channels of distribution of the service marketers. As far as look of the premises is concerned the client will be searching, for physical dues in assessing the success of the company.

2.1.3.1. Channels of distribution

According to (Baker 1996 P. 201) definitions, channels is defined as a system of relationship existing among business that participate in the process of buying and selling products and service.

Some of the activities and involves great risk and level of responsibilities than other channels members who take an ownership of the product automatically increase there is always the possibility that many not able to sell the product. Subsequently, other activities while highly important to the process don't encounter the same level of risk and are more specialized in nature. For example who channel member passion market information to another participant as economy group in size sophistication and the need for intermediaries to perform varies activates increase. Before a company can consider specific elements of channels of stature it has been identified three channels classification based on dependence these are:

- Conventional channels
- Single transaction channels
- Vertical marketing systems

Mostly manufacture helps to know the exact quality and quantity of goods required by consumers and he plans his manufacturing schedule according and may get a benefit of longer orders from wholesale.

They make the manufacturer to maintain a constant level of production by placing orders at a regular interval and provide valuable information about the taste fashion and demand of the consumer they are also sufficient information, which are quite in tolerant to the company.

2.1.4 Promotion

Based on (Philip Baker and Arm Strong 2004:406) explanation, promotion is the other important marketing mix element modern marketing class for more than just developing a good product, pricing it attractively and making it available to target customers. Companies must also communicate with current and prospective customers what they communications should not be left to chance a consistent and coordinated communications programs.

Just as a good communication is important in building and maintaining any kind of relationship it is crucial element in a company's efforts to build customer relation's a company's total marketing communication mix also called its promotion mix consists of the specific blend of advertising sales promotions tools that the company uses to pursue its advertising and marketing objectives.

- ❖ Advertising – is any paid kind of form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor?

Although mostly business firms use advertising, a wide range of also uses it not-for, profit organizations, professionals, and social agencies that advertise their causes to various target publics.

Marketing management must make four important decisions when developing an advertising program.

1. Setting advertising objectives
2. Setting the advertising budget
3. Developing advertising strategy (message decisions and media decisions) and
4. Evaluating advertising campaigns

❖ Sales promotion – is short-term incentives to encourage the purchase or sale of product or services.

Major sales promotion tools

- Samples
 - Coupon
 - Discount
 - Allowance
 - Rebate
 - Cents of deal (price pack)
 - Premium
 - Contests, sweep stakes, games
- ❖ Public relations – are building good relations with the company’s various publics by obtaining favorable publicity building up a good “carpet image or handling or heading of unfavorable, stories and events.

Public relations departments may perform any or all of the following functions.

- Press relations or press gentry: creating and placing new worthy information in the news media to attract attention to a person, product, or service.
- Product publicity: publicizing specific products.
- Public affairs: building and maintaining national or local community relations.
- Lobbying building and maintaining relations with legislators and government officials to influence legislation and regulation.

- Investor relations: maintaining relationships with shareholders and others in the financial community.
- Development: public relations with donors or members of non-profit organizations to gain financial or volunteer support.
- Personal selling: is personal presentation by the firm's sales force for the purpose of making sales and building customer relationships.
- Direct marketing: is a direct communication with carefully targeted individual consumers to both obtain immediate response and cultivate lasting customer relationships.

SWOT analysis can be helping us in formulating marketing strategy. SWOT is an acronym that stands for strength, weakness, opportunity and threats. SWOT analysis is a very careful evaluation of an organizations internal strength and weakness and of its environmental opportunities and threats.

- Organizational strength: These skills and capabilities enable an organization to conceive and implement its strategy.
- Organizational weakness: These are skills and capabilities that does not enable and organization to choose and implements strategies that support its mission.
- Organizational opportunities: this are areas in the environment's that exploit may generate high performance.
- Organizational threats: These areas in the environments make it difficult for an organizational to achieve high performance. In SWOT analysis is the best market strategies to accomplish an organization's missions is exploiting an organization's opportunities and strengths' while neutralizing its threats and avoiding or correcting its weakness.

2.2. Strategies in growing mature and declining industries

Growth is probably the most widely pursued strategy. This includes growth in sales, assets and profits or same combination of these.

Asluffman (1996: 81) describes for companies growth is are educative strategy for two principal reasons.

- A growing company can cover up mistakes and inefficiencies more easily than a non-growth strategy.
- A growing company can provide many more opportunities for advancement, promotion, salaries etc.

The two most basic growth strategies are:

- Organic growths were a company grows within its existing industry.
A example is are taller which open a new shop in a new town.
- Diversification into another industry.

In mature and declining industries, companies to survive are obliged to respond to several factors of change. These include declining demand, price conscious consumers who will morally have greater knowledge and experience of the product adhered and concentration of distribution channel.

2.2.1 Market leadership strategy

Is a dominant in its industry and has substantial market share. If we won't to lead the market we should be the industry leader in developing new business models and new customer value we should be on the cutting age of new technological and innovative business process, our customer value proposition must after superior solutions to a customer's problem.

2.2.2 Competitive strategies

To be successful company should be competitor oriented, we should pursue the right competitive strategy avoid strengths of your competitors and look for weak points in their positions and then launch marketing attack against those weak points.

2.2.3 Differentiation strategy

According to (www.1000ventures.com) explanation, the key successful marketing is differentiation if consumers do not perceive our brands' as being different form those offered by the competition. We will not will the marketing war. The battle for consumer mind is battle of perceptions not product. Thus differentiation is one of the most important strategic and tactical activities, which companies must constantly engage it is not discretionary.

CHAPTER THREE

RESEARCH METHODS

3.1 Description of study area

The study was conducted in zebidar brewery factory, which is found in gubre sub city 12km from the capital of Guraghe zone. The company is situated at strategic site so that it can be accessible road and transport

3.2 Research type

This study was used descriptive research design. The descriptive research describes the phenomena as they exist and which are concerned with describing the characteristic of a particular individual or group.

3.3 Research design

The study was used descriptive research methods because it's one of the types of research methods that use both qualitative and quantitative expressions and enable to obtain the general overview of the fact. This included personal interviews, questionnaire. To collect the intended data key people like manager of marketing department, head of distribution department and other essential people was interviewed. In addition to this, the questionnaire was distributed for selected sample employees. It was used to present situation of zebidar brewery factory and identify the major problem of marketing strategy

3.4 Source of data

It is believed that all employees 'of the marketing department are well conscious about the marketing strategy of Zebider Brewery Factory. The researcher was used primary source of data. Primary data was collected through close-ended questionnaires.

3.5 Target population and Sampling design

The target populations were employees and manager's group of zebidar brewery factory there are 231 permanent employees and 12 managers in zebidar brewery factory.

3.5.1. Sample size and sampling technique

Sample Size

The total population is 231 but the researcher was used 70 of employees' zebidar brewery factory

as a sample by using scientific formula of Taro Yamane (1967).

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{231}{1 + 231(0.1)^2}$$

$$\underline{n = 70}$$

where:

n= sample size

N=total population

e= margin of error (10%)

Creswell, (2005) defined random sampling as a subset of individuals that are randomly selected from a population. The goal is to obtain a sample that is representative of the larger population. Random sampling technique was adopted in getting the respondents to answer the questionnaires. Kothari, (2004) says that sampling technique is used because it guarantees desired representation of the relevant sub groups

3.6 Methods of Data collection

The whole effort of the study was depended on the collected data in the development of instrument or tools of data gathering special care was given. The researcher was used interview and questionnaire. The question was included both closed and open ended question forms. Because of open ended question enable, respondents express their idea freely and closed ended question enable respondents to answer clear response. Structured and unstructured forms of interview was also prepare to get the necessary reliable information particularly from the marketing and distribution department of zebidar brewery factory. The secondary data was identified the company's annual performance report, sales report and any other available materials concerning the problem at hand.

3.7 Data analysis and technique

In order to analysis the data, the researcher was used descriptive analysis methods. These are tabulating, frequency and percentage. Responses that was edited and classified have presented in table and an item basis to conserve space, to facilitate the process of comparison with the help of percentage. Finally, a reasonable explanation of the relations was identified and the final task of interpretation was accomplished after considering the relevant factors.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

This part of the research tries to discuss the results obtained from respondents by questionnaire and interview and further incorporates the secondary data obtained.

In the methodology section, it is indicated that questionnaire was used to collect information. a questionnaire was prepared which contains about 15 question for employees and 8 structured interview, which are helpful in verifying the problems on the marketing strategy of the company.

4.1 Information on the respondent background

Table4.1. Sex distribution of sample population

Sex	Male	Female
Frequency	22	8
%	73.33%	26.67

Table 4.1 shows 22(73.33%) of the respondents are male. 8(26.66%) are female. Form this analysis it can be concluded that most of the respondents are male.

Table 4.2 Age distribution of sample population

Age	18-24	25-31	32-38	39-45	Above 45
Frequency	9	5	10	4	2
%	30	16.67	33.33	13.3	6.67

Table 4.2 shows 10(33.33%) of the respondents are between 18-24 age, 5(16.66%) of the respondents are between 25-31 age, 9(30%) of the respondents are between32-38, 4(13.3%) of the respondents are between 39-45 age and 2(6.67%) of the respondents are above 45 age. From this analysis it can be concluded that most of the respondents are between 32 and 38 age.

Table 4.3 Educational level of sample population

Qualification	9-10	11-12	Certificate	Diploma	Degree	Above first degree
Frequency	0	0	0	13	16	1
%	0%	0%	0%	43.33	53.33	3.33

Table 4.3 shows 0(0%) of the respondents are below diploma, 13(43.33%) of the respondents are diploma, holder, 16(53.33%) of the respondents are first-degree holder, and the remaining 1(3.33%) of the respondents are above first degree holder. From this analysis, it can be concluded that more than half the respondents are first-degree holders.

Table 4.4 Level of experience of sample population

Level of experience	1-4 years	5-8 years	9-12 years	Above 12 years
Frequency	14	10	3	3
	46.67%	33.3%	10%	10%

Table 4.4 shows 14(46.67%) of the respondents have from 1-4years working experience, 10(33.3%) of the respondents, have from 5-8 years working experience, 3(10%) of the respondents have 9-12 years working experience and the remaining 3(10%) of the respondents have more than 12years working experience. From this analysis, it can be concluded that most of the respondents have 1-4 years working experience.

Table 4.5 Analysis of promotional practice of the company

Promotional media	Radio	TV	Magazine	News paper	Internet	All
Frequency	6	1	2	5	16	-
%	20%	3.33%	6.67%	16.67%	53.33%	

Table 4.5 shows 1(3.33%) of the respondent said that the company used TV to promote its product, 6(20%) of the respondent said that the company used radio to promote its product, 2(6.67%) of the respondent said that the company used magazine to promote its product and the remaining 5(16.67%) and 16(53.33%) of the respondent said that the company used both newspaper and

internet respectively. From this analysis, it can be concluded that most of the time the company used internet advertising promote its product.

Table 4.6 Analysis of price of product in relation to competitor

Price of product relation to competitor	Very low	Low	About the same	High	Very high
Frequency	2	5	17	2	4
%	6.67%	16.67%	56.67%	6.67%	13.33%

Table 4.6. Shows 2(6.67%) of the respondent said that very low in relation to competitors, 5(16.67%) of the respondent said that low, 17(56.67%) of the respondent said that related or the same to competitors, 2(6.67%) of the respondent said that high and the remaining 4(13.33%) of the respondent said that very high in relation to competitions.

From this analysis, it can be concluded that the price of the company in relation to competitors is more or less the same. This is based on 56.67% respondent response that is about the same.

Table 4.7The base to make pricing decision of the product of the company

What is the base to make pricing decision of the products	Cost	Quality	Competitor
Frequency	22	5	3
%	73.33%	16.66%	10%

As per the above table describe the 22(73.33%) of the respondents, zebidar brewery factories base to make decision of the product is most of time cost that incurs. The rest of employee responds that the base to make pricing decision is quality and competitors pricing. The managers of marketing and distribution department also respond ideas that support these data.

Table 4.8 demand of customers towards the company product

Demand of customers towards the company product	High	Medium	Low
Frequency	23	6	1
%	76.67%	20%	3.33%

As per the above table describe demand of customers on the current product of the company is high due to reasonable price of the product. It ensured 23(76.67%) of residents and 6(20%) of respondent's responded medium.

Table 4.9 Analysis of mode of distribution mechanism of the company's product

Mode of distribution mechanisms of the product	Own transportation, system	Public transportation system	Both	Whole sales distribution system
Frequency	20	1	6	3
%	66.67%	3.33%	20%	10%

Table 4.9 shows 20(66.67%) of the respondent said that, the company used own transportation service system to distribute the product to the markets and the remaining 1(3.33%), 6(20%) and 3(10%) of the respondent said that, the company also used public transportation SVC, both and whole sellers distribution system to distribute the product to the market. From this analysis it can be concluded that the company used own transportation SVC system most of the time in order to minimize the cost for others distribution mechanisms listed on the above.

Table 4.10 Analysis of market growth of the company

Type market growth	Diversification	Market development	Market penetration	Market extension
Frequency	16	5	2	7
%	53.33%	16.67%	6.67%	23.33%

Table 4.10 shows 16(53.33%) of the respondents said that the company used diversification market growth strategy to satisfy its actual and potential customers by supplying new products.

4.2 Interview questions for manager

1. What is the marketing strategy of your company?

Based on the sample population response, Zebidar brewery factories apply all type of marketing strategy, which are pricing strategy, product strategy, promotion strategy and distribution strategy. Each of them has their own contribution for the success of company's marketing strategy.

According to company's managers, they are using all marketing strategy. But most of the time the company uses distribution strategy in order to meet their current customer with reasonable price and quality products. However, the company can't supply all its customers with the amounts of supply they wanted. Because the company's supplies limited by the previous or old population data.

2. How do you evaluate the effectiveness and efficiency of your marketing strategy?

Given the rapid change in customer taste technology and competition, it is inevitable for companies to maintain the quality of their offerings and develop new or modify existing products to stay profitable.

Currently zebidar brewery factories produce only zebidar brewery as zebidar is known to have started production in gurage zone first produce of products,

The proportion of current production of these zebidar brewery 25% According to the sales and marketing manager, for the last two decades, zebidar was popular and has taken greater percentage. In accordance, by assessing the market through market research and opinion gathering the proportion will be changed as the situation requires at every 3 years interval.

According to marketing manager explanation, now the company has developed a market research method that tries to address customer's preference, taste and demand. In addition the company considers the size of the market, type of competition prevailing in its product development strategies and this also helps to assess the effectiveness of the company marketing strategy.

It is the belief of the company that as the complexity of market research increases and consumer taste changes and develops there will be new process to be used in introducing, developing or eliminating the product.

There are certain contributing factor for the limited quantity of production of the company that affected the marketing strategy of the company. The primary causes are shortage of own transportation to distribute the products at the customers destination, company's extremely depended on old population data, this limits the output.

The second problem which is responded by marketing manager interview was less technological advancement for the production of products and the existence of old model machines also limits the out puts to satisfy current customers need.

3. Does your marketing strategy fit with the current product of your company?

As they explained their current marketing strategy of the company, fits with the product now supplied.

4. What are the major challenges of your company marketing strategy?

There are different basic external problems on the marketing strategy of zebidar brewery factories. As researchers conducted interview with marketing department and distribution department of the company, many external problems have considerable impact on marketing strategy of the company. Among the problem they listed, shortage of public transportation SVC, lack of 81 advanced technology, or old model of machines and competitors situation. Those are the major problems externally affected the company for long period.

In addition to previously mentioned external problems there are many internal problems which have considerable impact on marketing strategy, among these problem, lack of strong sales and commercial department, research and development department, distribution and marketing department, the existence unsatisfied employed and decision making problem are listed on the interview part.

5. How do you apply your promotional strategy?

Both managers responded that the company uses internet advertising to promote their product due to government restriction of advertising alcohol products on TV.

6. How can you distribute your product?

According to the company managers also uses intensive distribution system to satisfy its customers.

7. What type of pricing strategies you follow?

The pricing system of the company is reasonable pricing system. Most of the time price of their product is menu price as its type based on their response.

8. How can you solve when your face challenges?

According to the managers they are solving different challenges by conducting research and annually and semiannually sales evaluation and auditing. Both managers also explained that because of so many problems that the company faced it cannot achieve its goal by the current marketing strategy.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary of major findings

The company's overall marketing strategy is observed by the researcher in this study. Even if the company is very old and guided by old principles it can satisfy its customer partially this is the strong side of the company.

In order to overcome its problems and utilize the existing opportunities the company expect to develop which bring it to between growth and expansion.

After assessing the marketing strategy of the company, the researcher puts the following analysis results:

- ❖ The company supplies brewery product.
- ❖ Most of the respondents are between 32-38 age and the majorities are male. In addition to these more than half respondents are first-degree holders.
- ❖ The company prefers internet advertising from promotional mechanisms in order to order to create more attention and send short and precise message.
- ❖ 56.67% of the respondents are aware that price of the product is about the same in case of others
- ❖ The product of zebidar brewery factory has better quality.
- ❖ Zebidar brewery factory base to make pricing decision of the product is most of time costs it incurs for different purpose.
- ❖ The companies have external problems like lack of advanced technology and shortage of public transportation and internal problems.
- ❖ The product ability to meet demand of its customers is high and the demand of customers towards zebidar brewery high.
- ❖ The company's use fixed pricing system for each products type.
- ❖ Most of the time the company's uses own transportation system to distribute its product to the final customers.
- ❖ The company's conduct research and take auditing and evaluation system to know the effectiveness and efficiency of their marketing strategy. Continuous assessment of price promotion, products and distribution also used by the company to solve problems.

- ❖ The company's internal problems like shortage of own transportation SVC, existence of important unsatisfied customer etc.

5.2 Conclusion

- ❖ zebidar brewery factory is one of the best well known brewery factory in the study area that produce brewery for the supply of the public.
- ❖ The major goal of the company is increasing its profit by supplying enough quantity for its target market, and to become the leader of Soft Drink Company by setting reasonable price for each type of its product.
- ❖ The company could not satisfy country's demand that resulted from various problems like less technological advancement for production of the product and spare parts that are necessary for the company activity, the existence of unsatisfied employees this leads to expand carelessness in the work area and this also leads to produce less efficient products. Finally the shortage of public and own transportation SVC system affected the company's marketing strategy by lengthening the reach time of the product to the customers.
- ❖ Most of the respondents are between 32-38 age whose majorities are male and first degree holders.
- ❖ The companies have its own marketing strategy which bases on price, product, promotion and its distribution system.
- ❖ The company used internet advertising as a promotional tool for its product right now.
- ❖ The company pricing strategy is fair and reasonable.

5.3 Recommendations

Identification of the prevailing problems and indicating the available opportunities for any producing factor is among the essential things that enable the company effective on attainment of its marketing strategy.

Depending on the above findings the researchers would like to forward the following recommendations.

- ❖ Since currently zebidar brewery factories owned by BGI and that was established to generate profit for itself the company's should work cooperatively with government and other related company's like beer company in order to get experience and exchange information about the marketing strategy.

- ❖ It makes company more effective and get recognition of the company gives extra SVC and incentives for its customers.
- ❖ Since the current marketing strategy of the company guided by old marketing principles, it should be adjust or revised to make better and flexible based on country.
- ❖ The existence of old model machines in the company affects its production so the company should buy new model machines to replace the old one.
- ❖ The existence of unsatisfied employees in the company is the major problems of the company, so I recommend satisfying its employees by increasing its salary and gives incentives.
- ❖ Shortage of own transportation SVC also another headache for the company so the company should buy additional transportation cars.
- ❖ The company should assess the internal and external environment effectively to assure the success of their marketing strategy.
- ❖ The company should conduct research to know the effectiveness and efficiency of the marketing strategy better than now.

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5. Do you promote your product on	respondents	Percentage %
Radio		
TV		
Magazine		
Newspaper		
Internet		
Total		

6. What it looks like your price compared to your competitors?

Very low high very high
Low related

7. What are the bare of the organization to set price?

A. Cost production C. Competitors price
B. Product quality

8. What it looks like the customers demand to wards your company product?

A. High B. medium C. low

9. What type of distribution mechanism you follow to distribute your product to the market?

A. Through own transportation system B. through public transportation system C. through whole sellers

10. What type of market growth strategies your company follows?

A. Diversification B. market development C. market expansion
D. market extension



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Interview questions to be replied by the marketing managers of Zebidar brewery factories

1. What is the marketing strategy of your company?
2. How do you evaluate the effectiveness and efficiency of your marketing strategy?
3. Does your marketing strategy fit with the current product of your company?
4. What are the major challenges of your company marketing strategy?
5. How do you apply your promotional strategy?
6. How can you distribute your product?
7. What type of pricing strategies you follow?
8. How can you solve when your face challenges?