PRODUCT PROMOTION

1. - Product advertising.

   - Institution advertising.
   - Competitive advertising.
   - Informative premium demand advertising.

2. -Increase sales
   - Prolonged duration of the competition
   - Creation of consumer brand loyalty
   - Promotion a company's image
   - Cost
   - Creation of product awareness

3. Structural changes experienced in economic development:

   - Shift from agricultural to manufacturing sector
   - Increased in literacy
   - Increased in skilled manpower
   - Improvement in health facilities
   - Improvement in technology that handle new methods of productive activities

4. - Free of charge repair for a specific period
   - Servicing of the equipment at regular intervals free or at a very reasonable rate
   - Availability of spares
   - To provide transport if required

5. i) They undertake all the art works and creative work in the good ie. by suggesting the shape the good should take , then package etc.

   ii) They advice producers on selling and promotional policies

iii) They plan advertising campaigns for manufacturers

iv) They reserve and pay for space or time for the media on behalf of the trader

v) They assist in destroying and packing

6. -Target group who are mostly young people
   - Availability of the medium
   - Cost of medium
   - Geographical area to ensure reach ability
   - Speed/ urgency of the promotion
   - Flexibility
   - Physical characteristics of the medium
   - Legal requirement/ Government policy should be complied with
   - Duration of the promotion

7. -Repairs of maintenance

   -Technical advice (backing services)

   -Transport

   -Installation

   -Guarantee on availability of spare parts

   -Monitoring of inspection

PRODUCT PROMOTION

1.
   - Helps to widen a firms market and increase sales.
   - Helps to explain the use of products to customers
   - Helps to uniform customers new products available in the firm.
   - Helps to retain customers and market
   - Helps to counter or correct wrong information about its products.
   - Attends to customers complains or grievances.
   - Inform customers changes in prices of its products.

2. o When a trader has improved the quality of his products

- When a trader wants to enter new market.
- When there is stiff competition on the market
- When the trader wants to retain his existing customers
- When the trader wants to improve his sales volume.

3. (i) Availability of a wide variety of goods and services to choose from.

(ii) Inhindral consumers tastes & preferences will be catered for.

(iii) Consumers are likely to get high quality goods/services due to competition.

(iv) Consumers are likely to get goods at competitive prices/lower prices.

(v) Aggressive advertisement improves consumer awareness about goods and services.

4. (i) Can explain the details about the products/demonstrate.

(ii) Immediate feedback/answers to questions hence clear doubts.

(iii) Collect information regarding the demand for the product (market condition).

(iv) Can get immediate orders/contacts from customers.

(v) Persuade/convince customers to buy a product.

(vi) Direct personal contact/personal touch with customers hence improving customer relationship

(vii) Can be able to make prompt decisions.

(viii) Can have foods tested/examined for purposes of comparing with those of rivals.

5. Circumstances under which personal selling would be the most appropriate

(i) When launching anew product as it requires a lot of awareness creation; persuasion and convincing

(ii) When a product in tailored to meet customers specifications since customer have varying tastes and preferences

(iii) When demonstration is required especially in technical goods whose operations need to be explained

(iv) When the value of the product is high in order to avoid the risk of losing the item if other methods are used

(v) When the organization can afford to finance the sales force since the cost of maintaining the team can be very high

(vi) Where the market is concentrated in one area as the cost of accessing the market is less

6. o Attendance at the exhibition might have been low

- o People who attendance the exhibition may not have been the potential buyers
- o The quality of the goods might not be have been impressive compared to those of the competitors
- o The prices of the products might have been too high
- o People attending the exhibition may not have been convinced due to poor salesmanship
- o The economic situation of those attending the trade fair might not have been favourable

7. - Displays – traders neatly arrange their goods to attract potential customers

- Discounts /allowance – price concessions and reductions which makes price of

goods relatively cheaper

- Free gifts /bonus – inducements given to buyers who purchase upto a given quantity

of specific value

- Credit facilities – These involves giving customers goods on credit so that they pay later

- shows and exhibitions – where producers take their products to shows and exhibitions

- After sales services – providing extra services to buyers after they have bought goods

e.g. – transportation, installation, repairs, maintenance

8 - The newspapers may not be read/ reach in all where the customers are found/ may not be read/ reach all customers

- Not all potential customers are able to read (illiterate)
- The newspapers may be written in a language/ medium that is not familiar to (many) customers e.g. the blind
- It is expensive to buy newspapers space for advertising/ it is expensive to advertise in newspapers
- Not many/ all people (actually) buy/ afford newspapers/ (especially people in low income brackets). Newspapers are expensive to buy
- Newspapers are not able to discriminate between the intended target group and others/ newspapers are read even by non- targeted group / the general readership of the newspapers may lead to waste of advert
- Newspapers have short life span easily discarded