STRATEGIC MARKETING OF HOUSEHOLD PRODUCTS

IN A DECLINING ECONOMY.

A CASE STUDY OF LEVER BROTHERS NIGERIA PLC.

BY

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DECLARATION

I hereby declare that this project was written under the able guidance of my supervisor and has to the best of my knowledge never been previously presented in any submissions for a higher Degree. All works consulted have been only acknowledged and footnoted.

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CERTIFICATION

This Project Titled " Strategic Marketing of Household Products in a declining economy; A Case study of Lever Brothers Nigeria Plc." By Olushola Johnson S. meets the regulations governing the award of the degree of Masters Business Administration, Ahmadu Bello University and is approved for its contribution to knowledge and literary presentation.

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ABSTRACT

The importance of indepth analysis and understanding of marketing strategy to any successful business organization cannot be over emphasised.

Marketing strategy been a managerial process of analysing market opportunities and choosing marketing positions, programme and control that serve the company's purpose and objectives is a total for successful on going concern.

To this end, this research is aimed to determined the best strategy to employ in selling household products, Determine the effectiveness of the marketing strategies employed on product, promotion and place by organizations especially in a Declining economy like ours.

Moreover, the researcher employed interview, questionnaire and observation in the Data collection where as tabulations frequencies and simple percentages were used in the Data analysis.

The result of the research was revealing in the sense that companies were greatly influenced by the strategies adopted in the selling of their product Especially the pricing and product strategy coupled with Distribution and promotion strategies employed.

The management of the organizations believe the marketing concept also helped the leadership position that the company surveyed is enjoying in the marketing of household products.

Conclusively, the research attempted to demonstrate efficacy of efficient marketing strategies and their impact on the marketing of household products in lever Brothers Nigeria Plc.

The study will be beneficial to scholars business organization that specialise in the production and marketing of household producers as well as the consumers who will enjoy better service, quality products at affordable prices.

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CHAPTER ONE

1.1 INTRODUCTION

Strategy is derived from the Greek word 'Strategos' meaning general. In a business sense, this word strategy refers to actions by Management to offset actual or potential action of competitors.

For a policy to be meaningful, there must be some operational strategy that will translate it into courses of action. Strategies has been said to be means of operationalising a policy and for achieving some predetermined objectives. Thus Strategy statement reveals the principles used in selecting and / or utilizing various marketing strategy.

According to W.F. Gluek, strategy is a unified comprehensive and integrated plan relating the strategic advantages of the firm to the challenges of the environment. It is designed to ensure that the basic objectives of the enterprise are achieved.

Richard Vancil of Harvard University defines the concepts of strategy as follows:- The strategy of an Organization is a conceptualization expressed or implied by the Organization's leader of (1) the long-term objectives or purposes of the Organization (2) the broad constraints and policies, either self imposed by the leaders or accepted by him from his superiors, that currently restricts the scope of the Organization's activities and (3) the current set of plans and near term goals that have been adopted in the expectation of contributing to the achievement of the Organization's objectives.

Phillip Kotler defines Marketing strategy as "a Managerial process of analyzing market

opportunities and choosing marketing positions, programmes and controls that create and support viable business that serve the company's purpose and objectives.

Since Lever Brothers Nigeria Plc is a business firm, it sees "strategic decisions as choosing to pursue the profit objective, they contend with strategies for achieving it through what products it should produce and sell (product mix) and where it intends to sell them (market) in the light of the intentions of other competing firms.

Lever Brothers Nigeria Plc has consistently performed as a "Blue-chip" on the Nigeria stock Exchange. Lever Brothers Nigeria Plc uses the advantages of low production costs with economies of scale through high volume sales. The company use strategies of accessibility to imported additives as well as local inputs, and reap advantage offered by the port and adequate transport links between Lagos and the hinterland accessibility.

Lever Brothers Nigeria Plc adopts merchants houses as distributors; prominent among these are John Holt and G.B. Olivant, whose efficient distribution network provided channels for covering Nigeria's extensive market.

Lever Brothers Nigeria Plc's strategy is best summarized in the words of Alhaji Aliyu, the Controller of Northern sales Area thus; " We first identify a gap and the target market, we then proceed to import or produce the product which can adequately satisfy the need. The response of the market after the introduction of the product provides an insight into the nature of the degree of the product acceptance; the decision after becomes that of go / no-go type; Thus practice

ensures low product mortality.

Lever Brothers Nigeria Plc claims that the successful marketing of their household products is a combination of quality as a watchword and that the company strongly believes that people (consumers) remain its most valuable assets.

1.2 STATEMENT OF THE PROBLEM

The development of a marketing strategy is more of an art than a science. Creativity and timing are vital ingredients in any marketing mix or strategy, and such inputs are the results of experience and intuition rather than of some mathematical formula. Yet basic forces in the environment which are beyond the control of marketing management still play their parts as constraining influences on strategy development.

The Market place and the economic environment are continually changing. Customer's needs and wants change every day, competitors are increasing and their mode of satisfying consumers is consistently improved. Technological innovations are greatly improved. As a result of these, marketers need to develop strategies aimed at achieving the objectives of the organization.

It is as a result of the continuous change in customer's needs and wants that prompted Phillip Kotler to define Marketing Strategy as , " a consistent, appropriate and feasible set of principles through which a particular company hopes to achieve its long-run customers and profit objectives in a particular competitive environment".

Whatever kind of business an organization is in, it has to evolve and include in its plans certain strategies that will lead to objectives accomplishment.

For an effective marketing strategy to be put in place, a firm would have to take into consideration the following factors;

(a) The Company's competitive size and position in the market.

(b) The company's resources, objectives and policies.

© The competitor's marketing strategies

(d) The target market's buying behaviour

(e) The stage of the product life cycle

(f) The character of the economy.

It is important to note that these factors invariably dictate the kind of strategy to be formulated in a given situation.

1.3 OBJECTIVES OF THE STUDY

Strategic marketing of household products involves creating awareness to the selling of these products. To this end, the specific objectives of this research are:-

(1) To determine the best strategy to employ in the selling of household products.

(2) To determine what makes a set of strategies desirable in marketing household products unique.

(3) To determine the effectiveness of the marketing strategies adopted by the marketing department in relation to household products.

(4) To determine the various marketing strategies on products, prices, place and promotion to be exploited by the industry.

(5) To discover as much as possible the operational problems facing Lever Brothers Plc in the marketing of household products.

(6) To examine the impact of the current economic situation on the strategic marketing of the product.

1.4 RELEVANCE OF THE STUDY

This research work is to look into the marketing strategies as applied and practiced in the Lever Brothers Nigeria Plc especially in the marketing of household products.

The research will be of immense benefit to the Organization, the consumers and the general society. To the company, it will greatly assist in fashioning the appropriate strategy in improving its market share, profitability and consumer satisfaction. It will help in bridging the gap between what the company lacks presently and what it wanted to be in the area of marketing household products as well as to what extent the company could exploit the appropriate marketing strategy to its advantage and disadvantage of its competitors.

The consumer and the general society also stand to benefit from the study because it will educate them, create awareness to the organizations marketing programmes and be able to distinguish between exploiters and those organizations which are really out to deliver needs and wants.

The research work will also serve as a veritable source of information to scholars and researchers who are interested in this area of study or further research in related areas.

1.5 SCOPE OF THE STUDY

Marketing involves a wide variety of activities so because of time, cost and effectiveness, the scope of the research will be limited to the marketing of household products alone as the products line of Lever Brothers Nigeria Plc is very vast.

1.6 HYPOTHESES TESTED

Barvie (1983) sees hypothesis as " a statement of specific expectations about the nature of things derived from a theory".

The Null hypothesis designated as (Ho) states that 'strategic marketing has no effect on the marketing of household products'.

The alternative hypothesis designated as (Hi) states that strategic marketing play a significant role in the marketing of household products.

1.7 RESEARCH METHODOLOGY

The research will be conducted through questionnaires by the Researcher to the company and the target audience in a selected part of the country (Nigeria).

This questionnaires will then be evaluated and compared with available literature.

1.8 LIMITATION.

Since the study of this nature is often fraught with a lot of factors acting as limitations of the study, this research work is not exceptional in the sense that lack of sufficient information from the company especially on the area of study almost become a predicament.

Moreso, time and financial constraint in moving round, typing and other expenses , coupled with inaccessibility to certain relevant records which might be of immense assistance to the early completion of the study also serve as limitation.

Not withstanding, the research is a product of pains-taking and persistent effort to excel inspite of all odds. Hence, it worth the effort and it is believed that the problems discovered and recommendations proffered will to a large extent help in reducing marketing problems in the company and other sister organizations.

1.9 DEFINITION OF TERMS

1. **Marketing :** Marketing is the creating and delivery of standard of living. It involves finding out what consumers wants, then planning and developing a product or service that will satisfy those wants.
2. **Marketing Strategy :**This is the broad principles by which the business unit expects to achieve its marketing objectives in a target market. It consist of basic decisions on total marketing expenditure, marketing mix.
3. **Product :** Is a complex of tangible and intangible attribute which the buyer may accept as offering satisfaction. Marketing mix: is the set of marketing

tools that the firm uses to pursue its marketing objectives in the target market.

4 **Policy :** Is a standing plan use over and over again to guide its protection in order to simplify decision making.

5. **Market Share :** It is the ratio of one company's sales to total industry sales, or either an actual or potential basis.

6. **Concentration marketing:** The practice of firms that select a small segment of the total market and devote all their marketing resources to satisfying this segment.

7. **Undifferentiated marketing :** The marketing of a single product or service to all markets

8. **Observation :** A method of marketing research in which information is collected by re searchers noting events that happened rather than by questioning.

9. **Market Potential :** An estimate of capacity of a particular market to buy a product or service at a certain time.

10. **Customer Orientation :** The inclination in marketing of serving customers need as a company's priority.

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2.0 CHAPTER TWO

2.1 LITERATURE REVIEW

Any business enterprise that exists has a lot of commitment to its consumers/market no matter its goals and predetermined objectives, be it private or public, profit or non-profit organizations. The provision of the desired requirements to the consumers/market requires effective and sound technique.

The American Marketing Association (AMA) defined Marketing as the process of planning and execution, the conception, pricing, production and distribution of ideas, goods and services to create exchange that satisfy individuals and organizational objectives. While the U.K. Institute of Marketing defined it as the process responsible for identifying ,anticipating and satisfying customers requirement profitably. Kotler (1984) defined Marketing as "a Social process by which individuals and groups obtain what they want through creating and exchanging products and value with others". He went further to trace the core concepts of what could make up marketing as human needs and wants demand, product, value and satisfaction; exchange and transactions markets and marketing. Stanton (1982) on his part defined Marketing as " a total system of business activities designed to plan, price, promote and distribute want satisfying goods and services to present and potential customers". He further stated that marketing involves the following:

(1) Finding out what customers wants are.

(2) Then planning and developing a product or service that satisfy those wants.

(3) And then determining the best way to price, promote and distribute these products or services.

Strategy is a plan of action, a tactic of accomplishing a predetermined goals and objectives. At the level of individual products and markets, objectives may be expressed in terms of market share, profits on sales, and return on investment. Objective often give purpose and direction to strategies.

The overall corporate strategy is often thought of as having several components such as Financial strategy, Manufacturing strategy, Research and Development strategy. At the heart of any Business strategy is a marketing strategy. Other components of overall strategy must support the business marketing mission. Firms marketing strategy must be appropriate to its resources and its strategies in other areas of the business and must recognize their limitations as well, strategy derived from the Greek word 'Strategos' meaning general. In a business sense, the word strategy refers to action by management to offset actual or potential action of competitors.

According to Anao (1979) strategies are schemes, methods, manoeuvers which management hopes to deploy in order to move the organization from its present position to arrive at its target goal by the end of a specified period, recognizing that during the intervening period a host of changes are going to take place in the environment.

Thomas (1977) saw strategy as the determination of basic long range goals and objectives and the adoption of courses of action with the allocation of the necessary resources. While Newman & Logan (1976) sees strategy as concerned with where an organization should be headed in the future.

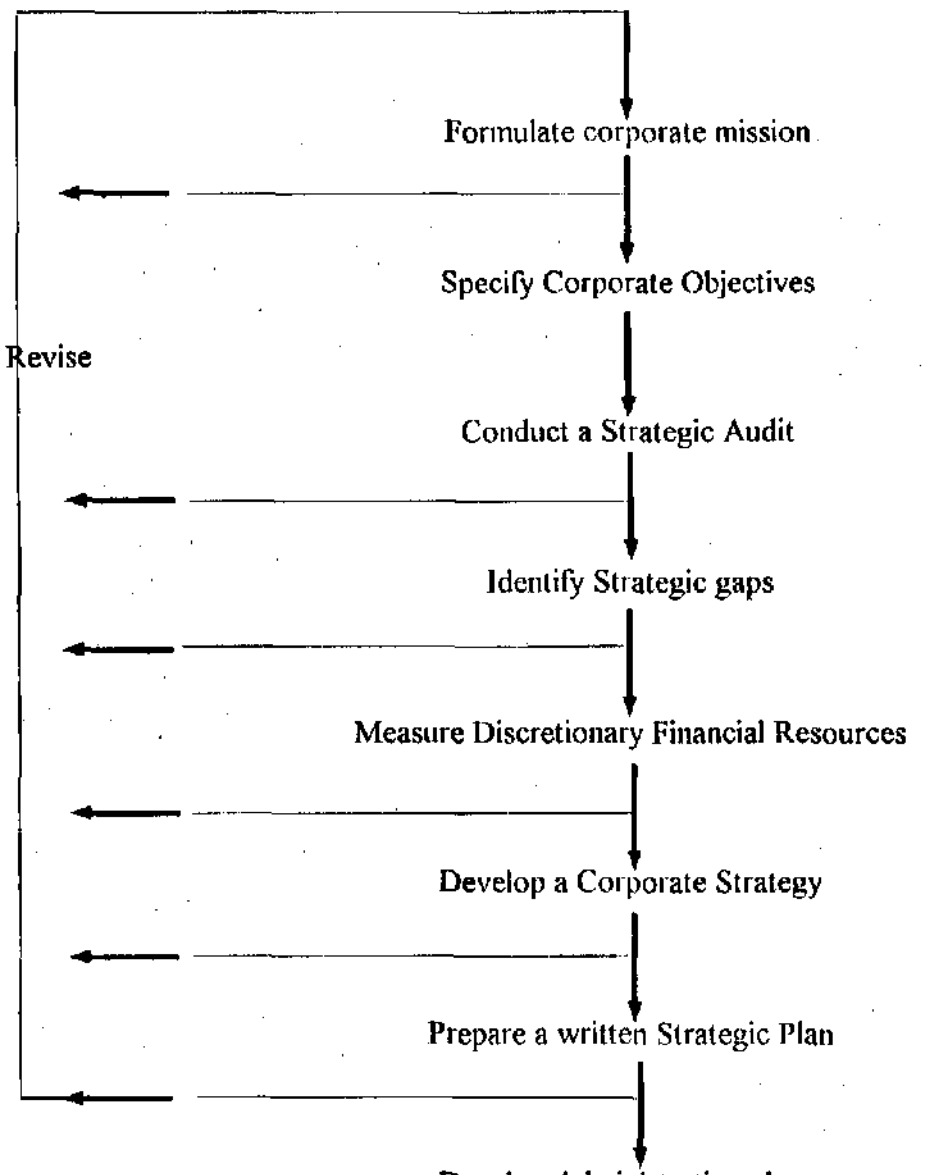
2.2 MARKETING STRATEGIES:

Marketing Strategy formulation and implementation requires a lot of planning. Kotler (1980) defined marketing strategy "as a consistent appropriate and feasible set of principles through which a particular company hopes to achieve its long run customer and profit objective environment".[3] Also, Bonne and Kurtz (1980) defined marketing strategy as "a general term used to describe the overall company programme for selecting a particular market segment and then satisfying the consumer in that segment through careful use of the element of the marketing mix. It is in short an organization's plan for reaching the consumer; a unique way by which a firm present itself to consumers, by identifying , specifying target consumers and designing a marketing mix to satisfying the targeted consumers.

2.3 ORGANIZATION STRATEGIES: BASIS FOR MARKETING STRATEGIES.

It is of paramount importance to note that just as the mix components are a subject of marketing strategy, an organization's marketing plans is the result of strategic planning process that begins with the formation of corporate mission. Once the corporate mission has been determined and objectives specified, the process goes through a series of planning stages until actual administrative plans, such as the one for marketing emerge. The overall strategic planning process can be diagrammatically represented thus

Fig. 1



Source : David T. Kollat et al. 1972 P. 13.

2.4 ELEMENT OF MARKETING STRATEGY.

Marketing strategy comprises several interrelated elements such as :

(I) Market selection: The market the company chooses to serve.

(ii) Product planning: This includes the choice of products the company sells, the make up of the product lines and the design of individual offerings in the line.

(iii) Distribution system : That the wholesale and retail channels through which the products moves to those who buy it and ultimately use it.

(iv) Advertising Strategy: Is the plan for informing potential customers about the product through radio, television, direct mail and public print.

(v) Personal selling: Is the strategy for developing a sales force in the field to call on potential customers, urge them to buy and take orders. Advertising and personal selling are often thought of as the two parts of the overall communication strategy.

(vi) Pricing: This is an important element of any marketing programme. The company must set the product prices that different classes of customers will pay and determine the margin of commissions that will compensate agents, wholesalers and retailers for their work in moving the products to the ultimate users.

The list of the elements that might be part of marketing strategy is long and will vary among products, marketing and companies.

2.5 ANALYTICAL APPROACHES IN FORMULATING MARKETING STRATEGY

Professor Corey (1978) viewed strategy to be responsive to conditions in the market environment and to cost factors. In developing the marketing programmes, the following factors deserve in-depth analysis:

(1) Environmental factors : At the broadest level it is useful to assess the significance of such environmental elements as growth in population and disposable incomes as well as government regulations that may influence how the company conducts it business. The environmental factors that are important will depend on the producers and markets under consideration.

(2) Market factors : This involves focusing on a particular market, it is essential to determine its size, rate of growth, stage of development, trends in the distribution systems, serving the market, buyers behavior patterns, seasonality of demand, segments that currently exist or could be developed, and unsatisfied opportunities that might provide a market entry. What levels of investments and marketing spending would be required.

(3) Competition factors:- This refers to the determining the competitors and what products or market position do they occupy. What are their strategies ? Their strength and weakness? What is cost structure and production capacity?

(3) Self Analysis : The company's strength and weakness relative to competitors must be appraised in such areas as technology, Financial resources, manufacturing skills, marketing strengths and existing base of customers. Also the corporate strengths must be relevant to needs in the market.

(4) Buyer Behavior : The analysis of patterns of purchasing behavior is central to product design, pricing, the choice of distribution channels and the communication strategy.

(5) Trade Analysis : To the extent that a company relies on researches to take the product to the market, its strategy must consider the availability of distribution channels as well as their requirements. The operating cost structure of the wholesalers and retailers must be determined. The cost incur in stocking, selling and servicing products must also be determined.

(6) Economic Analysis : The summation of the marketing analysis is the project impact calculation. If the company goes ahead, how much profit can it make as compared with the profitability of other opportunities for utilizing the limited resources.

2.6 COMPONENTS OF MARKETING STRATEGY:

Marketing strategies are organizations plan for reaching the consumers, that is to say they are avenues by which marketers tailor their messages to the consumer at the right place, price and time. The basic components of marketing strategy includes selection (market segmentation), market differentiation, market positioning and marketing mix.

2.7 MARKET SEGMENTATION :

The concept of market segmentation is based on the notion that different groups of potential customers have their own characteristic needs and wants. Kotler (1980) defines marketing segmentation "as the act of dividing a market into district groups of buyers who might merit separate products and or marketing mixes" while Staton (1981) define market segmentation as "the process of dividing the total, heterogeneous market for a product into several sub-markets or segments, each of which tends to be homogeneous in all significant aspects. It is a customer oriented philosophy. The needs of the customers are first identified within a sub-market and satisfy those needs. Four criteria are used for selecting segment viz:

(i) **Measurability :** Characteristics on which the segment is based should be able to be measured.

(ii) **Size :** The segment has to be large enough to make the marketing effort worthwhile.

(iii) **Reachability :** Segments must be accessible to the organizations marketing effort.

(iv) **Market Responsiveness :** A clearly defined segment should react to changes in the market mix.

Market can be segmented along several dimensions such as :

Geographic : This the oldest form of market segmentation. In this segment, the variants of the product are marketed in different regions. It is based on the assumption that people in different regions/parts of the country may want different products.

Demographic : People in different income groups, age groups and occupations and of different ethnic and educational backgrounds, may exhibit characteristically different tastes, buying behavior and consumption pattern.

Psychographic : This include personality factors such as aggregation, anxiety, masculinity, femininity, community involvement, pleasure activities etc. it is assumed that a market can be segmented according to the above factors.

2.7.1 MARKET SELECTION CRITERIA :

The development of a market segmentation scheme is just the beginning of this strategy. The next step is to select among market segments the particular targets of opportunity that are best suited to the company. It is necessary to consider the following:-

(i) The organizations broad goals and their fit with the particular market opportunity under

consideration.

(ii) The firm's particular strength and weakness vis-à-vis particular market segments: Its financial, strength, marketing skill and resources, technical expertise and product advantage.

(iii) The resource commitments that will be required for product development, advertising sales force development, manufacturing and distribution systems.

(iv) The strength and weaknesses of competitors and their position in the market.

(v) Whether demand is growing or leveling off.

(vi) The possibility of taking a significant share of the market.

2.7.2 PRODUCT DIFFERENTIATION :

Manser (1988) refers to product differentiation as " the establishing of a special identity for one product which helps to set it apart from other competing products and to achieve a particular place in the market. This can be achieved by distinctive packaging, advertising, the use of brand names, product size. To Stanton (1981), products differentiation involve developing and promoting awareness of differences between one company's product and those of competitors. This strategy is often used by companies selling reasonably standardized products, such as soap, cigarettes, and gasoline to a broad market that is fairly homogenous in its demand for the given item.

Product Positioning : Product Positioning according to Manser (1988) is the placing of a product in the mind of consumers by emphasizing certain distinctive features of the product that fulfil defined consumers need. Market positioning also represent finding a riche in the market place for a new product. It is a process of creating a product or service. consumers will view in

certain manner relative to other products. The ultimate is on promotion, end use and creating the right product.

2.8 MARKETING MIX :

Marketing mix are the different elements of the marketing process that need to be effectively co-ordinated in the decisions about marketing. The variables of the marketing often tagged the 4 P's of Marketing are :- Product, Price, Place (Distribution) and Promotion (McCathy).

Product Strategy:

According to McDaniel (1982) planning and development of the marketing mix normally begins with a clear definition of the firms products or service and proceed with distribution, promotion and pricing strategies.

A product is anything that is seen as being able to satisfy a need or want or anything capable of rendering a service. While Kotler (1981) sees product as a complex of tangible and intangible attributes, including packaging, colour, price, manufacturers prestige, retailers prestige and manufacturers and retailers services which the buyer may accept as offering satisfaction of wants or needs.

2.9 PRODUCT PLANNING :

Is a key element in marketing strategy. It involves determining:

(i) How broad or narrow should the product line be.

(ii) Will it span a range of price point or be concentrated at the low end or the premium price? .

(iii) What are the physical and performance specifications ?

(iv) Will it consist of standard off-the shelf items or will product be designed to individual customer preferences ?.

(v) Will the company market and products ready for use or will it sell materials and components to other firms that manufacture the end products ?.

(vi) Will customers be given warranties ? Will field services be available for repairs and / or product maintenance ?

2.9.1 PRODUCT DEVELOPMENT AND PRODUCT LIFE CYCLE

The steps required in developing new products can be categorized into six Viz:

i] Idea generation stage

ii] Idea screening

iii] Idea Analysis and Evaluation.

iv] Product Development stage

v] Testing stage

vi] Commercialization stage

The product life cycle

The stage of every product can be divided into four viz:

(a) Introduction : This marks the period of product introduction into the market and is characterized by slow sales growth.

(b) Growth : This is the period of rapid acceptance of the product in the market due to massive campaign at the introduction stage and substantial profit is been made.

© **Maturity :** This period is marked by gradual increase in sales growth because product

has reached its maximum acceptance from most of its potential buyers profit is usually at its peak during this period.

(d) Decline : There is a persistent down ward drift in both sales and profit as they tend towards zero.

2.10 PRICING STRATEGY.

Pricing is the marketing function which seeks to reconcile in monetary terms buyers wants from a product with sellers objectives. According to McCathy (1979) without customers acceptance of the price, all the planning effort will be wasted. Price is the value of the product expressed in terms of Naira or kobo. While pricing is the art of translating into quantitative terms, the value of the product to customers at a point in time. It is what customers pay if they are satisfied with the firms marketing mix.

2.10.1 PRICING OBJECTIVES :-

(i) Profit maximization : every company no matter the size strives to maximize profits.

(ii) Satisfactory Profits: Some firms are not interested in profits maximization. Instead they seek a satisfactory level of profits. Prices are determined from cost so that a satisfactory return on investments is forthcoming.

(iii) Maximization of Market share: When volume is increasing, but the firms compete torso are fast increasing and multiplying, a false sense of security may prevail and to offset this danger, firms keep a close watch on their percentage of market share.

(iv) Market Penetration: This calls for low enough Price to get the products as deeply into the market as possible, establish brand loyalty and stay ahead of competition.

FACTORS TO CONSIDER IN PRICE DETERMINATION;

(i) Establish demand for the product or service.

(ii) cost of product (Material, labour, Overhead)

(iii) Competitors reactions

(iv) Distributors, Suppliers & Government reactions.

(v) Target share of the market.

(vi) Prices offered by competitors.

2.10.2 PRICING POLICY:

Is the task of defining the initial price range and plan price movement through the period that the company will operate to achieve its marketing objectives in a target market. In developing pricing policies, a marketing firm must anticipate the trend of cost, demand and competition during the period and more out how the company could respond to changes. Different pricing must however reflect varied needs.

2.10.3 PRICING METHODS.

There are in practice, many methods of pricing available to the management of an organisation. These includes:

Cost – plus pricing : This is the method by which prices are determined by identifying the unit

cost and adding a pre-determined percentage as profit. This method is very common in long term construction contracts. Mark-up pricing is the term used when prices are determined in this way in actual trade.

Competition oriented pricing: The main determinant of prices when this method is used, is the competitors prices. A firm may fix its products prices at the same level as the competitors. The price level could be higher or lower. However, when ever the competitors change their prices (up or down) the firm using this method change its own prices such that the established relationship between its prices and those of competitors are maintained.

— Marginal Cost Pricing: In this method prices are determined on the basis of the Marginal cost of a new product.

— Promotional Pricing: Is used to attain the objective of promoting the product to priced or other products sold by the firm.

— Market Penetration Pricing : The price of the product may be fixed at (but usually below) the competitors price so as to attract some of their competitors customers and gain a greater share of the market.

2.10.4 PRICE CHANGES:

Some conditions are not static in the market place price set today may have to be changed tomorrow for a host of reasons. The role of price as a competitive weapon and as a promotool to ginger sales is age long. Price also reflect the totality of material and psychological value. A price cut may quickly sweep consumers to the lower priced product or have no effect on the consumer.

On the other hand, a price increase may cause a loss of customer or may cause other firms in the industry to follow suit if these firms perceived the increase as designed to benefit the industry.

2.11 PROMOTION : This can be described as any activity the company undertakes to communicate its products merits and to persuade target customers to buy them. It is also the coordination of all seller oriented efforts to set up channels of information and persuation to facilitate the sale of a good or service or the acceptance of an idea.

It involves the design and communication of information about the existence, the nature and the usefulness of a business organization and for its product to a given market audience or the society at large.

Promotional tool are made up of Advertising, Personal selling, sales promotion and publicity. These are normally referred to as "Promotion Mix".

2.11.1 ADVERTISING : Advertising is marketing tool which aims to gain attention and to be noticed. It may be especially effective in performing the following tasks:-

— Providing information on products specifications and informing potential purchasers where to buy.

— Create a prestige image and establishing brand and packaging familiarity to facilitate product identification at the point of sale.

— Create awareness about a product .

— Increase sales volume and introduce new product.

— To maintain market share .

2.11.2 PERSONAL SELLING : This refers to face to face or direct marketing of goods and services to potential good existing customers.

It helps in convincing potential buyers of a product and as well provides for firm orders, on the spot sales. Etc. It also provides information on the customers changing taste and demands relevant to modification of product style, quantity and prices.

Personal selling is useful in the following areas:

— Identifying prospective customers

— Provide personalized reassurance on the rightness of a purchase decision.

2.11.3 SALES PROMOTION: This refers to those marketing activities other than personal selling, advertising and publicity, that stimulate consumer purchasing and dealer effectiveness such as displays, shows and expositions and various non-recurrent selling efforts not in the ordinary routine.

According to Kotler (1980) sales promotion comprises a wide variety of tactical promotion tools of short term incentive nature, designed to stimulate earlier and stronger target-market response.

2.11.4 Common Sales promotion methods are;

(i) Sampling: One way of promoting a product is to give out free samples. Marketers think

that sampling will encourage consumers to try out the purchase of the product.

(ii) Point of purchase displays: This technique covers displays and demonstrations that happen at the point of purchase or sale.

(iii) Contests, Sweeps takes and Games: The desire to win easy money via games of chance is an example.

(iv) Demonstration: Some products needy require demonstrations in order to sell successfully.

(v) Sales Galore: By giving gifts to buyers and assurances of winning fantastic prices or items.

2.11.5 DEVELOPING THE SALES PROMOTION PROGRAMME

When an organization is embarking on sales promotion it must decide on the following factors;-

(i) Size of incentives: The Organization has to determine how much to offer. If the promotion is to successful, there must be a certain minimum incentives.

(ii) Conditions for participation: Incentives might be offered to everyone or selected groups. The conditions must be spelt out clearly.

(iii) Distribution vehicle for promotion: The marketer must decide how to promote and distribute the promotion programme.

(iv) Duration of promotion: The period of promotion should be made clear.

(v) Timing of promotion: Calendar date for the promotions should be developed by brand manager.

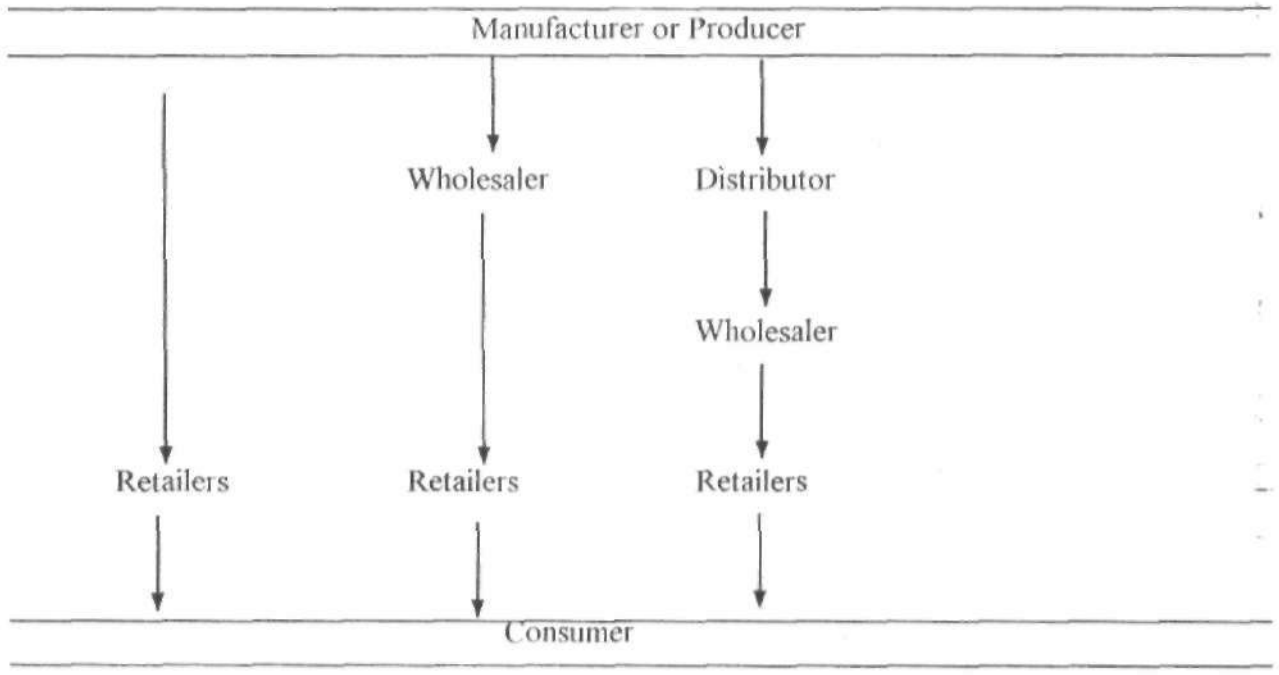
(vi) Total sales promotion Budget: This can be developed through built up from the ground, where the marketer choose the individual promotions and estimates their total cost.

2.116 PUBLICITY: Publicity is also known as "marketing public relations". It is distinguished from advertising in that publicity is not paid for by the organization. Instead, the firm seeks to gain favourable notice in communications media for its overall image or for particular products. It comes to the receiver as the truth rather than "commercial"

2.12 DISTRIBUTION: Distribution is one of the element of the marketing mix. Physical distribution deals with the movement of finished goods from the factory to the consumer. The activities that are involved in physical distribution or the movement of goods include transportation , Handling and storage as well as the choice of production.

Channels of distribution refers to the marketing institutions through which goods and services are transferred from the original producers to the ultimate use or consumer.

Fig: 2 TYPES OF DISTRIBUTION CHANNELS.



In selecting the channel of distribution the manufacturer can use one or combinations of the following factors:

i The location and population of the potential customer.

ii. The buying behaviour of the customer

iii The frequency of purchases.

iv The size of purchases.

Distribution channels like any other elements of marketing strategy evolve in response to changing conditions as products and market grow and mature. Though unlike other elements of strategy, distribution is most difficult to change because the system take a long time to build and involve complex relationship with a great many independent business people.

2.13. THE EFFECT OF THE ENVIRONMENT UPON MARKETING STRATEGY.

Management cannot formulate strategy in a vacuum. Manager must rather recognise the main elements of the marketing environment that affect decision amking. Those which exert greater influence are:-

1. Competitors: Strategy developers should consider the number, power and strategies of rivals. Management can emulate or try to be different from competitors.
2. Suppliers: Suppliers are those entities that furnish raw materials, power, finished goods, operating maintenance, suppliers, equipment and finished goods to the organization.
3. Management should strive to maintain good relations with suppliers to increase the chances of obtaining favoured treatment such as:

(i) Fair and honest treatment of suppliers salesmen.

(ii) Concentration of purchases.

(iii) Reciprocity

(iv) Providing the results of marketing research studies

(v) Giving suppliers products favoured treatment in selling to customers.

(vi) Distributors and dealers; producers who utilizes distributors and dealers are dependent upon these middlemen in carrying out the marketing strategy.

4. Technology: A number of market have a policy of monitoring and attempting to predict technological change. This policy enables them to identify strategic opportunities and problems. Innovations in production technology have led to important changes in marketing strategies.

5. Social and Ethical considerations: Marketing exist in Society and is therefore subject to both the rules and beliefs, social ethic of that society. Social consideration are those imposed by groups, among the more important of which are culture and special interest groups.

6. Economic Consideration: The Economy exerts its influences through changes in employment and income. If the organization market is concentrated in one region, management will be especially concerned with the performance of the economy of that region. Marketers needs accurate prediction as to the future behaviour of the company.

7. Legal considerations: The impacts of Governmental agencies and personnel upon marketing strategy is considerable. Legal considerations influence the marketing strategy in two ways:

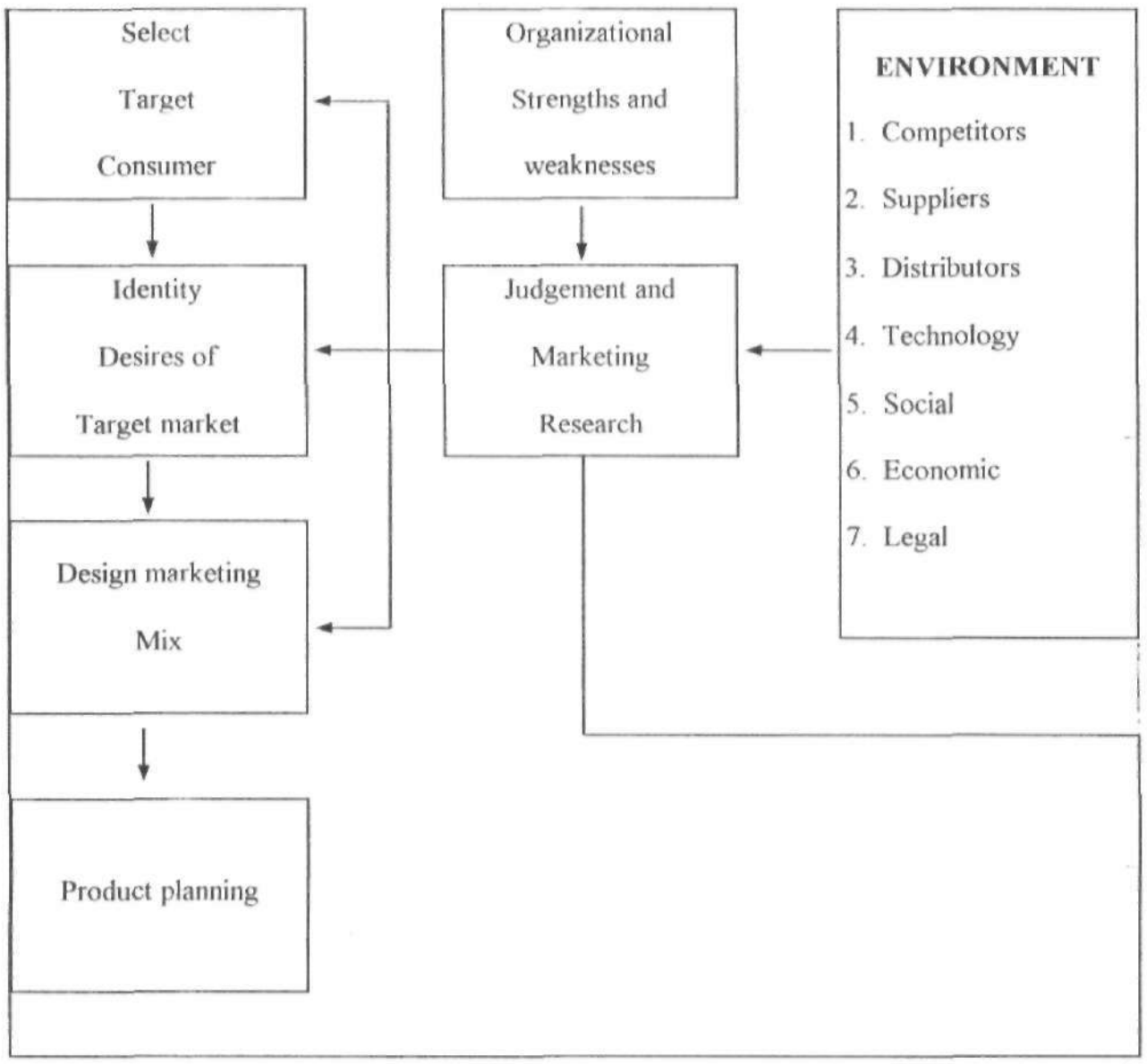
(i) Through Legislation which restricts certain marketing activities.

(ii) Through Legislation which creates marketing opportunities.

In formulating marketing strategy, firms should consider the aforementioned factors appropriately, it must succeed as well as the strength and weaknesses of the firm.

The entire process can be summarized diagramatically thus:

Fig: 3



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CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter introduces how the instrument were developed and it shows the varity of methods that is used to collect the data and how this data is intended to be analysed with regards to adopting or rejecting the hypothesis previously formulated and a brief description will be made regarding the statistical tools to be involved in the analysis.

3.2 DEFINITION OF DATA COLLECTION

Chisnal P.M in his marketing Research:- (Analysis and measurement) sees primary data as refering to information which is being collected for the first time by one of the following methods

(i) Interviews (2) Questionaires (3) Observation (4) Experimentation While secondary data refers to information that is obtained from records of all kinds that have been written down.

Brown F.E in his marketing Research defines data collection as 'consisting of present ing a stimulars in the form of a verbal question, a clearly defined task in a laboratory, complex actwrites in the market place, or mixtures complex activities in the market place, or mixtures or modifications of those situations into a respondent subject and recording the responses."

A variety of factors are responsible for the choice of data collection. They are:-

(a) The nature of inquiry

(b) Fund available

(c) Time required

3.3 In the course of this research, the following data collection methods were used:

QUESTIONNAIRE

(a) Have questions are carefully constructed and compiled and processed and the form containing this question is refered to a questionnaire. This will be given to a wide variety of persons personally and the data collected will be analysed based on predetermined analytical methods.

A questionnaire usually consists of two (2) parts, an independent variable which consists of variables like: Age, Sex, Marital Status, Educational Qualification and Title forming the first part and dependent variable forms the second part which involves the activities used by the various markets in the marketing of some items in a declining economy.

For the purpose of this study, two distinct questionnaires will be constructed, one to the pupublic (and users) and the other to the employers of Levers Brothers Nigeria Plc (Samples of the questionnaires will be included at the appendix).

3.4 **PERSONAL INTERVIEW:**

The personal interview is also used as a follow up to the questionnaire to gather more information and as well seek more clarifications on specific issues and areas felt not adequately covered in the questionnaires.

The face to face interview were conducted within the company and with their selected

customers. The benefits of this method include:

(1) It is oral and make collection of data easy from the respondent immediately.

(2) It brings mutual trust and confidence in the data collected.

(3) It provides for flexibility on areas of interest between the interviewer and the interviewee.

Though its major setback is the reluctant attitude to disclose certain information considered sensitive to the organisation.

1.5 OBSERVATION:

The observation method was employed to see physically how the strategies employed has helped the organisation. This involved the physcial presence of the researcher in the company to observe things himself. The benefit is that there is on the spot assessment and judgement.

1.6 ANALYTICAL PROCEDURE

The data collected through the questionnaire will be analsed with the aid of statistical methods such as:

(i) Tabulation (ii) Frequency

(iii) Simple percentages (iv) Interpretations

do that the results can be communicated and used meaningully.

Also, in proofing the hypothesis stated in the study, simple percentages based on summation of total responses from the questionnaire administered on the respondents was

employed. This is to enable the researcher to either accept or reject the Null or Alternative hypothesis.

3.7 LEVER BROTHERS AND ITS STRATEGIES

Lever Brothers Nigeria Plc is the longest surving manufacturing outfit in Nigeria. The company was incorporated as a private company in 1923 to manufacture soaps based on local palm oil. Lever Brothers Nigeria Plc strenthened its foothold in the food and drink business by merging with Lipton Nigeria Limited in July, 1985 and also merged with Chesebrough Products Industries Limited in December, 1988 to become a giant personal products business.

Today, Lever Brothers Nigeria Plc is a leading company in the industrial sector, engaged in the manufacture and marketing of a wide range of household products for fabrics washing, household cleaning, personal washing, skin care, dental care, baby care, indus trial cleaning and foods, ranging from beverages, seasonings and table magarines to baking products.

Household products produced by Lever Brothers Nigeria Plc includes Sunlight, Key, ox bar, Lux, Breeze, Lifebouy, Astral and personal products include Close-Up, Pepsodent, Vaseline and Polds.

Non-soapy detergent powders and bars include Omo, Rin and Ox Powder. Consumable household products includes Royco, Blueband, Planta, Trace-top, Oroyo, Breadeen and Holsmn.

Lever Brothers Nigeria Plc sees strategic decisions as primarily concerned with external rather than internal problems of the firm and specifically with the selection of the product mix which the firm will produce and the markets to which it will sell.

Lever Brothers Nigeria Plc, a business firm views strategic decisions as choosing to pursue the progit objective, they contend with strategies for achieving it through what products it should produce and sell (product mix) and where it intends to sell them (markets) in the light of the intentions of other competing firms.

Lever Brothers marketing strategy isa management process of analysing market opportunitiejs and choosing marketing positions, programs and controls that create and support viable business the serves the company's purpose and objectives.

Lever Brothers Nigeria Plc's strategy is best summarised in the words of Alhaji Aliyu, the Controller of Nothern Sales Area thus: "We first identy a gap and the target market, we then proceed to import or produce the product which can adequately statisfy the need. The response of the market after the introduction of the product provides an insight into the nature of the degree of the product acceptance. The decision after becomes that of a go/no go type. This practice ensure low product mortality."

Lever Brothers Nigeria Plc's strategies of marketing their products ina declining economy and to remain on the top of the progressive ladder by been more cost effective having an efficeint management and consumer satisfaction as its watchword, working together as a team is a working strategy of Lever Brothers Nigeria Plc uses existing distribution system and has a dealer distribution network throughout Nigeria through whom the product gets to the market. They give considerable attention to their choice of dealers as suitability of the dealer's premises and to location, and the standing of the dealer in the local community is considered before appointment.

Lever Brothers Nigeria Plc adopts merchant houses as distributors, prominent among those are John Holt and G.B. Olivant hose effective distribution network provides channels for covering Nigeria's extensive market.

The company also distribute their products to every nook and corner of the country, utilizing twenty-seven 27 depots spread all over the country, complemented by their direct consumer contact operations which has the function of carrying their products to the rural areas.

3.8 CURRENT SITUATION

The household manufacturing industry in Nigeria has witnessed a great ex pansion since the mid-eighties. In the past, manufacturing of most household products were left in the hands of multi-national companies. Such multi-na tional companies include:

(1) Lever Brothers Nigeria Plc

(2) PZ Industries Plc

(3) Nasco Plc

(4) A.J Sewards (and associate company of Lever Brothers Plc)

In recent time, new entries that came in to this field include:

(1) Global Soap and Detergent Limited

(2) Enamel Ware Nigeria Limited, Onitsha

(3) Eleganza Industries Limited, Lagos.

(4) Eva Industries Limited, Kano.

It should be noted that most of the new entries are indgenous firms. Therefore, the factors responsible for changes in marketing strategy is best explained by the total environment in which the company functions. The business exists like a living organ ism, in an environment that constantly changes, oblivous of the very existence of any particular company. To adapt to this inconsciously hostile environment companies must change also. Trying only to maiontain present conditions and procedures is to stagnate. It is virtually impossible to stand still, thus for most companies, the choice is between going ahead or going down hill.

In some ways, companies can actually create change rather than simply respond to change in their environment and this is a worthwhile effort. But for the most powerful corporations cannot influence the direction in which their environment as whole will go. Take for instance, some of the changes that have occured in our society within the past decade. Such as socially, economically, politically and technologically.

Obviously, there is not much any particular company can do to reverse trends like these. But if companies cannot alter the history of their society, there is no reason that they must sit idly by hoping that the current of event will pick them up like driftwood and sweak them on to success.

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CHAPTER FOUR

PRESENTATION AND DATA ANALYSIS

The information (Data) collected from respondents based on the two questionnaires is tabulated in this chapter. Simple percentages and are used to analyse the data so as to arrive at useful interpretations that would give way to meaningful suggestions.

QUESTIONNAIRE 1

100 Questionnaires were given out but 88 of it were returned.

Question 1: What is the sex of the respondent?

Table 4.1

Sex	**No. of Respondent**	**Percentage**
Male	54	61.36%
Female	34	38.64%
TOTAL	**88**	**100%**

Table 2: What is the marital status of the respondent?

Table 4.2

Marital Status	**No. of Respondent**	**Percentage**
Single	20	22.7%
Married	63	71.6%
Divorced	5	5.7%
TOTAL	**88**	**100%**

20 out of the respondents are single which is equal to 22.7% of the total number of respondents. 63 respondents are married representing 71.6% of the total respondents while 5 respondents are divorced (5.7%).

Question 3: What is the age of the respondent?

Table 4.3

Age	No. of Respondent	Percentage
20-24	8	9.1%
25 - 29	37	42%
30 - 34	30	34%
35 - 39	8	9.1%
40 & above	5	5.7%
TOTAL	**88**	**100%**

9.1% are aged between 20 - 24 years. 42% falls within 25-29 years age bracket while 34.1% are also aged between 30-34 years. The table also shows that 9.1% of the respondents are aged between 35-39 years while the remaining 5.7% falls within 40 years and above. At a glance, it could be concluded that most of the respondents are aged between 25 to 34 years.

Question 4: What is the educational qualification of the respondent?

Table 4.4

Qualification	No. of Respondent	Percentage
Below WAEC	5	5.7%
WAEC & A Level	48	54.5%
HND/Degree	35	39.8%
TOTAL	**88**	**100%**

The table above shows that majority of the respondents are WAEC and A'Level holders (54.5%). A good percentage of the respondents are also either HND or Degree holders (39.8%). 5.7% of the respondents holds qualification below WAEC. This distribution shows that majority of the respondents are well educated.

Question 5: Are you influenced by marketing strategy?

Table 4.5

Influenced by strategy	**No. of Respondent**	**Percentage**
Yes	68	77.3%
No	20	22.7%
TOTAL	**88**	**100%**

Going by the above result, a greater percentage of respondents are influenced by market ing strategies. This indicates that strategies yield good results if propertly channeled. 77.3% of the respondents are influenced by marketing strategies while the remaining 22.7% are not.

Question 6: What marketing effort influence you most.

Table 4.6

Marketing effort	**No. of Respondent**	**Percentage**
Advertising	15	17%
Publication	10	11.4%
Personal selling	58	65.9%
TOTAL	**88**	**100%**

65.9% of the respondents are greatly influenced by the price of any product. This means that their patronage of any product is highly dependent on the price of such product. A reasonable percentage of the respondents are also influenced by advertisement (17%).

The remaining respondents are influenced by other forms of marketing efforts.

Question 7: To what extent does marketing make you to eb aware of the existence of any product?

Table 4.7

Degree of product awareness	No. of Respondent	Percentage
To a great extent	53	60.2%
To a little extent	30	34.1%
No extent	5	5.7%
TOTAL	**88**	**100%**

To a great extent alot of respondent gets to know about a product through marketing activities. As per the above table, 60.2% falls within this category. 34.1% of the respon dents agreed that product awareness created through marketing activities is to a little extent. The remaining 5.7% indicated that marketing activities do not in any way create product awareness.

Question 8: Which of these media interest you most

Table 4.8

Media	No. of Respondent	Percentage
Radio	35	39.8%
Television	26	29.5%
Newspaper	14	15.9%
Cinema	5	5.7%
Leaflet	8	9.1%
TOTAL	**88**	**100%**

39.8% of the respondents opined that the radio interest them most. This is a clear indication that the radio have a larger audience than any other medium. Next to radio in terms of audiecne size is television with 29.5% of the respondents prefering it to the other media. 15.9% of the respondents prefer to read newspapers. 8% and 5% of the respondents prefer leaflets and cinema respectively. The above analysis will guide the marketing in strategic planning when making a choice of medium or media through which he intend to get through to prospective customers.

Question 9: Are you aware of any company undergoing intensive marketing strategy?

Table 4.9

Knoledge of coy undergoing intentive marketing strategy	**No. of Respondent**	**Percentage**
Yes	88	100%
No	-	-
TOTAL	**88**	**100%**

All the respondents have knowledge of one company or the other undergoing intensive marketing strategy. This is a clear indication that all the respondents have good knowledge of the subject under review ("Strategic marketing").

Question 10: List some household products manufacturing intensive marketing strategies. Table 4.12

Companies (Household Products Manufacturing)	**No. of Respondent**	**Percentage**
Lever Brothers Plc	40	45.4%
PZ Industries Plc	30	34.1%
Cadbury	10	11.4%
Others	8	9.1%
TOTAL	**88**	**100%**

45.4% of the respondents agreed or mentioned Lever Brothers Plc as one of the house hold products manufacturing companies undergoing intensive marketing startegies in Nigeria. 34.1% of the respondents mentioned PZ Industries Plc. 11.4% mentioned Cabdury while the remaining 9.1% mentioned other companies. The above rating places Lever Brothers Plc in a good position when discussing strategic marketing of household products in Nigeria. However, the company could still perform better by improving on its present strategies.

Question 11: Are you aware of any Lever Brothers Plc product?

Table 4.13

Awareness of Lever Brothers Plc Poducts	**No. of Respondent**	**Percentage**
Yes	88	100%
No	-	-
TOTAL	**88**	**100%**

All the respondents are aware of one or more of Lever Brothers products. With this 100% awareness, one can conviniently conclude that Lever Brothers Plc various range of household products have great acceptability among the end users (Consumers).

Question 12: List some Lever Brothers Plc products that you know.

All the respondents listed at least five (5) products. The most prominent products listed by the respondents are:

(a) Omo

(b) Sunlight

(c) Lux

(d) Close-up

(e) Vaseline

(f) Blue Band

Question 13: List some Lever Brothers Plc products that you use.

All the respondents uses one or two of Lever Brothers Plc prtoducts. This is an indication that Lever Brothers Plc is a market leader as it control a great share of the market.

Question 14: What are your crityeria for buying Lever Brother Plc products?

Table 4.12

Criteria for buying Lever Brothers products	**No. of Respondent**	**Percentage**
Availability	4	4.5%
Price	40	45.5%
Quality	21	23.9%
Advertisement	15	17%
Others	8	9.1%
Total	**88**	**100%**

Responses to the above question indicates that prices of a product plays a very important role in determining the demand for such product. 45.5% of the respondents agreed that price is the creteria used when buying Lever Brothers products. 23.9% of the respondents buy the products. 17% are influenced by the various forms of advertisement embarked upon by Lever Brothers Plc. 4.5% of the respondents buy because the products are always available. The remaining 9.1% based their judgement on other reasons. One of the other reasons is brand loyalty.

Question 15: Have you been influenced by a particular marketing strategy of Lever Brothers Plc.

Table 4.13

Influenced by patricular strategy	**No. of Respondent**	**Percentage**
Yes	78	88.6%
No	10	11.4%
Total	**88**	**100%**

88.6% of the respondents are influenced by a particular strategy employed by Lever Brothers Plc. The remaining 11.4% are not particularly influenced by any strategy.

Question 16: If your answer to Question 15 is Yes, which of the marketing strategies influenced you most.

Table 4.14

Strategies	**No. of Respondent**	**Percentage**
Price	38	43.2%
Physical Distribution	8	9.1%
Promotion	19	21.6%
Product	23	26.1%
Total	**88**	**100%**

Majority of the respondents buy Lever Brothers products because their prices are competitive. The category of respondents that buy the products based on price represent 43.2%. Respondents that buy based on product quality is 26.1%. Those influenced by promotion strategy is 21.6%. The remaining 9.1% buy as a result of phisical distribution strategy.

Question 17: Have you ever benefitted from Lever Brothers Plc incentives?

Table 4.15

Benefited from Incentives	**No. of Respondent**	**Percentage**
Yes	80	90.9%
No	8	9.1%
Total	**88**	**100%**

90.9% of the respondents claimed that they have benefited one way or the other from incentives offered by Lever Brothers Plc while the remaining 9.1% indicated that they have have not benefited in any way.

PROOF OF HYPOTHESIS

SUMMARY OF QUESTIONAIRE 1

TABLE 4.1b

QUESTION	FAVOURABLE %	UNFAVOURABLE %	TOTAL %
1	100	—	100
2	100	—	100
3	100	—	100
4	94.3	5.7	100
5	77.3	22.7	100
6	100	—	100
7	60.2	39.8	100
8	100	—	100
9	100	—	100
10	100	—	100
11	100	—	100
12	100	—	100
13	100	—	100
14	90.9	9.1	100
15	88.6	11.4	100
16	100	—	100
17	90.9	9.1	100
18	88.6	11.4	100
TOTAL	1690.8	109.2	1800

FAVOURABLE (%) = **1690.8** UNFAVORBLE (%) = **109.2**

Percentage in Favour = $\frac{1690.8}{1800}$

= 93.9%

Percentage not in Favour = 109.2

1800

6.1 %

It could be seen from the tabulated response above that a total of 1690.8 respondents which represent 93.9 % agreed that strategic Marketing play a significant role in the marketing of Household products. While a total of 109.2 respondents which represent 6.1 % agreed that strategic marketing has no effect on the marketing of household products. Which is unfavourable and it is Null hypothesis.

The deduction from this revelation is that majority of the respondents believed that strategic marketing plays a significant role in the marketing of household products.

SUMMARY OF QUESTIONAIRE 2

TABLE 4.2 b

QUESTION	FAVOURABLE	UNFAVOURABLE	TOTALFA-
1	100	—	100
2	100	—	100
3	100	—	100
4	89.5	10.5	100
8	84.2	15.8	100
10	100	—	100
12	63.2	36.8	100
13	89.5	10.5	100
15	100	—	100
17	89.5	10.5	100
TOTAL	915.9	84.1	1000

VOURABLE (%) =915.9 **UNFAVOURABLE (%) = 84.1**

Percentage % in Favour $= \frac{915.9}{1000}$

$= 91.6$

Percentage not in Favour $= \frac{84.1}{1000}$

$= 8.4$

From the Second part of the Questionaire, it could visibly be seen that 915.9 responses representing 91.6 % affirmed that Strategic Marketing plays a significant role in the marketing of household products. While 84.1 representing 8.4 % disagreed.

From the foregoing analysis the research therefore accepted the Alternate hypothesis which says that strategic marketing plays a significant role in the marketing of household products; and rejects the Null hypothesis.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

SUMMARY OF FINDINGS

In the last chapter, the presentation, analysis and interpretation of the company's marketing activities were made. The aim of the researcher is to find out whether the company really practice marketing strategies and if so to what extent has it affected the marketing of their household product coupled with the current economic down turn in the country.

From the research work, a lot of findings were revealed as regards the company's marketing strategies. The findings are presented as follows:

(i) That the company's consumers/customers were greatly influenced by its marketing strategies.

(ii) That pricing strategy of the company has major influence coupled with the advertising and promition and distribution strategies.

(iii) That the company's believe in marketing concept has really influenced the consumers patronage to a greater extent.

(iv) That the consumers were up to date on strategic marketing employed by the company.

(v) The findings also revealed the leadership position the company enjoys in the marketing of house hold products in the country.

CONCLUSION

The research work attempt to demonstrate marketing strategies and their impact in the marketing of household products in Lever Brother Plc.

The research delved into various elements in marketing strategy and revealed how they are been implemented in the Company moreover, factors which constituted obstacles to the realisation of t

Company's objectives and goals especially in marketing of household products were identified and recommendations made to remedy them and to put the company on sound footing to withstand the competitive environment which it has to contend with.

It is gratifying also to note that the company provides necessary information to their customers to keep them abreast of the latest development in the organisation especially in getting the deserved satisfaction from product purchased from them.

RECOMMENDATION

The researcher is of the opinion that notwithstanding the positive indicies of strategic marketing in the Lever Brothers Nigeria Plc., there are still room for improvement and greater height. And in this regard, the researcher suggest the following recommendations:

(i) The company should adopt a comprehensive marketing information system which will enable it make a realistic location and measurement of consumer needs, translate this need into satisfactory products. It is only through the acqusition of relevant that the profitability and long term growth and survival of the company can be assured.

(ii) The company in collaboration with relevant government agencies should form a partnership in arresting the dumping of fake and adulterated foreign products to the unsuspected consumers.

(iii) The company can still do more in the distribution strategy by monitoring the sales force and the distributors to make sure that the good intention of the company is not thwarted by unscruplus individuals.

(iv) In area of pricing and quality, the company can still do more in making sure that what obtains in Nigeria market is the same internationally.

(v) To crown it all, advertising which is an element of promotion can still be aggres sively pursued like its competitors in the same line of business. This is to maintain its reputation and differentiate its offerings from those of competitors. The advertising campaign should stress the dependability of the product, its consistent high quality and durability.

It is the researcher's believe that these recommendations will help the company to improve its operation and needs satisfaction of its numerous customers and consumers.

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APPENDIX 1

QUESTIONNAIRE 1

(1) Sex

Male [ ] Female [ ]

(2) Marital Status

Single [ ] Married [ ] Divorced [ ]

(3) Age

(a) 20 - 24 [ ] (b) 25 - 29 [ ]

(c) 30 - 34 [ ] (d) 35 - 39 [ ]

(e) 40 & above [ ]

(4) Educational Qualification

(a) Below WAEC [ ]

(b) WAEC & A Level [ ]

(c) HND/Degree [ ]

(5) Are you influenced by marketing strategy?

Yes [ ] No [ ]

(6) What marketing effort influence you most?

Advertising [ ] Publication [ ]

Persoanl Selling [ ] Prue [ ]

(7) To what extent does marketing make you to be aware of the existence of any product?

(a) To a great extent [ ]

(b) To a little extent [ ]

(c) To no extent [ ]

(8) Which of these heading interest you most?

(a) Radio [ ]

(b) Television [ ]

(c) Newspaper [ ]

(d) Cinema [ ]

(e) Leaflets [ ]

(9) Are you aware of any company undergoing intensive marketing strategy?

Yes [ ] No [ ]

(10) List some company's undergoing intensive marketing strategy.

1.

2.

3.

(11) Are you aware of any Lever Brothers Plc product?

Yes [ ] No [ ]

(12) List some Lever Brothers Plc's products that you know.

1. 7.
2. 8.
3. 9.
4. 10.
5.
6.

(13) List some Lever Brothers Plc products that you use.

1. 6.
2. 7.
3. 8.
4. 9.
5. 10.

(14) What are your criteria for buying Lever Brothers Plc's products?

1. Availability
2. Price
3. Quality
4. Advertisement
5. Others (specify)

(15) Have you been influenced by a particular marketing strategy of Lever Brothers Plc?

Yes [ ] No [ ]

(16) If your answer to question 15 is yes which of the marketing strateg us inflneced you most.

(17) Have you ever benefited from lever Brothers Incentives?

Yes [ ] No [ ]

(18) If the answer to question 17 is Yes, has it motirated you to buy Lever Brothers products again?

Yes [ ] No [ ]

QUESTIONAIRE 2

(1) Sex Male [ ] Female [ ]

(2) Marital Status Single [ ] Married [ ] Divorced [ ]

(3) Age (a) 20-24 [ ] (b) 25-29 [ ] (c) 30-34 [ ]
(d) 35-39 [ ] (e) 40 & above [ ]

(4) Education Question
(a) Below WAEC [ ]
(b)WAEC & A Lever [ ]
(c)HND/ Degree [ ]

(5) When was Lever Brothers Nigeria PLC Incorporaed?

(6) What is the corporte mission of lever Brother Nigeria PLC?

(7) How long have you been working with Lever Brother Nigeria PLC

(8) How position do you occupy in Lever Brothers Nigeria PLC.

(9) List all the honsehold products manufactured by Lever Brother Nig PLC.

(10) What type of strategy does Lever Brothers adopt in selling its products.
(a) Price (b) Promotion.
(c) Product Quality (d) Physical Distribution
(e) Combined Strategy

(11) If you compine strategies, briefly state the combination.

(12) Does these strategy alway work?

Yes [ ] No [ ]

(13) Have you improved on these strategies over the years?

Yes [ ] No [ ]

(14) Briefly state the improvement if any.

(15) Does the company use different strategy to set different household products?

Yes [ ] No [ ]

(16) If your answer to question 16 is Yes, briefly state the strategy used in selling each household product.

(17) To what extent does Lever Brothers Nigeria PLC marketing strategy work

(a) To a great extent

(b) To a little extent

(c) To no extent.

(18) Which of the marketing strategies is preferred by Lever Brothers Nig, PLC.