ASSESSMENT OF MARKETING STRATEGY (CASE OF KEDIJIA FLOUR FACTORY)



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This is to certify that this senior research paper prepared by Delwato Bonesmo entitled; "(Assessment of Marketing strategy in case of kedijia flour factory in worabe Town)" and Submitted in Partial Fulfillment of the Requirements for the Degree of Bachelor of Art in Marketing Management complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

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Abstract

One of the core activities in Business Company to stay in a business is having a well-developed marketing strategy. The crucial success or failure of a company depends on its marketing strategy. Having this in mind, this study has been conducted to assess the marketing strategy practices of Kedijia flour Factory. It assessed how the marketing strategies were practiced in the company to achieve its goals aligned with segmentation, target market, positioning and the marketing mix elements to satisfy customer requirements. The study is a descriptive type of research employed by using both qualitative and quantitative approaches. Both primary and secondary data collection instruments were used to collect data. The primary data was collected through open and closed ended questionnaires. Prepared questionnaire for employees and semi structured interview for the manager these studies convince sampling method was found to important. Because it allows the researcher to obtain basic data and trends regarding his study without the complications of using randomized sample. The finding show that the company used all the 4ps of marketing mix element in the marketing strategies and provides quality products with affordable prices by promoting its products by using high and effective advertising mechanisms. The product availability and accessibility are at admirable with the practices of both direct and indirect distribution channel. On the other hand, the company has identified its target customers and the company's market segmentation practice is geographical location. Communication effectiveness between marketing department and other departments is very good. Even though the marketing strategies of the company are effectively practiced, there are some problems that the company faced while implementing it. these are; infrastructure problems, economic problem, intensive competition in the market, shortage of raw materials, seasonality of consumption, sociocultural problems and the time and cost of awareness creation for the customers. Finally, the researcher suggests that the Company better develop a long-range view and try to implement a more structured approach to attain information about potential customers, competitor's action and market intelligence within the industry.

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CHAPTER ONE

INTRODUCTION

1.1 Background of the study

Marketing strategy is an organization's integrated pattern of decisions that specify its crucial choices concerning products, markets, marketing activities and marketing resources in the creation, communication and/or delivery of products that offer value to customers in exchanges with the organization and thereby enables the organization to achieve specific objectives. (Varadarajan 2010, p. 119)

Since developing and executing marketing strategy is central to what marketers do in practice, research germane to understanding these activities is key to establishing the relevance of the academic discipline of marketing. Better understanding the state of marketing strategy knowledge is also important for developing theoretical understanding in marketing. For example, knowing what theories have been drawn on in past research and which aspects of marketing strategy have received little attention is a pre-cursor to any attempt to develop indigenous marketing theory. Systematic analyses of the use of different research approaches and methods in a particular domain, and how these have changed over time can also uncover insights for the development of new approaches and methods. As a result, periodic reviews of research in a domain are useful in consolidating knowledge and enabling cumulative knowledge development (e.g., Palma tier et al. 2018).

To find the best marketing strategy the company engages in marketing analysis, planning implementation and controls these activities. The company watches and adapts to actors and forces in the marketing environment. Marketing environment are actors and forces outside marketing that affect marketing management ability to build and maintain successful relationship with target customers (Armstrong, Kotler, 2008)

Marketing strategy is a construct that lies at the conceptual heart of the field of strategic marketing and is central to the practice of marketing. It is also the area within which many

of the most pressing current challenges identified by marketers and CMOs arise. We develop a new conceptualization of the domain and sub-domains of marketing strategy and use this lens to assess the current state of marketing strategy research by examining the papers in the six most influential marketing journals over the period 1999 through 2017. We uncover important challenges to marketing strategy research—not least the increasingly limited number and focus of studies, and the declining use of both theory and primary research designs. However, we also uncover numerous opportunities for developing important and highly relevant new marketing strategy knowledge—the number and importance of unanswered marketing strategy questions and opportunities to impact practice has arguably never been greater. To guide such research, we develop a new research agenda that provides opportunities for researchers to develop new theory, establish clear relevance, and contribute to improving practice. (Neil A. Morgan*et al.2018)*

1.2 Statement Of the problem

It is obvious that marketing strategy is essential to develop and underdeveloped countries. Hence marketing strategy is the fundamental pattern of both present and planned objectives, resources development and information of an organization with market additionally marketing strategy focuses effectively to allocate and coordinate marketing resources to accomplish the firm objectives and activities within specific product market and marketing decision.

Companies must consistently watch and manage the marketing environment in order to seek opportunities and award off threat. The marketing environment consists of all actors and forces influencing the company ability to transact business effectively with its target market (Kotler and Armstrong, 2008).

Sustainable and continuous survival of an organization mainly depends on its business relation with its customers. When business firms direct their resources and all their efforts for better accomplishment of their intended purposes, growth and profitability is entirely influenced by the quality and reliability of their service. These could be done through

delivering a service that could increase the acceptance of the organization in the face of the customers.(ShiferaBekele2011)

But nowadays, the number of manufacturing industries like factories in Ethiopia increasing from time to time, the Kedija flour factory is among those which is highly competing with other flour factories to get optimal profit through its ultimate production of flour. However, the problem that the researcher has observed in the factory is that on those factor that tackle the marketing strategy to be implemented and to some extent on how the distribution system, promotional strategy and pricing policy can affect the marketing strategy of Kedija flour factory. So, the main reason that initiated the researcher to conduct on this study is that there are very few researches which are conducted on this topic independently regarding with marketing strategy in Different flour factory. This study intends to evaluate the effectiveness of kedijia flour factory. It is also assumed that the study is provided basic data and current information on strategically implemented. Besides, the company issues and problems demand that the firm continually assess its internal process and capability in promoting, accessibility of the product.

1.3 Research Questions

This research tries to answer the following research questions.

1. What are the causes of basic problem faced by the organization in implementing marketing strategy of the organization?
2. How do you evaluate the effectiveness of distribution system, promotion and pricing strategies of the company?
3. How are the marketing mix's 'the four P's' elements designed for marketing strategies in order to fulfill customer requirement?

1.4 Research Objective

1.4.1 General Objective

The general objective of the study is to examine the marketing strategy of Kedija flour factory at Worabe town

1.4.2 Specific Objective

1. To assess the basic problem faced by the organization in implementing the marketing strategy.
2. To identify the ways of pricing, promotional and distribution strategies.
3. To assess how the marketing mix elements used by kedijia flour factory to satisfy customer's requirement

1.5. Scope of the study

In order to conduct the research manageable, the researcher would focus its scope on theoretically, methodologically and geographically.

Theoretically, marketing strategy focuses on business intention in Worabe, the means and realizing this intention and as the way the company differentiates itself effectively from its competitors, capitalizing on its distinctive strengths to deliver better value to its customer by tacking good marketing strategy.

Methodologically, the researcher was used descriptive research design to describe the existing market strategy of the company. The study would also conduct by using convenience sampling technique.

Geographically, this paper would be limited to only to one company located at Worabe town at Kedija flour factory.

1.6Significance of the study

There are almost becoming the constant experience for the business organizations and highly involve the active participation of marketing managers, in formulating strategies and to attain organizational goal. This paper will generate the following benefits.

- ✓ It gives academic knowledge and experience for the researchers in the work environment.
- ✓ It will be helpful to the company to make profit in marketing policies and strategy.
- ✓ The paper will be serving as a bench mark for future study on similar sectors.
- ✓ The paper will be providing relevant information regarding the marketing strategy of correlated factors
- ✓ It shall be important to the company to fill the gap between marketing strategy and what they must be address.

1.7. Limitation of the Study

It is possible to take more than one organizational to undertake this paper. But due to many conditions such as financial constraints, lack of research experience, poor access of data and time to some extent, the research were limited to one organizational and one specific title.

1.8 Organization of the paper

The paper is organized into five chapters. Chapter one introduces the study by giving the background information on the research problem, objectives, significance, the scope and limitations of the study. Chapter two consists of the review of relevant literature. Chapter three focused on research methodology and relevant justifications. The Chapter four were containing data analysis and presentation of the results. Finally, chapter five concerned with the summery of the major findings, conclusion and forwarded recommendations.

CHAPTER- TWO

2. LITERATURE REVIEW

2.1 Definition and concept of strategy and marketing strategy

The word strategy is used for military purpose but for business purpose strategy is a unified, comprehensive and integrated plan that relates strategic advantages of the firm to the challenge of the environment and it is designed to ensure the basic objective of the enterprise is achieved through proper implementation (kazmi, 2008).

Marketing strategy is the process that can allow organization to concentrate limited resource on the greatest opportunities to increase sales and to achieve sustainable competitive advantage. Marketing strategies serves as a fundamental underpinning of marketing plans designed to fill

market needs and search marketing objectives. Planning and objectives are generally tested for measurable (Cravans ,2006).

Commonly, marketing strategies are developed as a multi- year plan with a tactical plans detailing specific action to be accomplished on the current year (David, 2008)

Marketing strategy involves careful scanning of internal and external environment (factors). Internal factors include the marketing mix plus performance analysis and strategic constraints. External analysis includes customer analysis and target analysis as well as evaluation of any elements technological, economic, cultural, political, regulatory environment likely to impact success.

Generally, component of marketing strategy is often to keep market in line with a company's overarching strategic intent (David. W cravens,2009).

2.1.1Charactersics of marketing strategy

Strategic marketing holds different perspectives it usually has for reach and it emphasis long-term implication. According to Evans and Barman, 1992) marketing strategy has the following characteristics

1. It has a major implication on the resource of the organization
2. If affect whole or part of the organization
3. The effect of marketing strategy that formulated is goes to other stake holders like customer, supplier, distributer wholesalers
4. It is difficult to reverse the consequence of decision
5. The decision commits the organization in significant respects for a long period of time
6. The decision will involve major change in business of the organizations

Strategic marketing is focuses on marketing strategies which is achieved by identifying the market to secure, competition to tackle and timing of market entity emerges from the interaction in a given environment (Evans and Barry, 2009).

2.1.2: Strategic marketing levels

Strategic level is a level in which once organization should define after they analyzed the environment that needed to develop a course of action for the entire organization strategic business unit or for the departments. Basically, this can be done at three levels.

i. Corporate strategic level

Corporate inputs set the degree of freedom a marketing strategist has dealing which market to enter, which business to divest and which market to invest in etc. It is believed that strategic decision making is the responsibility of the top management. These strategies are formulated according to organization wise policies. These are view oriented, futuristic, innovative, persuasive and conceptual and less concrete than the other decisions at the other two levels. The use of wide input formulating marketing strategy also helps to maximize over all benefit for the organization (Jain, 1997).

ii. Business level strategy

The strategies formulated by each strategic business unit to make best use of its resource. At such level strategy is comprehensive plan providing objectives for strategic business unit, allocation of resource among the function areas and coordination between them. If relates with the how aspect and define the choice of product and market of individual business with in the firm.

iii. Functional organizational strategic level

This strategic level is at the operating end of the organization. The strategies are concerned with how the different functions of the organization strategy of other level. If deals with a relatively restricted plan providing objectives for specific functions of allocation of resources among different operations within the functional areas and coordination between them for the achievement of the strategy (Kotler, 2009).

2.1.3 Factors affecting marketing strategy

There are many factors that are cause for challenge of the implementation of marketing strategy they are market size, market rate of growth, government regulation, political or legal factors,

economic and socio- cultural factors, product fit and market share, contribution margin and the market support (Oliver, 1995).

2.2 Concept of marketing strategy

2.2.1 Strategic planning

Strategic analysis is conducted to diagnose business units, strength and limitations and select strategies for maintaining or improving performance.

Strategic planning guides establishing the SBU's mission, setting objectives and determine strategy to use and to meet these objectives. Depending on the size and diversity of the SBU marketing plan may be either included in SBU or developed separately: this plan may be developed to obtain financial support for a new venture in the form of business plan or to spell out internal business and marketing strategies. Marketing plan is developed, implemented, evaluated, and adjusted to keep the strategy and to manage marketing activities during the year.

Generally, planning is a series of annual plan guided by the marketing strategic plan (cravens, 2009).

2.2.2 Environmental Scanning

Environmental scanning serves an early warning system for the environment forces that may impact a company's products and market in the future. Without taking into account relevant environment influence, accompany cannot expects to develop its strategy.

Macro scanning: refers to scanning of interest to entire corporation and it is then at a corporate.

Micro scanning: is often practical at the product or market or business level unit (Thomson Strick land, 1996).

Types of Environments

Corporation today more than ever before are profoundly sensitive to technological, political, social and regulatory changes. To cope up with changing and shifting environment marketing strategist must find new way forecast the shape of things and analyses strategic analysis alternatives?

Technological Environment

The technology bases the technical skills equipment that affect the way economies are converted in to output the rapid phase of technology changes opens up new opportunities but it also poses challenge for marketers. For many firm's success hinges how quickly, new idea can be brought to market. It is the flash of excitement that follow a new discovery in a resource and development lab that make it more important than ever for marketing to guide the production process starting at the beginning with decision about where basic Research Development will be focused (Cotera, 1999).

Political Environment

Marketing strategy is strongly affected by political environment. This environment is composed of law, governmental agencies and pressure groups that inference and limits various organizations and individuals. Sometimes these laws also create opportunities for business. The marketing strategy is deeply affected by political perspective. The marketing strategist need to study with domestic and foreign political happening reviewing selected published. In information to keep tough with political trends and interpret information as it relates to particular company.

Government around the world help their industries to strength their competitive advantage though fiscal and monetary. Measure political support can play a key role in on industry's search for market abroad without it and industry may face difficult situations (kottler, 2001).

Economic Environment

The economic environment is affected by the way all of the parts of our macroeconomic system interact. This affects such things as national income, economic growth and inflation markets require purchasing power as well as people the available purchasing power in economy depends on current income, price, saving, and debit and credit availability (Micael J. Thomas, 1998).

Income Distribution

Nations of the world are greatly varied in distribution of income and industrial structures. In this case marketing strategy followed by marketer is not the same. There are four types of industrial structures

1. Subsistence economy an economy when the vast peoples of one nation engage in simple agriculture, consume most of their output and sell the rest for markets.
2. Raw material exporting economy: are rich in one or more natural resource but poor in other aspect e.g., technological aspect but much of their revenue receives from exporting this resource.

3. Industrializing economies; in an industrialized economy manufacturing begins to account 10% to 20% to domestic product.
4. Industrial economies are exports major of manufactured goods and investment funds (kottler, 2001).

It is today that all economies, small or larger are engaged in strategic planning to examine the economic environment. Relevant published information is usually gathered, analyzed and interpreted for use in planning process. The larger corporation, however, but not only buy detailed and specific information from private sources, ever and above what may be available from government sources, but they analyze the information for meaningful conclusions by constructing economic models.

Usually, economic environment is analyzed by the following key economic indicators. Employment, consumer price index. households' income and expense, industrial production, personal income saving rate, capacity utilization, productivity, money supply, re tail etc (Jr. Donney,2001).

Socio-cultural Environment

Society shapes our believes and norms, peoples absorb almost view the world unconsciously that define their relationship to themselves, to others, to organization and to universe. The climate of a business is its own social relevance. This is particularly true in a society where survival needs are already being met. Therefore, it needs the strategic planner to be familiar with emerging social need trends and concerns.

The relevant of socio-cultural environment to a particular business will of course vary depending on the nature of business for example for a technological oriented business, scanning socio-cultural environment may so much further.

An important aspect of the social environment concern, the value of consumer hold observer hold observer may not have many value shifts, the directory influence business values mainly revolve around a number of fundamental concerns regarding time quality, health, environment, personal income and diversity (cotera, 1999).

Regulatory Environment

Government regulation influences marketing strategies on business appear to be increasing it is estimated that business spend on the average twice as much time fulfilling requirement today.

Interestingly government in recent year has changed it emphasis from regulating specific industries to focusing on problem areas of national interest including environment, elimination of job discrimination, and establishment of safe working conditions and reduction of product hazard, especially on the impact product packaging on the environment and promotion regulation (Michael J. Thomas, 2001).

2.2.3 Analyzing environment and appraising resource

This analyzing and appraising of organization resource is how as SWOT Analysis

Strength and weakness

Strength of the organization is internal analysis which shows company's positive side at doing good or characteristics that gives it an important capability it can be important skill available organization resource or competitive capability or an achievement that put the company in a position of the market advantage, it is result from alliance or curatives enhance company's competitiveness (cizinota and Rorkainen, 1998).

Witness is something a company's lack or a condition that puts it at disadvantage. A weakness may or may not matter a company competitively vulnerable, depending on how much the weakness matters in the market.

Once a manager identifies accompany internal strength and weakness, the how competitions need to be carefully evaluated from strategy. Some strength is more important than other because it depend on performance in competing successfully and informing a powerful strength (cizinota and rorkainen, 1995).

Opportunities and threats

Market opportunity is a big factor in shaping company's indeed managers can't match strategy to the company situation without identifying company opportunity and appraising the growth and profit potential each on holds. Depending on company's condition, opportunity can be plentiful and can range from widely attractive to marginally attractive. Threat is also the external environments that affect the company's marketing strategy.

Opportunities and threats are largely beyond the control of a single organization. These are creating different types of consumers, and need different types of product and service strategies. Strategic marketing is that the firms need to formulate strategies to take advantages of external opportunities to avoid or reduce the impact of external threats. So, identifying, monitoring and evaluating external opportunities and threats is essential for success (Thomsson stick land ,1996).

2.3 Strategic Decision

The strategic decision is the element of marketing mix they are product, promotion, physical distribution and the price of product.

2.3.1 Product Strategy

Product strategy is a critical element of marketing and business strategy since it is through the sale of product and services that companies survive and grow. It depends on understanding the nature of products and basic decision areas in product management.

Other areas of product strategies that are important for company's well-being are product classification, product quality and value, product mix and product line, branding and brand equity and packaging, product lifecycle and product audit are also among important product strategies (Porter and Donnelly, (2007)

2.3.2: Distribution Strategy

Distribution strategy is a systematic decision making regarding the physical movement of goods or services form producer to consumer as well as the related transfer of the ownership of them. If encompasses such a diverse function as transportation inventory management and consumer transaction, channels of distribution are a combination of institutions through which a seller markets a product to the user. Distribution of good and services viewed as adding the cost of product.

Generally, since producer use intermediaries because a marketing intermediaries can perform functions more cheaply than producer can many of them are so specialized (Fred R, David, 2001)

Types of channels of distribution

They are two types of channels of distribution; direct channel selling directly to the market without using another intermediary but using different method such direct mail, telemarketing, catalog selling, online selling. Indirect channel; it is distribution channel that one common for consumer goods through wholesaler and retailer

Selecting charnels of distributions

Given numerous types channel intermediaries and functions that must be performed task of selecting and designing by considering distribution coverage, degree of control to total distribution cost and channel flexibility (Jr. Donny, 2001).

2.3.3 Pricing Strategy

According William G. a wide range of pricing strategies are available to a marketing managers use several types of the strategies to arrive at price that reflects market realities, costs, consumer perceptions and other consideration one marketing manager may follow different marketing strategies like differential pricing strategies that means organization may sell the same product to different buyer at different price, competitive pricing strategies are used by organization that have the competitive objective to avoid price competition and price cutting and to undercut the competition by setting price lower than those of competitors. Product line pricing strategy is also formulated to maximize profits for any individual items in the line by focusing on total profit pricing rather than item profit pricing. Psychological and image pricing strategies it is like any other stimulus, for example retailers often use a reference pricing strategy, in which moderate pricing is used and also price is based on the geographic distance separating buyer from point of sale or point of production. A common geographic pricing is freight on board (Selection of one or more location to serve) Pricing (William. G Zikmund, 2001).

Factors affecting pricing strategy

Price can be influenced by many factors like; marketing objective, cost structure, legal constraints, demand supply of product, company product image, consumer attributes, economic situation, product lifecycle and completions (direct and substitutes) (Malcolm Me Donald ,2007).

2.3.4. Promotional Strategies

Promotion is any forms of communication used to inform, persuade and/or remind people about an organization's product or services. The marketer uses to persuade information to different parties. Promotion comprises elements of advertising, public relation; personal selling and sales promotion this is depend on the nature and choice of the organization (Onkivist and Shaw, 2005).

Advertising covers any communication that is paid and non-personal, for cinema commercial, radio, TV, and print media and bill board. Public relation is where communications is not directly paid for and include press release, sponsorship deal, exhibition, seminar or trade affair and events. Personal selling is also it is a direct marketing communication to inform product mostly; specially for industrial or business buyer (Kotler, 2008).

Finally, sales promotion is also a form of communications in which the media and non-Media marketing communication are employed for pre deterred, limited time to increase consumer

demand, to stimulate market demand of particular product and to improve a product al availability, sales promotions tools include contest, coupons freebies, loss leaders, pop display, premium, prize and product samples are among the most one (Ferrell, 2010).

2.4 International Marketing Strategy

International marketing strategy is the performance a business activity that died the flow of company's goods and services to consumer and users in more than one nation. It may describe its activities as exporting international or multinational market (Oliver, 1995).

The way in which international markets are managed different little interns of general approach and principles from marketing management in national contact. The way in which accompany competes and strive in the international market will be determined by the approach to strategy formulation in the home dearly account must be taken of the various factors affecting interactional marketing decision but the process of formulating strategy at corporate and functional level and translating such strategies into marketing plans (cateora andGrahm,2005).

2.4.1 Motives for International Marketing

Organizations might decide to enter international markets for a number of reasons. The economists have traditionally emphasized the principle of communists have traditionally emphasized the principle of comparative and absolute advantage to explain why international trade takes place. Apart from cost advantage, production capacity problem in domestic market, if government sponsored export drives which provide the incentive for a firm to try its hand at international marketing. It also some product line completions in foreign market may be less intense than in domestic market (Jain, 1997).

2.5. Distribution Strategies

Managers must think about place-making goods and services available in the right quantity and locations, when the customers want them. And when different target markets have different needs, a numbers of place variations may require. Distribution strategies are concerned with the channels a firm may employ to make its goods and services available to customers (Perreault, 2011).

2.5. 1.. Marketing Mix Strategies

As stated by Kotler (2003) ‘’Marketing mix describes the set of tools that management can use to influence sales’’. In order to maximize sales, we have different kind of tools. The formulation is called the 4Ps-prodct, price, place and promotion. It is a planned mix of the controllable elements known as a “mix” because each ingredient affects the other and the mix must overall be suitable to the target customer. Kotler (2003) also added other three Ps-People, Process and physical evidence. A profitable formula for marketing operation is mostly that marketing mix changes as per marketing conditions and with changing marketing factors.

The marketing tools are classified in to four broad groups, called the four Ps of marketing: products, price, place and promotion. To deliver on its value proposition, the firms first create a need satisfying market offering (product). It must decide how much it will charge for the offering (price) and how it will make the offering available to target consumers (place). Finally, it must communicate with target customers about the offering and persuade them of its merits (Kotler and Armstrong, 2012).

2.5.2 Product Mix Strategy

The product mix of an individual company can be described in terms of width, length, depth, and consistency. The width refers to how many different product lines the company carries. The length refers to the total number of items in the mix. The depth of a product mix refers to how many variants of each product are offered. The consistency of the product mix refers to how closely relate the various product lines are in end use, production requirements, distribution channels, or some other way (Kotler, 2007).

Kotler (2000) defines that product is anything that can be offered to the market to satisfy a want or a need. Products include physical good, services, experiences, events, persons, places, properties, organization, information, and ideas. The customer will judge the offering by three basic elements: product features and quality, service mix and quality, and price appropriateness.

As a result, marketers must carefully think through the level at which they set each product’s features, benefits and quality. A product, service is the starting point of all marketing activities. A product is a combination of different attributes. It comprises of physical factors such as color, design, features, performance and non-physical factors like value, quality etc.

Product planning involves a variety of decision to be taken firmly to bring the product in the market. When we think about product, we have to take consideration: Design is very important in a today’s world as it is all about gaining attention, focusing it on the product and influencing

the purchase decision of the customers. The design is directly linked to show success and makes the difference.

Technology must be used to develop user friendly products with product differentiation. Usefulness of product can increase market share of the product as it is very essential component to have competitive advantage in the market a product should be developed keeping extra uses in comparison to same type of product available in the market.

Product differentiation is established in the market by increasing the usefulness of a product. Value is something which is a look around of companies while developing a product so that if customers are paying then, they should not feel that they have been charged more than the manufacturing cost of the product. Hence high-performance product which meets or exceeds a customer demand related to a product's performance should be developed. Convenience is a factor related to usage of the product and the product should bring ease in life of customer. Quality product is one of the marketer's major tools (Kotler and Armstrong, 2012).

Packaging is used for raising the product's value. Packaging increases the perceptual experiences about the quality of the product. Packaging plays the role of attention-getter which starts the sales process. It provides information about product attributes such as price, quality, quantity, instruction for use and other product information (Koyade, 2014). Kotler, et.al. (1999) defines Branding has become a central issue in a product strategy. On the one hand, developing a branded product requires a great deal of long-term marketing investments, especially for advertising, promotion and packaging. Branding usually assures high or at least consistent quality and hence encourages repeat purchase. Warranties give an assurance to the customer about after sales service which assures the customer about the durability of the product and maintains satisfied customers in the market.

CHAPTER THREE

3. METHODOLOGY OF THE STUDY

3.1. Study Area Description

The study was conducted in Kedijia flour factory which located in Southern Nations Nationalities and peoples Region (SNNPR) in silte zone worabe town. Was established in 2005 E.C by having Four million birr and there were 48 employees which 35 of them are male employees and 13 of them are female employees. The production units of the organization are located in the southern parts of Worabe town in the area locally known as Duna, kebelle02. The factory use wheat as the main raw material to produce the flour. The main marketing out late is in the central market area of the city and few of rural kabelle; the factory is engaged first producing a single product of flour from the beginning. The factory was established to satisfy the demand of flour in the market and realized certain earnings from its business under takings.

3.2. Research Design

Research design expresses both the structure of the research problem and the plan of investigation used to obtain empirical evidence on relations of the problem [Emory; Cooper, 1991].In relation to this paper the researcher were use descriptive research design because descriptive research design is appropriate to describe phenomena associated with a subject population. so, using descriptive research design has been employed to conduct this paper widely &properly.

3.3. Data source and data collection technique

3.3.1. Data source and data type

The researcher was used qualitative and quantitative data to obtain from both primary and secondary sources. The primary data has been obtained through questionnaires (open and closed ended), from employees and interview from the manager of the company purpose fully. The primary data obtain from primary sources was mainly used in analysis parties. The secondary data was gathering from published and unpublished documents and annual reports of the organization.

3.3.2. Data collection Technique

The Researcher prepared questionnaires for employees and semi-structured interview for the manager in order to collect sufficient and relevant data for this paper. The questionnaires were prepared in understandable language for the respondents and I believe the rational for using questionaries' is, it easy to fill and understand. The questionnaires were both open and close ended for the employees.

3.4. Sample Design

3.4.1. Population of the study

The target group of this study would be the 90 current employees of kedijia flour factory in worabe town.in addition to this the researcher take Top manager of kedijia flour factory are also another target population of the researcher's study.

3.4.2. Sampling technique

The sampling technique that was used in this paper is non-probability sampling techniques. There are different types of non-probability sampling techniques. But for this study convenience sampling method was found to be important. Because it allows the researcher to obtain basic data and trends regarding his study without the complications of using a randomized sample.

3.4.3. Sample size determination

Currently there are 90 employees in Kedija Flour Factory. It is difficult to take all these employees, due to the availability of time and budget. The sample size is determined based on the following simplified formula projected by in Yamane (1967) as cited in Israel, (2003). A 90 % confidence level p= 0.1 are assumed for the purpose of determining sample size for this paper. Therefore, sample size is determined using the formula.

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

Where n=Sample size N=Total population; e=is the level of precision

$$n = \frac{90}{1 + 90(0.1)^2}$$

$n = \frac{90}{1+90(0.01)} = 47$

The study used convenience sampling to select sample respondents. So; the sample size was 47 employees

3.5. Method of Data Analysis Techniques

Data of marketing strategies has been collected using questionnaires designed in open and close ended form. Once data was collected using the above method of data collection, data processing have been made by editing the data which help me to correct errors in questionnaires before data is analysis. And finally, the result was interpreted using tabulation and percentage form. Then after data has been and analyzed, the findings were used to draw necessary conclusion and recommendations.

CHAPTER FOUR

4. Data Analysis, Presentation and Interpretation

In this chapter the collected data were presented, analyzed and interpreted by using table in the form of percentage. Firstly, the data gathered from employs were interpreted and managers were followed.

4.1 Profile of Respondents

Table 4.1.1: Total Number of questionnaires distributed, returned and unreturned

Questionnaires	Number	Percentage
Returned	45	96
Unreturned	2	4
Total distributed	47	100

Source: own survey 2023

As Table 1 shows, the questionnaires were distributed to 47 employees of Kedijia flour factory. Among these 45 (96%) were kind enough to fill the questionnaires properly and return them on time. The rest 2(4%) were failed to complete and return the questionnaires. All the returned questionnaires were completed and considered for the analysis.

4.2 Employees Responses for close ended questions

Table 4.1.2 proportion of female and male;

Responses	Number of Respondents	
	Number	Percentage
Male	39	87
Female	6	13
Total	45	100

Source: own survey 2023

Table 4.1.2 shows 39(87%) of respondents are male and the remaining 6(13%) respondents are female. Number of females is very low when we compare with male in staff. This indicates that the factory doesn't give equal opportunity in employing female in staff.

Table 4.1.3 Age groups of employees

Responses	Number of Respondents	
	Number	Percentage
18-25	15	34
26-45	24	53
46-50	6	13
Above 50	-	
Total	45	100%

Source: own survey 2023

According to above table 15(34%) of respondents are fall under 18-25 age group, 24(53%) respondents are 26-45, 6(13%) are fall under 46-50 age group. We can safely conclude from this most of the factory's employees are found under productive age that means 26-45 age group.

Table 4.1.4 Educational Background of Employees

Responses	Number of Respondents	
	Number	Percentage
10^{th} and 12^{th} grade complete	7	16
Certificate	11	24
Diploma	23	51
Degree	4	9
Masters and above		
Others		
Total	45	100%

Source: own survey 2023

Above table 4.1.4 implies that 23(51%) their educational background is diploma, 7(16%) are 10^{th} and 2^{th} grade complete, 11(24%) of employees were certificate holders and the remaining 4(9%) are degree owners. This indicates that most of employees of the organization are diploma this means company has not giving emplane to qualification of employee.

Table. 4.1.5 Work experience of Employee

Responses	Number of Respondents	
	Number	Percentage
<1year	3	7
1-3	5	11
4-6	22	49
Above 7	15	33
Total	45	100%

Source: own survey 2023

Table 4.1.5 reveals that 3(7) relies <1 years, 5(11%) of employees had 1-3 work experience, 22(49), relies between4-6 and the rest are above 7 years. This indicates most of the workers of company are well experienced. We can safely deduce that this organization give great consideration to work experience rather than qualification, they choose upraise the existing employee rather hiring new one.

Table 4.1.6 salary payment

Responses	Number of Respondents	
	Number	Percentage
Very satisfied	-	-
Satisfied	21	47
Dissatisfied	9	20
Very dissatisfied	15	33
Total	45	100%

Source: own survey 2023

Above table 4.1.6 shows 21 (47%) employees responded that they are satisfied with the salary paid by the company, 15(33%) of respondents responded as they are very dissatisfied and the remaining 9 (20%) are dissatisfied with salary paid by the company. This implies organizations payment system is good it motivates the workers.

4.1.7 The factor that cause for the implementation of marketing strategy

Response	Number of respondents	Percentage
Product quality	15	33
Price setting	4	9
Promotional effectiveness	19	42
Distribution network	7	16
Total	45	100

From the above table 19(42%) of respondents responded as promotional effectiveness is more affecting for the implementation of the factories marketing strategy,15(34%) of the respondent replied as product quality,7(16%) respondent responded as distribution network& the remaining,4(9%) of the respondents replied as price setting affects the marketing strategy of the factory. As stated in the statement of the problem promotional effectiveness is more affecting the company's marketing strategy?

Table 4.1. 8: The Company's products availability and accessibility

Response	No	Percentage
Excellent	4	9
Very good	9	20
Good	32	71
Poor	-	-
Very poor	-	-
Total	45	100

Source: own survey2023

As table 4.1.8 depicts, 4 (9%) of the respondents said, the availability and accessibility of the products are admirable. 9 (20%) replied very good and 32 (71%) of the respondents responded as it is good. The response implies the distribution system of the company is brilliant and determines the product's marketing presence and the buyers' accessibility to the product. Thus, products availability is so nice and buyers can get the product easily.

Table 4.1.9 the marketing strategy that challenges the factory operation process;

Responses	Number of Respondents	
	Number	Percentage
Domestic	31	69
International	14	31
Total	45	100%

Source: own survey 2023

Table 4.1.9 shows that marketing strategy 31(69%) of respondents responded domestic marketing is more affecting the company operation process and the remaining 14(31%) responded international marketing is more affecting company operation. This implies micro (competitor) environment and macro (economic, regulatory/environment and political) are more affecting the company's strategy.

Table 4.1.10 opinions concerning the prices of the company's product

Price of product	Number	Percentage
Very cheap	2	4
Cheap	13	29
Affordable	30	67
Expensive	-	
Very expensive	-	
Total	45	100%

Source: own survey 2023

As far as the theory is concerned, a large number of internal and external factors are examined before prices can be set. As per the response, 30(67%) of the respondents revealed that the pricing Strategies of the company's products are affordable and 13(29%) said it is cheap. The response implies that the company pricing strategy is reasonable and affordable as a result most individual Customers can handle this price.

However, the managers were revealed that the company has not any written pricing Policy. The prices of the products are depending on different factors like: Transportation charges: Costs are incurred by transporting inputs and distributing the final products Competitors' costs: costs incurred in order to stand out competitors resulting in different pricing by competitors' pressure. Economic factor: inflation and deflation affect the pricing strategy Gross profit costs: Margin that the company maintains in order to gain and survive after covering its direct costs.

Overhead costs: costs that are incurred for different marketing activities, wages, salaries etc.

Net profit: the ability of paying the owners in the form of dividends. Direct costs: cost that are incurred by raw materials, taxies, machineries etc. Generally, the pricing strategy is not in a single way because there is a highly turbulent environment and the price also will change according to the conditions. The company like any other organization, prices its products to maximize its profits or the price must cover the whole costs and should gain some profits. It works hard to lower its production, overhead and administrative costs by cutting redundant operations, increase efficiency and productivity.

Table 4.1.11 The Company setting the price of the product based on

Responses	Number of Respondents	
	Number	Percentage
Cost	28	62
Supply		
Demand		
Competitor	17	38
Total	45	100%

Source: own survey 2023

Table 4.1.11 indicates that 28(62%) of respondents responded cost based when setting price for their product and 17(38%) are stated as competitors-based price setting. this depicts that company focuses most of the time on cost (monetary cost and non-minatory cost like search cost, time cost etc.) it is better if the company additionally use another pricing strategy differential pricing strategy.

Table 4.1.12 macro marketing environment mostly affecting the factory operation process

Responses	Number of Respondents	
	Number	Percentage
Political		
Technological	29	64
Social		
Economic	16	36
Total	45	100%

Source: on survey 2023

As table 4.1.12 shows 29(64%) of employees responded as technological environment more affecting factory operation process and 16(36 %.) respondent replied economic environment. This implies that company has not used sophisticated technology and has lack of liquid capital, this case why the company competition is only limited to domestic market.

Table 4.1.13 Micro marketing environments mostly affecting the factory operation process.

Response	Number of respondents	
	Number	percentage
Company	7	16
Supply	11	24
Competitors	15	33
Publics	4	9
Marketing intermediaries	8	18
Total	45	100

Source: own survey 2023

According to table 4.1.13 15(33%) respondents responded as competitors is more affecting the factory's operation process,11(24%) respondent replied as supply,8(18%) of the respondents responded as market intermediary,7(16%) replied as the company and the rest 4(9%) of the respondent replied as the public's. Generally, the factory is more affecting by the competitor's

activity such as by increasing or decreasing price, by producing quality product, giving incentives to the customers.

Table 4.1.14 Company's relation with its customers

Responses	Number of Respondents	
	Number	Percentage
Very good	13	29
Good	29	64
Poor	3	7
Very poor		
Total	45	100

Source: own survey 2023

As it is shows that 13(29%) of respondents responded the company has very good relation with its customers, 29(64%) responded as good, 3(7%) replied as poor relation.

This implies that the company list the customer after sales and take opinion from them regarding satisfaction, that means satisfaction utilized service quality, price and product category then its outcome is customer loyalty.

Table 4.1.15 employee's perception regarding distribution system of the factory.

Responses	Number of Respondents	
	Number	Percentage
Very satisfied	4	9
Satisfied	15	33
Dissatisfied	23	51
Very dissatisfied	3	7
Total	45	100

Source: own survey 2023

Above table 4.1.15 shows that 4(9%) respondents were very satisfied 15(33%) respondents are satisfied, 23(51%) respondents stated as they are dissatisfied and the remaining 3(7%) are very

dissatisfied. From this we can safely conclude that distribution system of the factory is need great improvement.

Table 4.1.16 Company has its own ware house to distribute their products

Responses	Number of Respondents	
	Number	Percentage
Strongly agree	45	100%
Agree		
Undecided		
Disagree		
Strongly disagree		
Total	45	100%

Source: own survey 2023

As the above table 4.1.16 indicates 45(100%) respondents replied that they sure or strongly agreed as company has it is own ware house to distribute them. We can conclude that the organization hasn't the problem of ware house, so it is important for organizations product safety and protection.

Table 4.1.17 type of channel intermediary the factory used

Responses	Number of Respondents	
	Number	Percentage
Whole seller	45	100
Retailer		
direct to customer		
Total	45	100

Source: own survey 2023

According to table 4.1.17 respondents are surely or 100% stated as a company uses whole seller as a distribution channel.

This implies that company use only selective distribution system but company should use mixed channel system to add value for its product like selective and intensive channel system.

Table 4.1.18 market share of the factory

Responses	Number of Respondents	
	Number	Percentage
Very high		
High		
Medium	15	33
Low	22	49
Very low	8	18
Total	45	100

Source: own survey 2023

Table 4.1.18 indicates that 22, (49%) of employees stated as market share of the company is low, 15(33%) respondents replied as medium and the rest of 8(18%) of respondents replied market share of the company is very low. This depicts that company market share is low. So, company is follower in market they concentrate initiating they should adopt the following strategies counterfeiter (duplicating 2 leaders' products), emulating and customization leaders' products.

Table 4.1.19 relationship between employees and management staff

Responses	Number of Respondents	
	Number	Percentage
Very good	15	33
Good	7	16
Poor	13	29
Very poor	10	22
Total	45	100%

Source: own survey 2023

According to table 4.1.19 15(33%) of employees responded as cooperation of management is very good with their management staff, 7(16%) of employees stated as good relationship, 13(29%) stated as management staff is poor relation with their employees and 10(22%) of employees replied as very poor. This indicates that the relationship between employees and management staff is good since they perceive employee's encouragement is good for organizational wellbeing and to be profitable.

Table 4.1.20 foreign relation of the company

Responses	Number of Respondents	
	Number	Percentage
Very good		
Good	4	9
Limited	19	42
There is no	22	49
Total	45	100

Source: own survey 2023

From table 4.1.20 22(49%) of respondents are responded the company has no relation internationally, 19(42%) of employees responded as company has limited relation and remaining 4(9%) replied as relation is good. From the above information we can conclude that company's international relation is poor or there is no relation and they are not exporting any product.

Table 4.1.21 Tendencies of customers to products of company.

Responses	Number of Respondents	
	Number	Percentage
Very high		
High	25	56
Medium	6	13
Low	8	18
Very low	6	13
Total	45	100%

Source: own survey 2023

Table 4.1.21 implies that 25(56%) of employees responded interest of customers toward company's products is high, 6(13%) of respondents replied as medium, 8(18%) of respondents responded customers interest is low and the rest 6(13%) of stated as very low. This indicates the tendency of customers toward products of company is good. This implies the company is encouraging the loyal customers and giving the promotional gift.

4.2 Employees Responses to open ended Question

For question number 21 that requested to know the major problems encountered in implementing marketing strategies of the factor; 50% of the respondents responded as most of the time our company became difficult to implement its marketing strategy. Thus, problems are coming from both macro and micro environmental factors, especially macro environments such as lack of capital and technological factors are more affecting to implement the marketing strategies and from the micro environment the availability of raw materials such as wheat is very scares. Due to this and other related problems the company faces difficulty to implement its marketing strategy.

For question number 21 to know the employee's response to use sophisticated technology or not. Majority of the employees said that yes kedijia flour factory use different modern technology like modern equipment and machinery used to produce different size macron, pp. sack and flour production but it is not as much enough.

For question number 22 that were requested about the quality control system of the organization 25% of the respondents responded that we can control quality of our product by human technological control, testing and measuring technique.

4.3 Response of manager for interview questionnaire

The information that gathered from manager through interview is presented as follows.

For question number 1 that was requested to know the manager response about the factors that challenges the marketing strategy of the factory; the manager responded as

Most of the time our company marketing strategy is challenged by economic and technological factors. That means economic factors such as lack of liquid capital affects our marketing strategy to produce the quality product and technological factors also affect our marketing strategy such as modern equipment affect our marketing strategy.

most of the time our company challenged by economic factors and technological factors like modern equipment.

For question number 2 to know about the what measurements taken to solve the challenges; for this question the manager replied that great consideration should be taken for strategic level of management and by increasing the capital of factory operation process, for knows there is no measurement.

For question number 3 that was requested to know the distribution channel the factory used; the manager responded as our factory uses both direct and in direct distribution channel that means direct to customers and we can distribute our products by the order of customers by considering the transportation cost. That means some times the factory transports the product by discount transportation cost. Generally, our company uses direct distribution channel.

For question number4 the researcher asked him as what type of media the factory used to inform the factory's product; the manager responded that we can inform our products through electronic media such as South radio and through print media pump let is a good example

For question number 5 that was requested to know the reasons why the product is only limited to domestic market; the manager responded as it is because lack of sufficient capital and mostly company used old machinery. Due to this reasons the factory's product is limited to domestic market

For question number 7 that was requested regarding what distribution objectives and strategies the company pursued; distribution strategy of the company "Quality product is the key to the company success" said the managers of the factory "And as a result, everyone is willing to carry out our products." they added. This shows that once quality product is produced, it will not have any problem to distribute it and kedijia flour factory produces quality products and distributes it through direct and indirect channels. For an agent to be selected by the company, it must have financial capacity, skilled and experienced manpower, necessary logistics (or transportation), it must be legal or licensed, has storage capacity, well structured, and reputed. The agent should also be capable of maintaining closer conduct with the company and different roots under its chain.

For question number8 that was requested about the company's current marketing strategies;

According to the response of the manager the current marketing strategies of our company is relatively good. It has its own were house to distribute their flow product, all their products are packaged and on the side of promotion the company promotes its products in both print media and broadcast media such as South radio, pump lets and set its price based on the environmental conditions especially by considering the competitor's price. But due to the availabilities of modern machine to the company cannot produce other products.

For question number 9 was requested about future plan to expand or increase market share; for this interview the manager said that we know that there are more than six flour factories in Worabe city.

Our company has its own future plan to win the competitors effect and competing other Ethiopian known flour factories.

So, in order to fulfill this plan, the company plans as follows; buying modern machinery, increasing the number of ware house, producing high quality product and will distribute by its own transport by discount price.

CHAPTER FIVE

5. .Conclusion, recommendation and summary of major findings

This chapter deals conclusion and recommendation that examined in chapter three to put major general conclusions of study encapsulate the whole idea and put recommendation for exiting problems.

5.1 Conclusion

As shows that the important points which explained in the analysis part is concluded as follows

- As it clearly shown in the analysis part in the case of proportion of male and female in staff is not equal. This indicates that the factory doesn't give equal opportunity for female in staff.

  Most of employees of the organization have high experience, under productive age group and with low qualification this mean. Organization not hires new employees and up grading the existing employees. the company affected by market segmentation in the activity of sub dividing the market along with commonalties similarity or kinship its also classified based on the customer characteristics such as demographic, geographic, behavioral and psychographic or life style segmentation
- Marketing strategies of the organization mostly affected by the micro marketing environment such as; availability of supply, competitors, company, public and market intermediary are affecting the factors operation process. But competitors are more affecting the factors operation process.
- In terms of the pricing strategy, Kedija flour factory sets the pair pricing strategy for its customers. The objective is to maximize its profits. It has not any written pricing policy as a result the prices of the products are depends on different factors like; transportation charges, Competitors' costs, Economic factors, Gross profit costs, Overhead costs, Net profit, Direct costs. Generally, the pricing strategy is not in a single way because there is a highly turbulent environment and the price also will change according to the conditions. The company like any other organization, prices its products to maximize its profits or the price must cover the whole costs and should gain some profits.

- Distribution strategy of the organization somehow limited because factory used only direct distribution channel and only selective distribution system without specialization and also the company has its own ware house to distribute its product by order to customers.
- In the case of promotional activities, the organizations have no clear promotional strategy they are little bite limited to only on sales promotion even it is also not effective, this implies that company's promotional strategy need great improvement.
- Market share of the company and relation is only limited to domestic because of insufficient capital, problem of finance and cooperation of management.
- The organization distribute quality product but capacity has low production capacity. This case for customers turned away and deterioration in supply of company's products.
- The measurement taken by the organization is low to solve the problem or factors that affecting the company's production process.

The company's quality control system is mixed that means the organization use technological and human control techniques

5.2 Summary of major findings

Regarding the demographic characteristics of the respondent and general information the majority of the respondent's were male 39 (87%) and other rest 6 (13%) were females out of the total respondent's more than half 53% of them mere aged in the range of 26-45 followed by the Age bracket of 46 and 50 which accounted for 13% the majority 16% of them were Diploma holders 7 (16%) of them 4 (9%) degree and 11 (16%) were certificate

22 (49%) of respondent's are responded the company has no relation internationally 22 (56%) of employees responded interest of customers toward company products is high.

5.3 Recommendation

Based on the above analyzed information the research gap as stated in the statement of the problem; there is gap in the distribution strategy, product quality and promotional strategy. Based on the conclusion of the study the student's researcher forwards the following recommendation to overcome the problems.

- The company should recruit and select employee to manager staff, and should select and recruit well qualified sales person and they give continuous and appropriate training.

- Company should adapt or formulate well defined and competitive strategy which go with the current situation or environment.
- Company should maintain the existing measure of effectiveness of distribution system and channels and should have clear distribution strategy.
- Factory should be considering purchasing power of the customer and competitors' strategy when setting price for their products.
- The factory should set a well-planned promotional strategy and well-defined marketing concept to succeed in a business.
- Relation of company internationally should not be limited because it is important for company's wellbeing.
- In order to solve the challenge of factory is marketing strategy before formulating they should analyses the existing environment.
- Company has only limited to domestic market because of insufficient capital and different machinery this problem should be solved then production capacity and market share of the factory is increase.
- Company should give more attention for customer's attraction activities and production capacity.
- In order to maximize market Share Company should need to apply the size of the leader and horizontal integration irately.
- Generally, company should make internal ruin mental analysis like performance appraisal and external analysis like economic and technology aspect of the organization.

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APPENDIX

WOLKITE UNIVERSITY

COLLEGE OF BUSINESS AND ECONOMICS

DEPARTMENT OF MARKETING MANAGEMENT

This questionnaire is designed to be filed by the employees of kedijia flour factory. The purpose of this questionnaire is not for other secret rather to carry our research to analyze marketing strategy and it's to find the possible solutions to it.

I would like to say thanks for your heart full cooperation to give sufficient information by wasting your time to fill the questionnaire.

Direction

a. Indicate your responses by putting active (X) or (√) in a given box for a closed ended questions and writing short answer on provided space for open ended questions
b. Writing your name is not needed.

I. personal information

1. Age 18-25 ☐26-45 ☐46-50 ☐above 50 years ☐

2. Sex male ☐female ☐

3. Educational level 10 and 12 complete ☐ certification ☐

Diploma ☐ Degree ☐ Master ☐ Other ☐

4. Work experience <1 year ☐1-3 ☐ 4-6 ☐ above7☐

II. Basic research question

5. How your organizations perform motivation salary payment?

Very satisfied ☐ satisfied ☐ dissatisfied ☐ very dissatisfied ☐

6. The factors that cause for the implementation the factory's marketing strategy is

Product quality ☐ price setting ☐ promotional effectivens ☐

Domestic factor ☐ international factor ☐

7. The macro environment is mostly affecting the factory operation process

Political ☐ economic ☐ social ☐ technological ☐

8. The micro environment mostly affecting the factory operation process?

Company ☐ supply ☐ competitor's ☐ market intermediary ☐

publics ☐

9. What is your opinion concerning the price of the company's products?

Very cheap ☐ cheap ☐ Affordable ☐ Expensive ☐ Very expensive ☐

10.The company's products availability and accessibility are

Excellent ☐ Very good ☐ Good ☐ Fair ☐ Poor ☐

11.The company sets the price for the product based on

Cost ☐ supply ☐ demand ☐ competitors ☐

Other _____

12.How do you rate market share of provided product?

Very high ☐ medium ☐ low ☐

High ☐ very low ☐

13.The type of channel intermediary factory used?

Whole seller ☐ retailer ☐ direct to customer ☐

14.What is your opinion about the cooperation of management with staff member the success of factory?

Excellent ☐ Very good ☐ good ☐ medium ☐

15.How do you evaluate the international relation of the factory

Very good ☐ good ☐ limited ☐ no relation ☐

16.The tendencies of interest of customer toward your product?

Very high ☐ high ☐ medium ☐ low ☐ very low ☐

17. How do you evaluate the effectiveness of distribution system of the company?

Very satisfied ☐ satisfied ☐ dissatisfied ☐ very dissatisfied ☐

18. Company has its own ware house to distribute their product

Strongly agree ☐ agree ☐ undecided ☐ disagree ☐ strongly disagree ☐

19. How do you evaluate the company communication with its customers?

Very good ☐ good ☐ poor ☐ very poor ☐

20. What are the major problems encountered in implementing marketing strategies?

_____

_____

_____

_____

21. The company use sophisticated technology?

Yes ☐ No ☐

22. If the above answer is 'yes' what type of technology used?

_____

_____

_____

23. What is your opinion about quality control system of the organization?

24. If you have further comments please indicate the space provided._____

_____

_____

THANKYOU

Interview for the manager of Kedijia flour factory

1. What are the factors marketing strategy problem?

_____

_____

2. What will be taken as measurement to solve this problem?

_____

_____

3. What type of distribution channels used by the factory?

_____

_____

4. What type of media most of the time does the Kedija flour factory used to inform your product? _____

_____

5. Why the market for your product is only limited to domestic market?

_____

_____

_____

6. What factors do you consider in setting pricing strategy?

_____

_____

_____

7. What distribution objectives and strategies are the company pursued?

_____

_____

8. Over all how do you evaluate the company's current marketing strategies?

_____

_____

_____

_____

9.

What is your future plan to expand your products or to increase your market share?

_____

_____

THANKYOU