

EVALUATION OF THE ROLE OF DISTRIBUTION STRATEGIES IN ENHANCING
SALES OF ROOFING SHEET: A STUDY OF EMENITE LTD.

BY

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BEING A PROJECT SUBMITTED TO THE POSTGRADUATE SCHOOL OF
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DECLARATION

I declare that the work in the project report entitled "EVALUATION OF THE ROLE OF DISTRIBUTION STRATEGIES IN ENHANCING SALES OF ROOFING SHEET":A STUDY OF EMENITE LTD. has been performed by me in the Department of Business Administration. The information derived from the literature has been duly acknowledged in the text and a list of references provided. No part of this project report was previously presented for another degree or diploma at any university.

Name of Student

Signature

Date

CERTIFICATION

This project entitled "Evaluation Of The Role Of Distribution Strategies In Enhancing Sales Of Roofing Sheet: A Study Of Emenite Ltd." by EZEOKPUBE, Dorothy Nkiruka meets the partial requirements governing the award of Degree of Master of Business Administration, Ahmadu Bello University, Zaria and is certified for its contribution to knowledge and literary presentation.

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DEDICATION

I dedicate this work to God Almighty, the giver of knowledge. Also my dedication goes to my darling husband Ogonna Ezeokpube for his support throughout the period of the programme and to my wonderful children Faith and Easter and also to as many as have been of help in one way or the other to the success of my programme.

ACKNOWLEDGEMENT

I wish to acknowledge the contribution of the following to the successful completion of this programme.

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My immediate and extended family members, for all their love and understanding.

Most importantly, Almighty God for seeing me through and keeping me alive till this day. To you God, I will always remain eternally grateful.

ABSTRACT

This project work is titled " Evaluation Of The Role Of Distribution Strategies In Enhancing Sales Of Roofing Sheet: A Study Of Emenite Ltd". It is pertinent to state that the production process cannot be said to be complete until the good reach the final consumer. The perpetual unavailability of the product in some regions of the country that its distribution strategies could not effectively enhance sales as would have been expected. This study assess the impact of distribution channels in emenite roofing company, availability, measure its significant effects on the distribution strategies of the firm and make recommendations toward enhancing better strategies for the company's performance. The population in this study were one hundred and data used were primary and secondary sources while 85 was returned valid. Data collected were analyzed using simple percentage ratio and chi-square statistical technique. At the end of the study the researcher discover that poor road network significantly affect the cost of the product and the railway which could have been alternative means of transportation is not functioning for some times now. Findings shows that the company does not pay adequate attention to promotion campaign. The study recommend that Emenite Ltd should open depots in viable towns in the country so that there will be distribution effectiveness and the product can be extended far wide.

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CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND TO THE STUDY

Distribution strategies is concerned with the efficient channel and arrangement used to make goods and services available to customers, also intermediaries and marketing channel structures to be selected to move product in the most competitive and efficient manner to satisfy customers needs and wants. Achison (2002).

The fundamental essence of marketing is customers satisfaction that result in profit to the enterprise. To satisfy customers needs and wants the product must be moved in good quality and quantity at the right time. Marketing function responsible for moving the product to the customer is distribution.

Shelter is vital for human existence. A nation that is unable to harness the development of shelter for its citizenry cannot be said to be develop. According to Maslow (1990) states that shelter provides one of the most basic physiological needs of man i.e shelter, food, clothing etc. Roofing sheet is essential in the provision of shelter for people which solve one of the basic needs of man. This makes the building industry very significant in the developing economy. Roofing sheet such as flat sheet, corrugated sheets, roofing tiles or ceiling boards and

decorative ceilings from integral parts of the requirement that enhance infrastructures in Nigeria.

Since 1980s there has been increase in demand for roofing sheets in the country. This as a result of increasing competition in the eastern, western and northern market as well as in importation. Therefore more manufacturing industries were opened to facilitate smooth distribution of roofing sheets in Nigeria.

The distribution process of the product involves moving finished goods and inventories from the point of production to the point of consumption. It could be said therefore that production is not complete until the goods reach final consumer and for this to be accomplished manufactured goods have to pass through distribution channels.

However, for roofing sheets industry to meet up with the challenges of modern economy, more effective and efficient physical distribution pattern, positioning of field sales men, strategic patterns and institutional distribution system of product must be involved.

The level of the economy has put distribution into less important position and short of supply. This has occupied most manufacturers with thought of what to produce as a result less consideration is given to distribution.

Emenite company has made considerable progress in terms of product development and the marketing of roofing sheet products. It uses one major distribution channel which make the Company one of the best distributor of roofing sheet .The distribution channel used by the company is in four major ways which are: manufacturer, distributors , sub-distributors, final consumers.

1.2 STATEMENT OF THE PROBLEM

It is pertinent to state that the production process cannot be said to be complete until the goods reach the final consumer. This can only be accomplished through effective distribution strategies which includes: effective and efficient transportation system, advertisement, physical distribution channels networks, efficient positioning of salesmen institutional distribution system, warehousing, promotional support subsidies, credits and effective feedback mechanism which helps in achieving overall efficiency of the marketing strategy.

The perpetual unavailability of the product in some regions of the country that its distribution strategies could not effectively enhance sales as would have been expected. This problem of distribution makes the product less available in some regions in the country.

Another problem is that the distribution channels/networks fall short of enhancing efficiency. In addition, Emenite's inability to own its warehouse and fleet of trucks to distribute products has often led to sharp practices by these

distributors and transporters. Therefore, the inability of the existing distribution strategy to enhance sales of roofing sheets from the company is a major problem that this research work will look into.

1.3 OBJECTIVES OF THE STUDY

The broad objective of the study is to attempt to assess the impact of distribution channels on sales in Emenite roofing company.

Other specific objectives are;

1. To evaluate the strengths and weaknesses of distribution strategies by Emenite Ltd.
2. To assess the economic and social effect of distribution strategies on sales of manufacturing products.
3. To analyze problems facing Emenite Ltd distribution strategies in the sales of its roofing sheet product.
4. To recommend measures for effective distribution strategies for the sales of manufacturing products.

1.4 HYPOTHESIS

The hypothesis formulated to guide the study is:

- (1) Ho: Distribution strategies of Emenite do not enhance effective sales of its major products.

- (2) H1: Distribution strategies of Emenite Ltd enhances effective sales of its major product.

1.5 SIGNIFICANCE OF THE STUDY

This research work would be of immense benefit to the consumers at large. This is because “marketing comprises those activities which ensure that customer is provided with the right product at the right place, time and price”.

It is in this context that it is necessary to target customers when production is been carried out. This is consumer orientation.

It is necessary therefore to evaluate the role of distribution strategies in enhancing sales of roofing sheet of Emenite Company Limited, Enugu State.

Organizational objectives is to make profit with the customers satisfactions of need and want in a suitable and acceptable proportion. In achieving these goals management therefore has to become more concerned with the cost of distribution and strategy used which amount to a substantial percentage of sales for the company.

This work should also serve as a spring board into further research work by the people in the field of logistics/distribution. Channel management of many manufacturing companies.

1.6 SCOPE OF THE STUDY

This research work has been set out to cover the distribution strategies and impact of distribution channel in a manufacturing company and Emenite roofing company is used as a case study.

The study intended to cover period of four years i.e. between the year 2004 to 2008.

The concept of distribution is very vast and detailed study will be quiet complex and voluminous. For this reason, this research work purely concentrates on the distribution channel and its components techniques and Emenite roofing company will be my focus.

1.7 LIMITATIONS OF THE STUDY

The movement to the management team, search for information, phone calls and internet services involve a lot of cost.

The competition in the market sector makes the respondents to be skeptic to the questions posed to them. Interviewed guide were issued to the management team and questionnaires designed to the consumers, this makes the management difficult to pass useful information. The officers however maintained that the field sales practices from a very sensitive area of sales force management and they would not want to discuss it with any person and that it is against company's policy, but persuasion and conviction made, yielded a fruitful result and produced the information used in the work.

1.7 SCHEME OF WORK

This project is organized into five chapters. The first chapter introduced the work. It discussed background to the study, the problem of the study, the hypothesis, the significant of the study, scheme of work and definition of terms.

Chapter two deals with the review of relevant literatures. It reviewed studies relevant subject matter.

Chapter three deal with the research methodology used in this project. It discussed the sample population and techniques, source of data and method of data collection. The researcher used observation, questionnaire and interview as the instrument of data collection, the hypothesis would be tested by using chi-square method.

Chapter four contains data presentation and analysis. The researcher used the sample percentage method in tabular to present and analysed the data collected.

Chapter five which is the last chapter, summarized the whole work, draw conclusion and suggest possible recommendations.

1.8 DEFINITION OF TERMS

Distribution strategy: The channel arrangement company used to make goods and services available to their available customers Arthur (2000)

Distribution Channel: Set of firms and individuals that makes titles in transferring titles to a particular good as it moves from the point of products to consumers. Heinemann (2001).

Product: Something that is viewed as capable of satisfying a want. Adukat O. (1999)

Abraham Maslow: A theorist that explains the physiological need of man being in hierarchy. Encyclopedia.

Consumer: Individuals who purchase for personal or domestic consumption. Nedram (2000)

Distribution Centre: A large, highly automated warehouse designed to receive goods from various plants and suppliers take orders latter. P (2001)

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This chapter is concerned with the review of other related literature that relates to distribution and sales of roofing sheet. This chapter will be organized under sixteen major sub-heading ;The concept of distribution, physical distribution, component of distribution, channel of distribution, factor affecting distribution, strategy, distribution strategies, vertical marketing system, integrative growth strategy, sales management defined, functions of sales management etc.

2.2 Concept Of Distribution

Distribution is an important element of providing satisfaction in the market place. Distribution involves the physical movement of products to ultimate consumers. The most innovative product at an attractive price, for instance, is worth absolutely nothing if it is not available to buyers when and where they want it. Distribution, therefore, bridges the gaps and time between production and use or consumption. (Onu 2000).

Distribution is not simply a matter of moving products into the hands of consumers; it involves a product's movement throughout all stages of

development – from resources procurement, through manufacturing, to final sales. For example, raw materials that are extracted from the earth offer little or no satisfaction until they reach the hands of a producer who turns them into finished products of some kind. Distribution is a key aspect of adding value to new materials, of building an appropriate bundle of utility and moving products to the market.

According to Schewe (2001), distribution involves the physical movement of products to the ultimate consumers. Products are worthless until they are made available to those who need them. It is this process of making goods available to those that need them that gives rise to distribution basis in a marketing strategy. He stressed further that distribution is not simply moving goods to final consumers, but involving product movement through all the stages of development – from resource – procurement through manufacturing to final sales.

In the view of Revzan (2004) "distribution is the managerial battle field in which marketing strategy and tactics either succeed or fail". There is therefore a need or thorough study of different strategy alternatives before choosing one. That is because a distribution system being a very external resource takes time to build and cannot be easily changed.

Achison (2002) simply defined distribution as the process of getting products and services from producer to consumer or users, when and where they are needed. It provides time, place and possession utilities and the transfer of ownership.

Unless product are delivered in the right quality at the right time in proper condition and at the right price, buyers may be reluctant to buy. However distribution is regarded as a major consideration in strategic planning. It is an important marketing function variable that is responsible for making goods and services available.

2.3 Concept Of Sales

By the early 1930's however, mass production had become common place, competition had increased, and there was little unfulfilled demand. Around this time, firms began to practice the sales concept (or selling concept), under which companies not only would produce the products, but also would try to convince customers to buy them through advertising and personal selling. Drunker (1999). Before producing a product, the key question were :

- Can we sell the product?
- Can we charge enough for it ?

The sale concept paid little attention to whether the product actually was needed; the goal simply was to beat the competition to the sale with little regard to customer satisfaction. Marketing was a function that was performed after the product was developed and produced, and many people came to associate marketing with hard selling. Even today, many people use the word “marketing” when they really mean sales.

2.4 Physical Distribution

Determining the distribution channel establishing the overall plan for moving products into the hands of ultimate consumers. The best distribution plans can easily falter if the distribution channel is not supported by the decisions needed to ensure the products are moved through the channel appropriately. This is the task of physical distribution.

Physical distribution according to Nwokoye (2003), is concerned with the efficient movement of raw materials from suppliers and finished goods from the end of production line to the customers. In kotler’s (2002) view, it comprises the set of tasks involved in planning and implementing the physical flows of materials and final goods from points of use or consumption to meet the needs of consumers at a profit. Physical

distribution is basically involved with finding effective ways to get the goods to the consumers.

The objective of physical distribution is getting the right goods to the right places at the right time for the least cost. The attempt is to balance the level of service to customers (i.e, the speed of filling and delivering normal orders, undamaged delivery of goods, the extent of immediate availability of all items in the order, the provision of installation and repair services, etc.), against the cost of doing so.

Physical distribution, is an important (or potent) tool in the demand creation process. Companies can attract additional customers by offering better service or by cutting prices through reducing physical distribution costs. For example, in 1976, Kodak mistakenly launched its national advertising campaign for its new instant camera before delivering enough cameras to the stores. Many customers went to buy the camera and were told it was not available, so they bought a Polaroid instead. Onu (2000)

Physical distribution is at times regarded as "logistics", but the term logistics refers to interrelation and management of all the key element or activities involved in providing both raw materials and finished product to customers.

Kotler (2002) stated physical distribution involves planning, implementing, and controlling the physical flow of goods, services, and related information from points of origin to point of consumption to meet customers requirement at a profit.

Therefore, physical distribution deals with creating time and place utilities that is, getting products to where they are wanted at the right time. Thus it is concerned with the element of the system, transportation, storage, material handling, inventory control and other distribution related activities.

2.5 Components Of Physical Distribution

Physical distribution is seen to consist of four major components. These four elements are inter- related, and what is done in one area affects decision making in others. The elements are discuss below. A kpan (2003); these elements are – Order processing, Warehousing, Inventory, Transportation .

2.5.1 Order Processing

This involves receiving, recording, filling and assembling orders for shipment. Here management is concerned about whether the orders are properly filled, quality control and time taken to fill and dispatch orders. In most companies, the sales people are supposed to send in their orders

every evening or phone them in. The order department then processes these orders quickly to be sent out by the warehouse. Such goods are accompanied by bills. Many companies use computer to expedite the entire process.

2.5.2 Warehousing

To be efficient in meeting consumer demand and responding to competition every company must establish warehouse at various locations. Some of the company's stock will be kept near the plant while the rest will be located in some rented warehouses (Public Warehouses). One advantage in owning a warehouse is the control it affords the company. Additional services can also be provided such as, inspecting goods packaging them, shipping them to customers, invoicing customers and even providing desk space and telephone service or company sales people.

2.5.3 Inventory

Inventory levels according to Akpan (2003) represent another major type of physical distribution decision affecting customer transaction and distribution. It would look or seem advisable to carry enough inventory to fill all customer orders immediately. As reasonable as this may

appear, it is not however, cost effective to carry this much of inventory as too much money would be tied up in inventory.

Inventory decision is a two step decision process calling for knowing when to order and how to order. When inventory goes down, management must decide when and how to place a new order. The point at which this is done is called the order or (Re- Order Point). An order point of 10 means that when supply falls to 10, it is time to reorder. To determine the order point, one takes into account, the order lead time, the usage rate and the service standard. The higher these factors are, the higher the order point.

Order processing costs should be compared with Inventory Carrying costs. Inventory carrying costs increase with increase in stock carried. Included in the carrying costs are: Storage charges, Cost of Capital, Taxes and Insurance; and Depreciation and obsolescence.

Transportation

The transportation decisions are important to the marketer.(kotler,2002)

The type of transportation a company chooses will affect the price of its products, its on time delivery performance, and the condition of goods

when they arrive. These results also affect consumers' attitude toward the company.

2.5.4 Transportation Modes

Rail: In spite of both human and financial problems, the rail-roads remain one of the largest transportation carriers in Nigeria. Railroads are cost- effective for shipping car load (C.I) quantities, bulk products – coal, sand, minerals, farm and forest products – over long land distance as opposed to shipping less than car load (L.C.L). In railing goods, the larger the quantity the lower the cost. As a result companies often get together and combine shipments to common destinations to take advantage of lower rates.

Water: A substantial amount of goods move by ships, and barers on coastal and inland waterways. This means of transportation is very low in cost in shipping low value, non- perishable products such as sand, coal, grain, oil, and metallic ores. Most people do not prefer water transportation because it is slow and dependent on climate conditions.

Truck: A lot of shippers are increasingly using motor trucks. Motor trucks account for the largest portion of intra- city as opposed to inter- city transportation. Trucks are an efficient mode of transportation for

short hauls of high value merchandise. In Nigeria, their rates are higher than railway rates. Trucks also offer faster services.

Pipeline: pipeline are a specialized means of shipping petroleum, coal, and chemicals from sources to markets. They are less expensive means of shipping petroleum than water-way shipment.

Air: Air carriers transport less goods than any of the above. Their rates are also higher. Air freight is an ideal transportation mode where speed is called for, and distant markets have to be reached. High perishable products such as fish, cut flowers, and high values, low- bulk items (e.g technical instruments, Jewelry) are always shipped by air freight. The advantages are that air freight reduces required inventory level, number of warehouses, and costs of packaging.

2.6 Channels Of Distribution

The term channel of distribution refers to the system of marketing institution through which goods and services are transferred from original producers to the ultimate user or consumer. Osuagwu(2001)

Modern(2002) view it as a set of interdependent organization involved in the process of making a product or service available for use or consumption by the consumer or business use.

Ayuba (2000) see it as an organized system (network) of agencies and institutions which, in combination, performs all the activities required to link producers with users and users with producer in order to accomplish the marketing tasks.

Also, Micheal (1998) defines distribution channel as the combination of institution through which a seller markets his products to the ultimate buyer.

The channel is an integrated network made up of participants that accomplish different marketing functions through specialization of tasks and allocation of various responsibilities. These participants include middlemen such as wholesalers, distributors, retailers and agents.

2.7 Factors Affecting Choice Of Distribution Channels

In designing a distribution system, it is necessary to decide on the kinds of distribution channels to employ. This requires knowledge of the different middlemen available and their capacity to perform the needed activities. The marketer then determines which channel or channels to use given all the available channels of distribution. Micheal (1998) said distribution decisions must be made in terms of a company's overall marketing objectives and strategies. The factors to consider, among others, in channel selection are :

- a. Market coverage,

- b. The degree of channel control,
- c. Product characteristics,
- d. Market characteristics,
- e. Producer's characteristics; and
- f. Costs.

Market coverage: An important consideration in selecting a distribution channel is the size of the potential market that needs to be served. Market coverage refers to how widely available the product is to be at the retail level. This, therefore, suggest the kinds of retail outlets that will carry the product.

The Degree of Channel Control: Control over the product is another important factor that marketers consider in determining which distribution channel to select. By controlling the channel, the producer attempts to ensure that his product will receive the necessary sales push as well as any other essential elements needed to present the product properly and satisfy consumers or end-users.

Product Characteristic : Many product features or characteristics influence choice of channels. These include unit value of the product (high or low

prices), bulkiness, perishability, breadth of line, seasonality, degree of market acceptance and the degree of brand loyalty. Micheal (1998)

Buyer Characteristic: The buyer characteristics that influence the choice of channel include among others:

- I. Types of buyers – whether consumer, industrial or government will necessitate the appropriate channel to reach them.
- II. Size of market: a large market size would require the use of many channels. Direct channels could also be used since the large sales volume would provide funds to cover the cost of performing the necessary activities.
- III. Geographic concentration : a concentrated market would need a direct channel.
- IV. Frequent and/ or impulse purchase would necessitate use of intensive distribution. Here every available channel is employed.

Manufacturer Characteristic : These include:

- I. Managerial capacity- a manufacturer with access to funds can set its direct channels such as owning retail outlets, but one with insufficient funds would embark o using middlemen for distribution.

- II. Reputation of manufacturer- a manufacturer with a highly successful product is likely to be sought after by distributors and would be in a position to select the best of them.
- III. Policies of manufacturer – various policies regarding sales, services, price and advertising influence channel choice. For example, a policy to back up sales with efficient after – sales services would suggest carefully selected dealers in a direct channel.

Costs : In selecting a channel, marketers also must consider costs. Many consumers believe that the shorter the Channel , the lower the price of the product. It should be noted, however, that intermediaries are specialists and that they usually can perform the distribution functions more efficiently than producers.

2.8 Strategy

The term "Strategy" has been used in different ways by different authors with many meaning, its origin was derived from the Greek word 'Strategy' and it means different things to different people. The military used the word 'strategies' to mean grand plans or design to win the war.

Competition strategy, which may be defined as, an art of guiding, forming or carving out a plan to achieve certain goals. While Managers see it as broad areas of an organization operation. Simply defined as the basic long term objectives of resources necessary to achieve these goals.

Strategy in marketing deals with guideline plans developed by an organization to ensure survival in a competitive environment. Andrews (1999) observes that strategy is a pattern of essential business policy/ decision and plan for achieving company's goal and objectives.

Strand (2000) stated that marketing strategy consists of a pre-determined plan to guide the development of resources in an effort to generate growth. While Kotler and Amstrong (2001) viewing marketing strategy in holistic way as "a set of objectives, policies and rules that guide over time, the firms marketing effort- its level, mix and allocation partly independently and partly in response to changing environment and competitive conditions.

The formation of strategy consist of environmental monitoring, identification of objectives, selection of target market, formulation of market mix and resource allocation. Thus, distribution strategy can be

summarized as a set of objectives services available to the point where such goods and services are needed, within a competitive environment.

2.9 Distribution Strategies

Onu (2000) said distribution strategies are:

1. Single plant, Single market

The single market served may be a small city or a region because the cost of serving a market increases with the distance. Most single plant, single market firms locate in the midst of their market.

2. Single plant, multiple markets

The firm with a single plant and selling in a dispersed set of markets has a choice of several physical distribution strategies. These include:

a. Direct Shipments to customers

Any proposed system of physical distribution must be evaluated in terms of customer service and cost. The direct shipment performs poorly in these areas because it may imply slower delivery than if a warehouse was established near the consumers. It also implies higher cost because the typical customer order is normally very small. Webster (2002).

b. Bulk shipments to a warehouse near the market

This tends to reduce cost because with the warehouse now situated near the market, small – sized orders of customers can be served economically. A regional warehouse typically makes it possible to make faster deliveries to customers and thereby increase customer patronage. However, an additional regional warehouse should be added if the freight savings and increased patronage resulting from faster delivery exceed the incremental costs of operating the warehouse.

c. Fabricated – parts shipment to an assembly plant near the market

A third alternative is to establish an assembly plant near the market. Parts are shipped to the regional assembly plant at lower freight charges. The firm must consider the advantages against the sunk investment cost in additional facilities.

d. The decision to build a regional manufacturing plant requires the most detailed factual information and analysis of the local scene. Many factors are involved including the availability and cost of manpower, energy, land, transportation and the legal and political environment. The decision to establish a regional manufacturing

plant is favored if the increased freight costs of using only one plant outweigh the advantages of large- scale production in one plant.

3. Multiple plants, multiple markets

Firms that do not require extremely large plants to achieve production economies use this physical distribution strategy. The task is to optimize the number of plants and markets in terms of cost/benefit.

The firm has set a factory- to- warehouse shipping pattern that minimizes total freight costs, given the present plant and warehouse locations. The second is to determine the number and location of facilities that will minimize total distribution costs.

2.10 Vertical Marketing Systems

This is distribution channel structure in which producers, wholesalers and retailers act as a unified system. This describes a co-ordinate channel of distribution, where all the members work together for a common good with the aim of achieving greater efficiency and thereby, a competitive advantage.

Vertical Marketing System

Vertical integrated channel may be :

- a. Corporate VMS

b. Contractual VMS

c. Administrative VMS

(a). Corporate VMS :

This is a vertical marketing system that combine successive stages of production and distribution under single ownership channel leadership is established through common ownership.

(b). Contractual VMS :

Is vertical marketing system in which independent firm at different level of production and distribution join together through contracts to obtain more economics or sales impact than they could achieve alone.

(c). Administered VMS :

This also is a vertical marketing system that coordinates successive stages of production and distribution, not through common ownership or contractual ties but through the size and power of one of the parties.

2.11 Integrative Growth Strategies

This is a growth strategy aimed at maximizing the use of unexploited avenue in the organization's wider environment. It also has three approaches. Osuaga(2002)

I. Backward integration :

This happens when a company takes up the activities originally carried out by its suppliers, that is getting the raw materials by oneself.

II. Forward Integration :

This occurs when organization expands by taking up activities of its market intermediaries.

III. Horizontal Integration

This happens when a firm grows by buying over its competitors or merging with them to accomplish what more than one company could work alone. Example, coca – cola and Nestle formed a joint venture to market ready – to – drink coffee and tea, worldwide. Coke provided experience in marketing and distributing beverages and Nestle contributed two established brand names Nescafe and Nestea.

2.12 Sales Management Defined

Modern (2004) define the term sales management as the planning, directing, and control of personal selling, including recruiting, selecting, equipping, assigning, routing, supervising, paying, and motivating as these tasks apply to the personal sales force. In short, sales management consists of the planning and administering of personal selling activities.

Originally, sales management was exclusively used to refer to the management of sales force personnel. Later the term was used to refer to the management of all marketing activities such as marketing research, product merchandising, physical distribution, pricing, advertising and sales promotion. As time went on, business like the academics, started to describe all marketing activities. Thus sales management was then exclusively for marketing management rather than sales management to describe all marketing activities. But modern sales manager's responsibilities encompass the management of the sales force.

Today, sales managers are in charge of personal selling activity in addition to their primary assignment of management of the personnel sales force.

Busch (2003) sees Sales management as "the analysis, planning, implementation and control of sales activities. It includes setting sales

force objectives, designing sales force strategy, and recruiting, selecting, training, supervising and evaluating the firm's sales representatives".

2.13 Functions Of Sales Management

Companies set different objectives for their sale force hand they perform the following function for the accomplishment of the company's objective. Amstrong (2001).

i. Selling

Sales representative know that art of "salesmanship", approaching, presenting, answering objections and closing sales. Managers organize sales efforts, both within and outside their companies.

ii. Prospecting

Sales representatives and customers. The sales representative or the manager is a key contact with customer and other bodies. He is also responsible for the building and maintaining of an effective distribution network for the company's product(s).

iii. Servicing

Sales managers provide service to customers consulting on their problems, rendering technical assistance, arranging financing and expediting delivery.

iv. Information Gathering

Sales managers and representatives carry out market research and intelligence work and also fill in call reports from time to time.

v. Allocating

Sales representatives evaluate customer quality and allocate scarce products during shortages. He also makes critical marketing decisions such as budgeting, quotas and territories. A sales manager also participates in decision making on products, distribution policies, channel selections and pricing.

It is important to note that selling function varies greatly from one company to other depending on the sales for objective, character of the company's target market and the types of sales position. Since no two selling jobs are alike, the above five functions explicitly tell the role sales management plays in our marketing environment of business.

2.14 Components Of Sales Management

The management of sales force in Nigeria and the world over is a veritable tool for enhancing the marketing potential of any product. It is therefore imperative that the sales manager and sales representatives should make it a point of duty to effectively manage their sales force. Hence the management of sales force has three main components (Hass1999) which are stated as follows :

- a. Recruitment and selection of salesmen
- b. Training of salesmen
- c. Remunerating salesmen

2.14.1 Recruitment And Selection Of Salesmen

Hass (1999) said one of the task of sales manager is the responsibility of recruiting and selecting right men and women to fit into the various sales positions of the organization.

Managing the personal selling effort essentially has to do with recruiting, selecting, training , compensating, supervising and evaluating sales representatives; and co-coordinating their efforts with the overall marketing programme of the firm.

Staffing the sales force is one of the most important of all managerial activities. The importance of careful selection is seen in several ways; it is difficult most times to find good sales people. Again, the performance levels or sales productivity of inferior sales people are low, poor selection provides competitors with an unnecessary selling advantage. It should also be noted that there are great wastes having the wrong person. Survey has shown that high turnover of sales representatives is related to poor selection. The cost of recruiting, training and supervising sales people is wasted in poor selection.

A sales force that is well selected is an asset to the organization. Selection is done to replace the vacant position of promoted, transferred, fired, incapacitated or resigning sales persons, poor selection means poor performance – lower sales volume and high selling cost.

2.14.2 Sales Force Selection Procedure

Onodugo (2002) gives eight procedures of sales force selection as:

i. Sales Force Selection Procedure

Sales force inventory/forecast is a comparison of the current stock of sales force with the future sales force requirement of the organization in order to reveal any surplus or shortage in sales force requirement. The essence of this is to determine the number and type of people wanted.

ii. Job Description and Man Profile

The job description is a written explanation of the task of the sales person. This is not only essential for selection but is also of great value for staff appraisal and checking that all duties in the organization are covered. The job description guides the salesman in his everyday duties. They act as a motivation factor for the sales representatives who tend to feel more secure when they know more precisely the limits and opportunity of their jobs.

iii. Recruitment

When vacancies have been determined in the organization's sales force, and a criteria has been set for filling the existing vacancy, the recruitment is turned over to the personnel department, which completes the remaining steps of the selection procedure.

iv. Conducting the Advertisement

The vacancy that exist in a company should be made know to a large number of job seekers through advertisement. The purpose of advertisement is to attract qualified candidates from within and outside the company to apply for the opportunities that exist in the sponsoring company. Like for other sales presentation, a job advertisement must attract attention, create interest, arouse desire and result in action by the right caliber of job seeker it is aimed at.

v. Assessing Applications

An initial information about each candidate should be collected as applicants come in, the stage of assessing job applications in the selection process provides management with the means of reviewing the applicants background without being influenced by his appearance or personality. This aid personal interview.

vi. Testing of Applicants

Relevant test for screening and selecting salesmen depends on individual company's needs. Intelligence quotient (IQ) of the applicant; sales aptitudes the personality test try to find out the applicants temperament- competitiveness, sociability, drive and independence. Interest tests reveal whether the applicant is interest in selling or not.

vii. Interview

The most important stage of any selection procedure is the personal interview, through the interview, additional information about the candidate is made known, and their already made claims verified screening interview are sometimes used to first eliminate applicants who are not interested in the job or whose basic qualification are not up to the jobs requirement.

viii. Evaluation and placement

Collected information must be evaluated against the requirement of the jobs description and men – profile. The candidate can be assessed, and scored to arrive at final recommendation. The score should be weighted and not average or totaled in making the final selection. Finally, successful candidates are communicated, in writing with an appointment paper.

2.15 Importance Of Sales Management

The need for sales management in today's marketing and salesmanship environment cannot be over emphasized because a company's success and progress depends upon the performance of its sales force within the market place, Akpan (2003). The need for sales training and management arises because of the following reasons :

- a. It enables sale organization to cope with the over increasing demands of complex business environment
- b. Sales management helps to provide expert knowledge for salesmen.
This involves training salesmen to gain essential knowledge, products, people and himself
- c. It helps in achieving the sales objectives in a systematic and planned way by responding to opportunities promptly
- d. It helps in increasing sales and consequently profit
- e. To each salesmen on how to deal with customers
- f. Sales management helps to cultivate good working relationship between the sales organizations and their salesmen
- g. It helps to reduce wastage. Time will be effectively managed as well as the territories.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

The research is aim at finding possible solution to the research problem stated in chapter one. To this, attempt shall be made towards identifying the relevant research method and highlight the research framework under which the problem and questions can be reserved. This chapter comprised the research design, population, sampling techniques and sample size, data collection instruments, validity and reliability of instruments, method of data analysis and justification of the method.

3.2 Research Design

Research design is the plan for research project. It provides guidelines which directs the researcher towards solving the problem and it may vary depending on the nature of the problem being studied. Also consideration regarding limitation posed by time, money and availability of data is an important factor in determining research design for a particular study. Osuala (2000) posits that, research design is the process of arriving at dependable solutions to a problem through planned systematic collection, analysis and interpretation of data. However, there decisions must be systematic and scientific in nature. Thus, in sum, designing a

research means preparing a mental plan or scheme of attack for solving a research problem in a systematic manner within the circumstances of the research.

For the purpose of this research, the researcher made use of historical and survey research.

3.2.1 HISTORICAL RESEARCH-It tends to interpret past trends of attitude, event and fact. Apart from discovering what has happened, it tries to establish the genuineness of the secondary source in the literature libraries journal, periodicals, books etc. Data from historical sources facilitate the research process and reduce the expense going into the field to collect raw data. Osaze (1985).

However, the researcher must exercise caution in using historical sources for various reasons. One, such data may have been overtaken by recent findings, more advanced and more accurate techniques and methodology. Two, such pieces of research may have been time-bound. Third, they may have been culture specific which tends to limit their general application.

3.2.2 SURVEY RESEARCH: Tends to describe what really on the field. It involves the collection of first hand information and data from primary

sources by the researcher. This may be done either by observation or inquiry through the use of questionnaire very often, it is through the use of questionnaire very often, it is more accurate than historical research source since the researcher is control of the actual situation. However, the accuracy of information collected depends on the ability and competence of the researcher, his honesty, integrity and capability to relate questions asked to the objectives of the research. In the world of Osaze (1985), Survey data are usually susceptible to sampling and errors which the researcher must constantly be aware of.

Based on the nature of the study, the researcher adopts more of survey research method. As we observed earlier, survey research describe both large and small populations by selecting an unbiased sample and using the results to generalize on the population. Survey research differs from historical research in the sense that the former is concerned with the present the latter however is concerned with the past. Both are important to this work.

3.3 Sources Of Data Collection

For the purpose of this research, primary and secondary source of data was utilized. The primary data is basically through the use of questionnaires. While the secondary data is through the use of text books, journals etc.

3.4 Population Of The Study

A population is the totality of all elements, subjects, or member that posses a specified set of one or more common features. Ndagi (1999) A population could be finite or infinite. For instance, the number of males in the universe is an example of infinite population. The number of students in a class is a classical example of a finite population. The population under study is a finite type, which comprised management and staff of emenite Ltd and their customers.

3.5 SAMPLING TECHNIQUES AND SAMPLE SIZE

A population may be finite yet, so vast that only a sample could be used for research purpose. In practice, most of the information obtained by researchers about any population comes from examining a small representative subject of the population. This is called a sample. Thus, sampling is the process of examining a representative number of item (people or thing) out of the whole population or universe. Lucy (2000).

The objective is to gain an understanding about some of the features of the whole research population based on the common characteristics of the sample.

For the purpose of this research, random sampling is used to study the population and the sample size is 120 which is the number chose randomly out of the population under study to represent the whole population. The reason for this is to allow accurate and allow the study to be carried out on the specified time and also feedback.

3.6 DATA COLLECTION INSTRUMENTS

- **Observation**

Observation was used as one of the instrument to collect data. The researcher visited the organizations to observe when the employees are on the job. This gave an insight of the performances or the effectiveness an insight of the performance or the effectiveness on how they operate in the organization.

- **Personal Interview**

The researcher used personal interview as a tool for data collection. This is a face to face interaction that depends on the questions asked by the interviewer and the response given by the interviewee.

- **Questionnaires**

Questionnaires are formal list of questions designed to gather responses from the respondents about a given topic. The researcher drew up questions and distributed them to the intended 120 respondents which is the sample size for information. Ninety (90) came back valid.

This is done by the respondents by filling or answering the questions. The method is very important as it allows time for thought and avoid any embarrassment in answering questions of personal nature and such answers would be more reliable.

For the purpose of this research, the researcher adopted, self administer questionnaires as the main tool for data collection with closed ended questions asked in it which was filled by the respondents.

3.6 ADMINISTRATION OF DATA COLLECTION INSTRUMENTS

Questionnaire was the major instrument used in the collection of primary data. One hundred and twenty (120) were administered to the staff of the emenite ltd and their customer's and Ninety (90) came back valid. The researcher did all administration personally. Interview was done

in an unstructured manner to assist the substantiation of information gotten in the questionnaire.

3.7 VALIDITY AND RELIABILITY OF THE RESEARCH INSTRUMENT

Questionnaire is a formalized schedule or instrument of obtaining and recording specified and precision of data. It assists in giving instructions on what is wanted and the manner of responding. Personal interview on the other hand is a conversation carried out with definition of obtaining certain little or notice to till the questionnaires.

The methods used is good for the analysis of a large number of variables because it gives accurate and precise presentation and analysis of data collected. On the order hand the questionnaire normally represent the mere true information about the case study and subject matter.

3.8 METHOD OF DATA ANALYSIS AND JUSTIFICATION FOR THE METHOD

In this section the researcher is concerned with reducing the data collected, after the data gathering, to such a size and shape that it be easily comprehend as well as to enable the extraction of new information from it. Analysis of data according to Nwana (1981), refers to those techniques where by the investigator extracts from the data information that was not apparently there before and which enable a summary

description of the subjects studies to be made. The information being referred to here is information that would answer research questions and/or test research hypothesis.

The researcher used the percentage method for the presentation, interpretation and analysis of data in tabular form. Chi-Square to test hypothesis formulated was also used.

Chi-square provides a qualitative measures of the relationship between two categorical variables, first by determining what the distribution of observations would look like if no relationship existed and ,second, by quantifying the extent to which the observed distribution differs from that determined in the first step. This section explains the calculation of chi-square, which is used in the hypothesis testing.(That is ,determining whether a relationship exist).

The Base computational equation.

$$\begin{aligned} X^2 &= \sum \frac{(\text{observed frequency} - \text{expected frequency})^2}{\text{Expected frequency}} \\ &= \sum \frac{(f_0 - f_e)^2}{f_e} \end{aligned}$$

The justification for using the chi-square for this research is because it is use to test difference between two or more actual sample and it

determines what the distribution of observation would look like if no relationship existed.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 INTRODUCTION

This chapter deal with the presentation and analysis of data and information collected through the questionnaire administered to the staff and customers of Emenite Ltd. The respondents, responses would be presented in tabular form and percentage weighing attached to various answers provided and the relative importance of each critically analyzed using the Chi-square method to test the hypothesis.

4.2 DATA PRESENTATION AND ANALYSIS

The data presented below represents the direct responses obtained from the selected group of respondents chosen from the selected group of respondents chosen from the staff of Emenite Ltd. and their distributors.

Table 4.2.1 Length of service.

Options	No of Respondents	Percentage
2 years	2	6.7
4 years	5	16.7%
6 years	10	33.3%
8 years	13	43.3%
Total	30	100%

Source: Questionnaire Administered (2010)

From the above table 2 respondents representing 6.7% have been working for the company for 2 years, 5 respondents representing 16.7% have been working with the company for 4 years, 10 respondents representing 33.3% have been working for the company for .6years, while 13 respondents representing 43.3% have been working for the company for 8years. They are in better position to give credible information about the company's products and Distribution Strategies of the company for this research work.

Table 4.2.2 From which channel do you distribute your product

Options	No of Respondents	Percentage
Company/Factory	6	20
Distributors	16	53.3
Sub Distributors	5	16.7
Sales Representatives	3	10
Depot	-	-
Total	30	100%

Source: Questionnaire Administered (2010)

Table 4.2.2 above shows that majority of respondents (53.3%) responded that product is distribute direct to the distributors, 16. 7% respondents responded sub distributors, 20% &10% were sales representative and company/factor. While depot has no percentage. From the findings, the result shows that the company use Distributors mostly to get their products to the consumer.

Table 4.2.3 How Transportation affect the cost of the product.

Options	No of Respondents	Percentage
Very High	15	50%
High	7	23.3%
Moderate	5	16.7%
Low	3	16.7%
Very Low	-	-
Total	30	100%

Source: Questionnaire Administered (2010)

The table above reveals that transportation has effect on the cost of manufactured roofing sheets. This is presented by 50% of responses rating very high, 23.3% indicated high, 16.7% and 10% were low and moderate respectively, while very low has 0%. From the findings, the result shows that Emenite transport their products to their distributors through lorries and trailers which is very expensive and costly. This means of transportation is used because of ineffective railway transportation system which could have cut the cost of the transportation and reduce the cost of the product.

Table 4.2.4 Rating of the Company's Transportation system

Options	No of Respondents	Percentage
Very effective	4	13.3%
Effective	6	20%

Moderately Effective	13	43.4%
Ineffective	7	23.3%
Very Ineffective	-	-
Total	30	100%

Source: Questionnaire Administered (2010)

Table 4.2.4 above show that 43.4% rate the transportation system of the company moderately effective, 7 respondent representing 23.3% rate the company’s transportation system as ineffective, 6 respondents representing 20% of the, respondents rate the company’s transportation system as effective, while 4 respondents representing 13.3% rate the company’s transportation system as Very effective.

Table 4.2.5. Delivery of product

Options	No of Respondents	Percentage
One day	4	13.3%
One week	3	10%
Two weeks	14	46.7%
One month	7	23.3%
Above one month	2	6.7%
Total	30	100%

Source: Questionnaire Administered (2010)

Table 4.2.5 shows how long it take distribution of product from company to distributor warehouse, 14 respondents, representing 46.7% of the respondent said it take two weeks for the company to deliver the product to the distributor after production, 7 respondents representing 23.3% agreed on one month, 4 respondents, representing 13.3% of the respondent agree on one day, 3 respondents , representing 10% agreed on one week, while 2 respondents, representing 6.7% said it take one month and above.

Table 4.2.6. **Several disappointment in the supply of products not reaching to customer in time.**

Options	No of Respondents	Percentage
Yes	10	33.3%
No	20	55.7%
Total	30	100%

Table 4.2.6 shows that 20 respondents, representing 66.7% of the respondents disagreed on the issue of several disappointment in supply of product as not arriving in time , while 10 respondents; representing 33.3% agreed. The result shows that, most of the respondents disagreed that there are several disappointment in the supply of products reaching the customer in time, while the 33.3% of the respondents agreed that most of the time there is delay on the time the product arrived to their store which makes it difficult at times to meet up with the demand of the consumers.

Table 4.2.7. Assessment of Distribution Strategies as effective tool

Options	No of Respondents	Percentage
Very efficient	16	53.3%
Efficient	8	26.7%
Moderately effective	4	13.3%
Inefficient	2	6.7%
Very inefficient	-	-
Total	30	100%

Source: Questionnaire Administered (2010)

From the table above 16 respondents, representing 53.3% assessed the distribution strategies of the company as an effective tool in achieving the company's objectives as very efficient, 8 respondents, representing 26.7% assessed the company distribution strategies of the company as an effective tool in achieving the company's objectives as efficient, 4 respondents, representing 13.3% assessed the company distribution strategies as an effective tool for achieving the company's objectives as moderately efficient, while 2 respondents, representing 6.7% said the company distribution strategies as an effective tool for achieving the company's objectives is inefficient. The result of this analysis shows that most respondent agrees that the distribution strategy employed by the company is effective because of Bulk shipments to warehouse near the

market and vertical Marketing Systems strategies which makes the producers, wholesaler and retailers act as a unified system.

Table: 4.2.8. Performance of the Distribution activities of Emenite for part Four Years 2004-2008

Options	No of Respondents	Percentage
Excellent	3	10%
Very good	5	16.7%
Good	7	23.3%
Satisfactory	15	50%
Poor	-	-
Total	30	100%

Source: Questionnaire Administered (2010)

The table above shows that 50% of respondents responded satisfactory, 23.3% of respondents said the performance of the distribution activities of the company for the past four years is Good, 16.7%h stated Very good, 10% excellent while poor has no response.

Table 4.2.9. Personnel satisfactory with present distribution strategies used.

Options	No of Respondents	Percentage
Strongly agree	5	16.7%
Agreed	7	23.3%
Undecided	18	60%
Disagreed	-	-
Strongly disagreed	-	-
Total	30	100%

Source: Questionnaire Administered (2010)

From the table above 18 respondents, representing 60% of the respondent are undecided, 7 respondents, representing 23.3% of the respondent agreed being satisfied, while 5 respondents, representing 16.7% of the respondents strongly agreed.

Table 4.2.10 Aspect of the distribution strategies to be improved

Options	No of Respondents	Percentage
Policy on capital & loss	-	-
Policy on pricing	2	6.7%
Policy on transportation	10	33.3%
Policy on product availability	15	50%
Policy on government impediment	3	10%
Total	30	100%

Source: Questionnaire Administered (2010)

Options	No of Respondents	Percentage
Government impediment	6	20%
Channel of distribution	3	10%
Poor network roads	8	26.7%
High cost of transportation	13	43.3%
Total	30	100%

Source: Questionnaire Administered (2010)

From the above table 13 respondents, representing 43.3% said high cost of transportation should be improved upon, 8 respondents, representing 26.7% said poor network roads should be improved upon, 6 respondents, representing 20% said Government impediment should be improved upon, while 3 respondents, representing 10% said channel of distribution should be improved upon.

Table 4.2.13: Customer satisfaction with channel of distribution used by Emenite

Options	No of Respondents	Percentage
Strongly agreed	12	40%
Agreed	7	23.3%
Undecided	6	20%
Disagreed	5	16.7%
Strongly disagreed	-	-
Total	30	100%

Source: Questionnaire Administered (2010)

From the table above 12 respondents, representing 40% strongly agreed that customer are satisfied with the channel of distribution used by Emenite, 7 respondents, representing 23.3% agreed that the channel of distribution used by Emenite is satisfied, 6 respondents, representing 20% are undecided, while 5 respondents, representing 16.7% disagree.

Analysis of Data for Emenite Distributors
Table 4.2.14 Length of Patronizing

Options	No of Respondents	Percentage
2 Years	4	7.3
4 Years	6	10.9
6 Years	20	36.4%
8 Years	25	45.4%
Total	55	100%

Source: Questionnaire Administered (2010)

The table above shows that 92.7% that represent 4years and above have been distributor to the company, so they are in better position to give credible information about the company.

Table 42.15 Where do you buy your product

Options	No of Respondents	Percentage
Company/factory	28	50.9%
Depot	-	-
Distributors	14	25.5%
Sub distributors	7	12.7%
Sales Representative	6	10.8%
Total	55	100%

Source: Questionnaire Administered (2010)

Table 4.2.14 above shows that 28 respondents, representing 50.9% buy their product from the company, 14 respondents, representing 25.5% buy from the

distributors, 7 respondents, representing 12.7% buy from sub- distributors, while 6 respondents, representing 10.9% buy from the sales representative.

Table 4.216 How transportation affect the cost of product

Options	No of Respondents	Percentage
Very high	28	50.9%
High	8	14.5%
Moderate	16	29.1%
Low	3	5.5%
Very Low	-	-
Total	55	100%

Source: Questionnaire Administered (2010)

From the above table, 28 respondents, representing 50.9% said cost of transportation is very high and it affect the cost of production, 16 respondents, representing 29.1% said the cost of transportation is at high side and it affect the cost of production, 8 respondents, representing 14.5% said the cost of transportation is moderate, while 3 respondents, representing 5.5% said it is low.

Table 4.2.17 Rating the Company's Transportation System

Options	No of Respondents	Percentage
Very effective	8	14.5%
Effective	10	18.2%
Moderately effective	30	55.5%
Ineffective	7	12.8%
Very ineffective	-	-
Total	55	100%

Source: Questionnaire Administered (2010)

From the table above, 30 respondents, representing 55.5% rate the company's transportation as moderately effective, 10 respondents, representing 18.2% rate the transportation system of the company as effective, 8 respondents, representing 14.5% rate the company's transportation system as very effective, while 7 respondents, representing 12.8% rate the transportation system as ineffective.

Table 4.2.18 Delivery of Product

Options	No of Respondents	Percentage
One day	23	41.8%
One week	4	7.3%
Two weeks	15	27.3%
One month	7	12.7%
Above one month	6	10.9%
Total	55	100%

Source: Questionnaire Administered (2010)

From the table above, 23 respondents, representing 41.8% said the delivery of product is one day, 15 respondents, representing 27.3% said the delivery of product is two weeks, 7 respondents, representing 12.7% said the delivery of product is one month, while 6 respondents, representing 10.9% said the delivery is above one month.

4.2.19 Distribution strategies of the company enhances effective sales of the company's product

Options	No of Respondents	Percentage
Strongly agreed	10	18.2%
Agreed	30	54.5%
Undecided	9	16.4%
Disagreed	6	10.9%
Strongly disagreed	-	-
Total	55	100%

Source: Questionnaire Administered (2010)

The table above shows that 30 respondents, representing 54.5% agreed that the company's distribution strategies enhances effective sales of the company's product, 10 respondents, representing 18.2% strongly agreed that the company's distribution strategies enhances effective sales of the company's product, 9

respondents, representing 16.4% are undecided, while 6 respondents, representing 10.9% disagreed.

Table 4.2.20 Disappointments in supply

Options	No of Respondents	Percentage
Strongly agreed	4	7.3
Agreed	9	16.4%
Undecided	15	27.2%
Disagreed	20	36.4%
Strongly disagreed	7	12.7%
Total	55	100%

Source: Questionnaire Administered (2010)

Table 4.2.21 shows that 20 respondents, representing 36.4% disagreed that there is disappointment in supply of product, 15 respondents, representing 27.2% are undecided, 9 respondents, representing 16.4% agreed that there is disappointment in the supply of product, 7 respondents, representing 12.7% strongly disagreed, while 4 respondents, representing 7.3% strongly agreed.

Table 4.2.22. Aspect of the distribution strategy to be improved

Options	No of Respondents	Percentage
Policy on capital & loss	5	9.1%
Policy on pricing/cost	10	18.2%
Policy on transportation	19	32.5%
Policy on availability of product	12	21.8%
Policy on government	9	16.4%
Total	55	100%

Source: Questionnaire Administered (2010)

From the table above 19 respondents, representing 34.5% said policy on transportation should be improved, 12 respondents, representing 21.8% said policy on availability of product should be improved, 10 respondents, representing 18.2% said policy on pricing/cost should be improved, 9 respondents, representing 16.4% said policy on Government impediment should be improved, while 5 respondents, representing 9.1% said policy on capital & loss should be improved.

Table 4.2.23 Customers Satisfaction with channel of distribution emenite used

Options	No of Respondents	Percentage
Strongly agreed	10	18.2%
Agreed	23	41.8%
Undecided	15	27.3%
Disagreed	7	12.7%
Strongly disagreed	-	-
Total	55	100%

Source: Questionnaire Administered (2010)

From the table above 23 respondents, representing 41.8% agreed that they were satisfied with the company channel of distribution, 15 respondents, representing 27.3% are undecided, 10 respondents, representing 18.2% strongly agreed and satisfied with the company's channel of distribution, while 7 respondents, representing 12.7% disagreed with the channel of distribution of the company.

4.3 TEST OF HYPOTHESIS

The Null Hypothesis formulated in this study were tested by means of chi-square

$$X^2 = (F_o - F_e)$$

Fe

Where $\chi^2 = \text{Chi — Square}$

Fo = Observed frequency

Fe = Expected frequency —

$\chi^2 = \frac{(F_o - F_e)^2}{F_e}$ = Difference between the observed and expected

frequency Fe

Calculation of Expected frequency

Generally, the observed frequency refers to the number of time a set of event occurs.

Expected frequency gives the number of times a set of event is expected to occur.

It is calculated thus:

Expected frequency = $\frac{(\text{Row total}) (\text{column total})}{\text{Total frequency}}$

Total frequency

Calculation of Degree of Freedom (d/f)

$df = (R- 1) (C-i)$

where

R = number of row

C = number of column

This test will be carried out at 0.05 level of significance and the table value is constant.

Decision Rule

- a. Accept the hypothesis if the calculated value is less than table value at the specified of significance and the determined degree of freedom.
- b. Reject the hypothesis, if the calculated value is greater than table value at the level of significance and degree of freedom.

4.3.1 Hypothesis testing

Distribution strategies of Emenite do not enhance effective sales of its major products.

4.3.2. Observed frequency Table

Distribution strategies of the Company enhances effective sales of the company's product.

Group	Responses					Row total
	SA	A	U	D	SD	
Emenite Staff	6	20	4	-	-	30
Distributors	10	30	9	6	-	55
Total	16	50	13	6	-	85

Source: Questionnaire Administered 2010

Note: SA = Strongly agreed

A = Agreed

U = Undecided

D= Disagree

SD = Strongly disagree

Degree of Freedom (DF)

$$df = (R- 1) (C-I)$$

$$= (2- 1) (5-1)$$

$$= 1 \times 4$$

$$df = 4$$

Table 4.3.2 Expected frequency Table

F0	Fe	F0-Fe	(Fo-Fe) 2	<u>(Fo-Fe)</u> Fe
60	2.3	57.7	3329.3	1447.5
20	7.0	13	169	24.1
4	34.8	-30.8	946.64	27.2
-	-	-	-	-
-	-	-	-	-
10	13.9	-3.9	15.21	1.5
30	4.6	25.4	645.16	140.3
9	15.4	-6.4	40.96	2.7
6	23.2	-17.2	295.84	12.8

-	-	-	-	-
				1656.1

X2 calculated value = 1656.1

Table value = 9.48773

Decision rule

However x2 calculated being greater than table value; reject the hypothesis that say distribution strategies of Emenite do not enhance effective sales of its major products and accept the hypothesis that say distribution strategies of Emenite enhance effective sales of its major products..

4.4 FINDINGS

Data collected from primary source were collated, processed, presented, analyzed and interpreted to give meaning to the research work and the following were made.

That the calculated value of 1656.1 is greater than the table value of 9.48773. This implies that the null hypothesis that; Distribution strategies of Emenite do not enhance effective sales of its major products is rejected, hence the hypothesis that; distribution strategies of Emenite enhance effective sales of its major products is accepted.

Question thirteen administered to 55 respondents, 33 respondents which represents 60% agreed that they were satisfied with the distribution channel used by the company, this implies that the customer will continue to patronize

the company and this will continue to increase the company's sales. To support this findings, question four administered to 55 respondents, 48 respondents, representing 88.2% to rate the transportation system of the company, rate it as high. That means the distribution channel of the company is accepted and satisfied by the customers or distributors.

The researcher discovered that poor road net work significantly affect the demand of manufactured roofing sheets and the railway which could have been alternative means of transportation is not functioning for some times now.

Findings shows that the company does not pay adequate attention on promotion campaign believing that the distribution strategies employed is adequate to enhance the sales of its major products. From th1e result of the findings it shows that if the Emenite Ltd can merge both the Distribution Strategy and Sales promotion activities, it will increase the of sales of their products.

CHAPTER FIVE:

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 SUMMARY

The main focus of this study is the Evaluation of the role of Distribution strategies in enhancing sales of roofing sheet. The inference drawn so far indicates that the customer are satisfied with the distribution strategies of the company and the distribution strategy of the company enhances the sales of the company's product.

This summary capture the salient issues and points raised from chapter one through to chapter five.

Chapter one which is the general introduction gives us background information to the study. The problem investigated as well as the objectives of the study were also stated. More so, in this chapter, the research hypothesis, significant of the study, and the scope of the study were discussed. Finally, relevant concepts such as Distribution strategy, Distribution channel, consumer, Distribution center etc were defined in this chapter.

Chapter two focused on the review of relevant literature with emphasis on distribution strategies and its effect on sales of the company's product. Concept of distribution, concept of sales, physical distribution, components of physical. Finally, the chapter looked at the profile of Emenite Ltd.

In chapter three, the research methodology and sources of data were highlighted were the researcher used questionnaire as instrument of data collection to gather all the information.

Chapter four, which is the core of the study, dealt with the I presentation and analysis of data collected through the questionnaire I administered to the employees, management and customer of Emenite Ltd. The Data collected were presented in tabular form and simple percentages method was used in interpreting the data. Chi-square method of statistic was also used to test the hypothesis formulated for this study.

Chapter five, which is the last chapter summarizes the whole work, S draws conclusion, based on the findings in chapter four and finally gives recommendations.

5.2 CONCLUSION

An attempt has been made to emphasize on the effectiveness of distribution strategies of a manufactured roofing sheets in Nigeria. As Abraham Maslow's hierarchy of needs says that shelter forms the second step in the need of man, suggestions have been advanced on how to sustain, maintain and improve the manufactured roofing sheet of Emenite Nigeria Limited so that it can complement the effort of Federal Government of

Nigeria in solving the problem of housing needs of Nigerian populace.

There is need for constant appraisal and reappraisal of the Company's corporate objectives so that there will not be a deviation from stated goals. This study as established the effectiveness of the company distribution strategies and also way on improving on the problem of the company have been advanced.

5.3 RECOMMENDATIONS

Based on the findings of this study we recommend as follows:

1. There is need for Emenite Limited as a roofing sheet manufacturing company to open depots in viable towns in the country so that there will be distribution effectiveness efficiency; this will also lessen the pressure on the main factory as these outlets can serve as collection points. This will also save transportation cost, carriage cost and ensure less breakage either cause by government impediments or other factor that militate distribution.
2. Emenite should also try to build warehousing to accommodation more products in some areas. This will reduce the problem of high cost of products which the majority of the respondents indicate that it is caused by sub-distributor in the system, when they buy and resale which happen when they run out of stock.

- 3.** To follow up with the recommendation above, since distribution strategy is very important as well as the physical aspect of it, customers service managers should be properly trained on matters relating to the distribution of finished products for improved efficiency and effectiveness.

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APPENDIX I

Faculty of Administration,
Department of Business Administration,
Ahmadu Bello University,
Zaria.
3rd January, 2010.

Dear Respondent,

I am a student of Ahmadu Bello University, Zaria undertaking research project for my MBA programme. The Topic of the study is "Evaluation of the Role of Distribution Strategies in Enhancing Sales of I Roofing Sheet. A study of Eminite Ltd."

I Please, your maximum cooperation as regards to questions asked I would, be highly appreciated as you respond to the best of your knowledge.

Yours faithfully,
Ezeokpube Dorothy Nkiruka.

**APPENDIX II
PROPOSED QUESTIONNAIRE**

- ❖ Tick as appropriate
- ❖ Please respond to all questions in the questionnaire before returning the questionnaires to the researcher. —

Section A: Personal Data

1. Sex: (a) Male ()
- (b) Female ()
2. Age: (a) Under 30 years ()
- (b) 30- 40 years ()
- (c) 41- above ()
3. Marital Status: (a) Single ()
- (b) Married ()

Section B

1. For how long have you been patronizing Emenite roofing Products work with the company?
- (a) 8 years () (b) 6 years () (c) 4 years () (d) 2 years ()
2. Where do you buy your products?
- a. Company factory ()
- b. Deport ()

c. Distributors ()

d. Sub- distributor ()

e. Sales Representative ()

3. To what extent do transportation affect the cost of manufacturing roofing sheet?

(a) Very high () (b) High () (c) Moderate () (d) Low ()

(b) (e) Very low

4. How would you rate the company's transportation system?

(a) Very effective () (b) Effective () (c) Moderately () effective

(a) Ineffective () (e) Very Ineffective()

5. How long does it take you to take the delivery of your products to Warehouse?

(a)One Day () (b) One week () (c) Two weeks()

(d)One month () (e) Above One month ()

6. Have you been witnessing any disappointments in the supply of the products to the distributors?

(a)Yes () (b) No ()

7. How would you assess distribution strategies as an effective tool in achieving Emenite Company's objectives?

(a) Very efficient () (b) Efficient ()

(c) Moderately efficient () (d) Inefficient () (e) Very Inefficient ()

8. How would you assess the performance of the distribution activities of the company for the past five years 2005- 2010?

- (a) Excellent ()
- (b) Very good ()
- (c) Good ()
- (d) Satisfactory ()
- (e) Poor ()

9. Based on your rating above would you say that you are satisfied with the present distributions strategies used by Emenite Ltd?

- (a) Strongly agreed
- (b) Agreed
- (c) Undecided
- (d) Disagreed
- (e) Strongly disagreed

10. What aspects of the distribution strategies do you think should = be improved upon?

- (a) Policy on capital and loss ()
- (b) Policy on pricing ()
- (c) Policy on transportation ()
- (d) Policy on availability of products ()
- (e) Policy on Government Impediment ()

10. Do you think the distribution strategies of the company enhance effective sales of the company's product?

- (a) Strongly Agreed ()
- (b) Agreed ()
- (c) Undecided ()
- (d) Disagreed ()

11. Indicate the factors, which frequently prevent roofing sheet from reaching the consumers?

- (a) Government Impediment ()
- (b) Channel of distribution ()
- (c) Poor net work of roads ()
- (d) High cost of transport/logistic ()

12. Do you think customers are satisfied with the channel of distribution used by the company?

- (a) Strongly agreed () (b) Agreed () (c) Undecided ()
- (d) Disagreed () (e) Strongly disagreed ()

13. your own opinion what do you think should be done to improve the Emenite Ltd distribution strategies?.....
.....