

**ST. MARY'S UNIVERSITY
FACULTY OF BUSINESS
DEPARTMENT OF MARKETING MANAGEMENT**

**AN ASSESSMENT OF SALES PROMOTION
PRACTICE IN COMBOLCHA TEXTILE SHARE
COMPANY**

**BY:
RAHEL BIZUAYEHU**

**JUNE 2014
SMUC
ADDIS ABABA**

**AN ASSESSMENT OF SALES PROMOTION
PRACTICE IN COMBOLCHA TEXTILE SHARE
COMPANY**

**SUBMITTED TO THE DEPARTMENT OF
MARKETING MANAGEMENT BUSINESS FACULTY
ST. MARY UNIVERSITY COLLEGE**

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APPROVED BY THE COMMITTEE OF EXAMINERS

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CHAPTR ONE

1.1. Background of the Study

Sales promotion consist of short term incentive to encourage purchase or sales of a product or service whereas advertising offers reasons to buy a product or service, sales promotion offers reason to buy know (Kotler Armstrong, 2008).

Combolcha Textile Company is one of the companies that are now under operation in the country. Combolcha in the south wollo administration Zone of Amhara regional state, 380km north of Addis Ababa but the branch office located around Anbesa Gareji near Imperial Hotel.

The company has renovated its old production line by the new state of the art technology, and started production in the 2002 E.C budget year. It is an integrated Textile company product 100% bleached, dyed and printed cotton fabric with different size and market yarns. The company has about 10,000 professional and experienced workers.

The main aspire or goal of conducting this research paper is to assess the effectiveness of Combolcha Textile Share Company product sales promotion plan on affecting customer perception either positively or negatively.

For the deviation on this research suggested recommendation in the problem stand for the good position on this research suggested effectively way to maintain the position in Combolcha Textile Share Company.

1.2. Statement of the Problem

Sales promotion has been defined as “a direct inducement that offers an extra value or incentive for the product to the sale force, distributors, or the ultimate consumer with the primary objective of creating immediate sales”. Keep in mind several important aspect of sales promotion as you read this chapter.

First sales promotion involves some type of inducement that provides an extra incentive to buy. This incentive is usually to key elements in a promotional program it may be a coupon or price reduction, the opportunity to enter a contest or a sweepstakes, money back refund to rebate, or an extra amount of a product (Belch George E. and Micheal A Blach 2003).

According to Kotler, (2005:469) the objective of sales promotion is the seller may use consumer promotion to short term sales or help build long market term share. In manufacture industrial promotion and publicity or public relation. the industrial sales a managers there fore must integrated this element in to one total promotional strategy of that are further integrated into the total sales of the firm technically oriented those primarily responsibility is to sale goods to buyers and buying influence in industry, government and institutions to be effective a manufacture industry sales should have to process sales promotional tools.

Combolcha Textile Share Company is one of the major Textile supply companies in our country. Before try to increase the company sales and the management must give attention to the current situation of the company sales promotional strategy, the effectiveness of the company promotion in persuading customers and its advantage and disadvantage compared with major competitors. Currently the management faces the problem of sales

promotion in vehicles, brochures as well as lack of sufficient bill board to meet the required amount of customer's knowledge the company faces problem providing sales promotion package to its customers.

This study is Initiating to identify the problems associated with the sales promotion practice of Combolcha Textile Company. Beside the primary observation of the company sales promotion doesn't show any improvement meting the customer expectation.

In this research tried to investigate problems related with Combolcha Textile Share Company.

1.3. Basic Research Questions

This research provides answer following questions. These are:

1. What does the company's sales promotion strategy looks like
2. What are the reactions of the customers towards sales promotion activities done by these companies?
3. To what extent does the company utilize sales promotion? To its customer?

1.4. Objective of the study

This research has the general and specific objectives as follows.

1.4.1. General Objective

This general objective of this study is to assess the sales promotion practice of Combolcha Textile Share Company.

1.4.2. Specific Objective

- To examine what the sales promotion of the company looks like

- To identify the reaction of the customers towards sales promotion activities.
- To identify the extent to which company utilizes sales promotion
- To demonstrate effective way of handling the customer expectation on sales promotion on this company.

1.5. Significance of the Study

On this research is mainly focused on assessing on sales promotion practice as the reference to Combolcha Textile Share Company. Following benefits includes.

To the Organization

- The Combolcha Textile industry use this research to improve its sales promotion and what action should be taken to improve sales promotional strategy.

To the Student

- On this research is needed for the academic requirements of for the practical fulfillments of BA Degree in Marketing Management.
- To serves as a reference for the one who are interested in the studying the same topics or related fields.

To the Others

- It burdens understanding and knowledge about physical distribution.
- It is to minimize cost of gathering information on physical distribution.

1.6. Delimitation of the study

This study has been restricted on sales promotion practice of the Combolcha Textile Share Company. The company produced different kind of product that needs sales promotion activities. This product are terry towel, bed sheet, matters cover, abujedide, yarn pillow cover grey fabrics but due to resource and time shortage this study will ally focus bed sheet matters cover. In the company overall sales promotion activities are done by different departments and branch are chosen for the study time delimitations is from 2000-2002 of the practice.

1.7. Definition of Terms

Sales promotion:-are tools many tools can be used accomplished sales promotion objective Media, TV, Radio, Magazines point of purchase displays to motivate customer demand, buying decision.

1.8. Research Design And Methodology

1.8.2. Research Design

In order to achieve the objective on this study uses Descriptive Research method because it helps to answer the research questions and to assessing identifies and describing the main future situation and sales promotion practice on Combolcha Textile Share Company.

1.8.3. Population

The final customers and workers of Combolcha Textile Share Company basic unit are taken as a population of this study. There are a number of employees at Merekato branch of which will be included on this study.

1.8.4. Defining Sampling Size

On this study made on customers and total sampling of the customers were taken using non probability sampling. In order to determine the sample size used the model provided by the author M1alhotera (2006:339). According to total 250 sample size will be considered and selected but considering possibility that some questioner might not

be filled out and returned a contingency of 10 respondents shall be included resulting in 210 respondents.

Type of Data to be collected

On this research use both primary and secondary data sources were obtained from the top management and customer of the company and secondary data to be collected from literature review, newspaper publication of data collection.

1.8.5. Method of Data Collection

The primary data were obtained preparing through interview and questioner for the customers. An interview is made branch manager of Combolcha Textile Share Company around Imperial Hotel near to DH Gedaink fabric.

The secondary data were collected from literature review, news paper and publications and related researchers.

1.8.6. Method of Data Analysis

The data to be obtain through questioner analyzed quantitatively techniques by using different statistical method of data analyzing and summarized like pie chart, tables and graphs in understandable manners. However, data to be obtained through interview and form secondary data sources shall be narrated and presented quantitatively.

1.9. Limitation of the Study

This research study could have been complete considered all the customers of the case company and all the employees who are related with the study under consideration. However, because of different constraints that hindered on this research to consider all the facts indicated above and these factors included shortage of money, shortage of time as the research is accomplished to takes learning and working ,unwillingness of customer respondents to participate in filing up the questionnaire.

1.10. Organization of the Study

On this research paper contains four chapters. One chapter contains the research proposal chapter two contains literature review, chapter three deals about data presentation, interpretation and analyzing. The final chapter of this research summary conclusion and recommendations will be included.

CHAPTR TWO

2. Review Related Literature

2.1. Background of Sales Promotion: - number of writers has explained about practice of promotion activities with little differences. According to Burnept (2002) Promotion defined as the marketing function concerned with persuasively communicating to target audiences in order to facilitate exchanges between marketers and the consumers to satisfy the objectives of all them. Promotion involves persuading target audiences to embrace a new attitude or to engage a new behavior. Boone and Kurtz (1995) suggested that sales promotion was originally intended to provide short term incentive aimed at produced immediate consumer buying behavior responses. Although sales promotion tools such as coupons, contest, premiums, and like are highly diverse they offer three distinctive beneficiaries.

➤**Communications:** - they gain attention and usually information that lead the consumer to the product.

➤**Incentives:** - they incorporate some concession, inducement, or contribution that gives value to the consumer.

➤**Invitation:** - they include distinctive invitations to engage in the transaction now. Sales promotion can be used for short run effects such as to dramatized product offers boost zapping sales.

2.2. Type of Promotion

Promotion has been defined as the coordination of the seller initiated effects to sell goods and services or promote an idea. It is also viewed as the common function of marketing. Promotion has basic tools or elements that are used to accomplished organizations communication objectives or often referred to use the promotion mix elements it includes advertising personal

selling, publicity, public relations and sales promotions mix elements plays role in marketing programs and may taken an on

Variety of forms and each has certain advantage and limitations. (W.W.W nos org and ecbus cow124.pdf 29/10/2006).

Major sales promotion: - tools many tools can be used accomplished sales promotion objectives media, magazines point of purchase displays to motivate customer demand, buying decision (Kotler, 2005:469)

2.3. Sales Promotion Tools

Many tools can be used to accomplish sales promotion objectives the main consumer, trade business promotion tools follows.

2.3.1. Consumer promotion Tools

It include sample coupons cash refunds, price picks .premium advertising special patronage rewards point of purchase displays on contests, sweepstakes and games.(Kotler:2003:561)

Samples are offers of a trial amount of a product. Sampling is the most effective but most expensive way to information new product. Coupons are certificates that give most expensive, way to introduce new product. Cash refund offers the refund part of purchase price of a product to consumer who sends a <proof of purchase>to the manufacturer price packs (cent off deals) offers consumer off the regular price of a product the reduce price are marked by the producer directly on the label or package. Premiums are goods offered either or free or at low cost as an intensive to buy a product. Advertising specialty useful practical with advertising name give as a gift to consumer. Patronage rewards are cash or other awards for the regular use

of a certain company product and service. Point of purchase (pop) promotion includes displays and demonstrations that take place at the point of purchase or sales. (Kotler, 2003:563)

2.3.2. Trade Promotion Tools

more sales promotion are directed to retailers and wholesalers (68) percentage than to customer 32 percentage trade promotion can persuade resale to carry a brand, give itself space, promote it in advertising and push it to consumer. (Kotler, 2003:563) manufacturer's use several trade promotion tools discount and allowance is one of the trade promotion tools discount is a straight reduction in price on purchase during a stated period of time. Allowance is promotional money paid by manufactures to retailers in return for agreement to further the manufactures product in some way.

2.3.3. Business Promotion Tools

Business promotion is used to generate business leaders, stimulates purchase, reward customers and motivate sales people, business promotion include many of the same tools used for consumer or trade promotion tools convention and trade show and sales contest. Many companies and trade association and trade show to promote their products. Firms selling to the industry show their products at the trade show. Trade show also help companies reach many aspect not reached through their sales force. (Kotler 2003:563)

2.4. Objectives and Functions of Sales Promotion

(Kotler and Armstrong (1996:512) has derived the objective and function of sales promotion from the sales classification and type there are from consumer promotion view should be to influence the customer for purchase the product or service initially because the sales promotion time is very

short and limited. Therefore if the customer do not respond to it quickly. They may lose the offer from trade promotion perspectives would be encourage the middle men to buy and store more units of products by offering them incentive of bulk purchase and sales and to motivate sales man to participate enthusiastically in the work would be from sales force promotion

Aspects. It is sales person who are indicated contact with the customer decide to purchase or not to purchase on the basis of the opinion of the sales person. Sellers may use consumer promotion to short term sales or help build long term market share. In manufacturing industrial promotion strategy comprise a combination of personal selling. Sales promotion and publicity /public relation. The industrial marketing managers therefore must integrated these element into one total promotional strategy of that are further integrated in to the sales promotional development strategy of the firm sales technically oriented those primarily responsibility to sale goods to buying influences in industry, government and institutions to be effective a manufacturing industry market any salesperson should have to process the following

- An understanding the customer's business operation
- Knowledge of products being sold to relate them to problems faced by the customers' line.
- Knowledge of competitions.

2.5. The Difference between Sales Promotion and Advertising

Sales promotion:-defined as those marketing that provide extra blue or incentive to the sales force the distributors, or the ultimate immediate sales, sales promotion broken in to two major consumer oriented sales promotion is targeted to the ultimate user of the product /service and include

coupons, sampling, premium rebates contest keep takes and various point of purchase materials these promotion tools encourage consumer to make immediate such as wholesalers, retailers, distributors. In recent years many companies have shifted the emphasized of their promotional strategy from advertising on sale promotion declining brand loyalty and increased consumer sensitivity to promotional deals. Promotion and sales promotion are two terms that often create confusion on the advertising and marketing filed. As noted promotion is element of marketing by which firms' communicate with their consumer it includes all promotional mix elements discussed .however many marketing and advertising promotional activities to their consumers or trade (retailer, wholesaler) sense to refers

To the various communication activities of an organization (George E,Bekh and Michal Belch 2003:21-23)

2.6. Develop Attractive channels

If the product process functional and customer test so the next step is test market the target of the company is product and market gives to develop market on sales promotional activities before going to the great expense of full introduction and its inters marketing program positioning strategy .advertising ,distribution, pricing ,branding, packaging and budget levels (Kotler 2006:285)

The sales promotion objectives on market develop of the company sales increase volume and by using different strategy practicing the consumer motivated to purchase that product related to get profit maximizing of the company.

- Build good consumer contact (relationship)
- Increase quality and reliability

- Use global advertising and promotion efforts
- Creating international distribution system
- Attractive packaging volume
- Develop consumer products for global market
- Produce error free products
- Add new technologies when before produce a product
- Develop sales promotion
- Increase wide distribution channels
- Description of the target market
- Description of the position to be adopted which the target market
- It's open up supplier's relationships for the companies outside of buyer's domestic market or global market.
- Growing power of retailers with the sales transportation these are good factors to increase sales volume of the companies, to move goods from point of production to the selling area in qualities required at times needed and at reasonable cost consider at time and place utilities to the goods handled and those increase economic value.

2.7. Sales Promotion Planning

A systemic approach to sales promotion planning is similar to that of advertising. So promotional planning involves the following steps. (Kotler 1937 62-68)

2.7.2. Establishing Sales Promotion Objectives

Specific objectives set for sales promotion vary with the type of target market. For consumer, objective includes encouraging more usage and purchase of large sized unit by users, build trail among non users, attracting by other brand users.

•**For Retailer:** -objectives include retailers stocking for encouraging stoking for related items, off-setting competitive promotion build brand loyalty of retailers gaining inter in to new retailer outlets.

•**For Sales Force:** -objective includes retailer stocking to encouraging related items of setting competitive promotion build brand loyalty of retailer gaining enter in to new retailer authors. For sales force, objective includes encouraging support of a new product or model, encouraging more prospecting stimulating.

• **Selecting the Sales Promotional Tools:** -the selection decision must take in to account the type of marketing sales promotion objectives competitive condition and cost effectiveness of each tool. For example the manufacturers in consumer market if the objective is to offset competitor's promotion then price off packs provide a quick defensive response. On the other hand if the objective is so generate initial trail of product sampling program is effective technique.

• **Developing Sales Promotional Tools:** -the program involves decision of size of incentive conditions for participation distribution vehicle for promotion duration of promotion timing of promotion and overall budget.

2.7.3. Advertising

It is the mass media method of marketing communication and provides exposure to the largest most geographically dispersed audiences at the lowest head that beings said advertising cost can advertise quietly with medium like TV, Radio and even online .Advertising which can be prohibitively expense for many business other traditional forms of paid advertising include news paper and magazines the yellow page, billboard singe and posters. (W.W.W nos org and ecbus cow29.pdf 29/10/2006).

John A. Ovelech and Paul W.Farries(1991) suggests that advertising is usually more complex than the other elements of marketing

communication. This is because verbal and non verbal symbols are transferred from the media to the receiver in a single advertising message. Advertising is essentially about who says what to whom through which medium what effects.

There are three major types manufacturing or industrial advertising

Space Advertising: -that includes general magazines, general business publications, and trade journal publications.

Direct mail Advertising: - this is any printed or processed from directed to selected individuals by controlled distributions.

Industrial directory advertising: -these are also called industrial buyers guide. If a purchasing agents wished to purchase a certain products that person may be refer to a directories are used the reference materials by buyers and buying influences. It is highly credible medium at buying tools. (Kotler 2005)

2.7.4. Personal selling

Personal selling is an approach to selling that involves the individual efforts of sales person to establish and grow rapport with the specific customers. Personal contact with present and perspective customer for the purpose of sailing involves different contact between the buyer and the seller either face to face or through some form of communication (W.W.W nos org and ecbus cow/24.pdf.

Robert W. Hoas (1982) says that personal selling is direct personal contact with present and prospective customer for the purpose of selling through customer needs goods and services. Unlike Advertising, personal selling involve, direct contact between the buyer and seller either face to face or through some form of communication.

2.7.5. Public Relations

It is used to create a company positions with respect to participating in community affairs and it is coordinated attempt to create favourable product image in the mind of public by supporting a certain activities or programs publishing commercials significant new in a widely circulated medium, or obtains favourable publicity that is favorable presentation on Radio, TV, or stage that are not directly paid for non run under identified sponsorship. Jdh. J Burnet (2002).

2.8. Promotional Push and Push

Promotional strategy is generally in the two major classes which are push strategy and pull strategy.

2.8.2. Promotional Push Strategy

It is the program designed to persuade the trade to stock merchandise and promotes manufactures product and its goal is to push the product through the channels of distribution by aggressively selling and promoting the item to the resells or trades for Example, introductory discounts, promotional allowances and cooperative advertising programs are some of their strategy.

2.8.3. Promotional Pull Strategy

Are programs which are designed when manufacturer faces resistance from channel members who do not want to take additional product line or brands in spending many on advertising and sales promotion efforts directed towards the ultimate customers having the goal creating demand among customer and encourage them to request the product Belch(2003: 32)

2.9. Sales promotion Program

The marketing manager decided the sales promotion include the amount program sales promotion of distribution vehicle for promotion, duration and

time of promotion sales promotion budget the manager has to protect the sales promotion program. The marketing manager has determined the amount or incentive to be offered to consumers a higher incentives product is higher sales promotion response. The incentive may be offered incentives the markets should decide the method and mode of sales promotion. The package may include prize coupons. The duration of sales promotion is decided by the management but it is generally for a month. The sales incentives are for long period, their impact may be normal therefore the duration of sales promotion should be cutis by determined. The duty of sales promotion should be during of reason or it may be determined to meet certain seasonal requirements.

2.10. Promotional Budget

According to Aldridgew (1997:256) promotional budgeting is a budget that includes the entire fund that one is going to use the promotion of business and its product. The size of the company promotion budget decides how much you have to spend on your promoting products. Determine promotional budget can be very difficult things to do a promotional budget could be away under what one forecasted or way under what one forecasted or way over. After figuring out a promotional budget its then is Determine what would be the best ways to use the promotional budget (Srinivas on Anderson 1998:410)

2.11. Budget Decision

One the marketing communications objectives have been determine the focused move to the communication budget two questions emerge at this point. What will marketing communication program cost. How will this funds be allocated ideally the amount of the company needs to spend on marketing communication should be determined by what has to be done to accomplished it communications objectives (Kotler 2000:277) on this aspect

details the to develop sales promotional activities strategies planned expected revenue during implementation of the sales promotion strategies practicing and program expected cost. The difference is projected profit. Once its approved by high level authorities, it becomes the base for materials to promote the product planning and marketing option.

2.12. Promotional Pricing

According to Rewley (1998:259) one of the best powerful sales promotion techniques is the short term price reduction or as known in some areas on sales pricing. Lowering a product selling prices can have an immediate impact on demand; through marketers must exercise caution science the frequent use of these techniques can lead customers to anticipate the reduction and consequently, withhold purchase until the price reduction occurs again.

2.13. Evaluating and Control of Sales Promotion Strategy

Sales promotion strategies should be evaluated at the strategy of implication and final performance because implication control will suggests important during the application of the promotional strategy, while performance control will be guide for the future .implementation control covers initial planning, objectives promotional packages and printing of special premiums and packaging materials distribution to retailers, etc. .it has been said that 95 % of implementation control has improved sales results, although very few firms adopt this strategy. May manufacturers believe only in performance control performance sales result is evaluated in the light of planned objectives Consumer planed data, consumer surveys and consumer experiments are also used to evaluate performance of a particular mode of promotion. This evaluation techniques have been effected in increasing sales through motivating consumer and sellers point the way to improvements in sales promotion.(M.N.Mishra.2004:14)

2.14. Control and Measurement

Is monitor to progress and allow high authorities to review implementation results what is normally done here is that monthly or quarterly budgets and goals are spelled out and compared with that actually been achieved during this period or previous periods both. The higher management body spots the business companies products that are not meeting their goals and takes appropriate action accordingly.

CHAPTR THREE

3. Data Presentation Analysis and Interpretation

This chapter dealing with the analyze and interpretation of the study based on the data gathering from respondent of Combolcha Textile Share Company. And customers, and sales people persons. In addition it includes the company's manager responses to the interview question since the study is concentrated on Addis Ababa market considering one and half of the total population can represent the customer on the sales promotional research select out of the 89 customers 34 as respondents and 100% of the respondents are able to file return the questionnaire. From the companies 6 sales persons all were selected out only 5 of them are able to file and return the questionnaire distributed.

All the data collected from customers and sales people are here summarized using descriptive statistics were by the raw data is computed in % percentage.

The summarized data is analyses Appling descriptive analyses method using tables, to demonstrate implication of the major findings.

3.1. Respondents General Characteristics

Table 1.General Characteristics of the Respondents

Item No	General Characteristics	No Customers Respondents	%	No of Sales Person Respondents	%
1	Gender				
	- Male	105	82.36%	4.1	30%
	- female	105	17.64%	1	20%
	Total	210	100%	5%	100%
2	Age				
	- 18yrs -25 years	52	0%	8	0%
	- 26yrs-30 years	32	8.82%	3	60%
	- 31yrs-36 years	29	85.29%	2	40%
	- 36yrs and above	97	5.88%	0	0%
	Total	210	100%	5%	100%
3	Educational background				
	- Diploma	22	64.74%	1	20%
	- Degree	11	32.35%	3	60%
	- 1 st Degree	33	2.94%	1	20%
	- 2 nd	55	0	0	0
	- Degree(Ms)	88	0	0	0
	- PHD	11	0	0	0
	- Others	0	0	0	0
	Total	210	100%	5%	100%
4	Experience				
	0-3yrs	29	0	0	0
	3-6 yrs	32	35.89%	2	40%
	6-10yrs	58	64.71%	3	60%
	10yrs	48	0	0	0
	10yrs & above	43	0	0	0
	Total	210	100%	5%	100%

As it is observed the above table no 1 out of 200 respondents, 139(70%) found to be male and the rest 61(30%) of them are found to be female.

These show that most of the company sample respondents that practice in the retaining business are male.

Item no 2 which is illustrated in the same table explain that 78(26%) of the respondents are in the age of 26-35 and 52(26%) of the respondents are between the age of 36-45, this implies that more than half of the companies retailers and adults which means that retaining business activities by adults while 35(18%) are in the age of 35 and the rest 35 (17%) of the respondents are between the age are 18-25 which implies that the above listed two age groups are less likely involved in the retaining business.

Regarding the educational background from the total of 210 respondents of 200 respondents 87(44%) respondents are highest choose complete, 17(8%) are found in diploma level, and 18(9%) have the 1st degree while the students 34 %(18) have experiences. From these implies that respondents can understand the questions and feet the questionnaires respectively.

3.2. Analyzing Major Findings

Table 2. offering of Trade Sales Promotion

Item No	Item	Scale	No of Respondents	Percentage (%)
1	Dose Combolcha Textile S.C offers sales promotion for your Business?	Yes	200	100
		No	0	0
		Total	200	100%
2	If your answer yes no question no 1 what type of sales promotion did the company offers for your business	Trade Allowance	95	50
		Trade show	27	14
		Push Money	27	9
		Free merchandize	52	27
		Total	210	100%

Item No 1 of table 2 that present a data on the offer of trade sales promotion form the total respondents of 200 retailers, 200(100%)of the respondents said yes other respondents no. this implies that all of the respondents receive sales promotion from the company.

In the second item of the above table 2 that tells about that type of trade type of trade sales promotion does the respondent retailer receive. 95(50%) received trade allowance, 52(27%) received free merchandize, 27(14%) attend the trade show, 17(9%) received push money, and while there is no respondents who receive store administration from the company. This implies the company mostly provide trade allowances and free merchandize for the respondents retailers. This means that the company offers price reduction to attract the retailers by providing trade allowance and also offers free merchandize by giving extra merchandize in free.

Table 3. Purchase Quality of Customers

Item No	Item	Scale	No of Respondents	Percentage (%)
1	Do you believe that you are loyal customer of Combolcha Textile S.C	Yes	70	35
		No	130	65
	Total		210	100%
2	How do you evaluate your purchase quality from Combolcha Textile S.C when comparing it to other competitors product, when it provide you sales promotion	Very High	0	0
		High	43	22
		Medium	52	26
		Low	78	39
		Very .low	37	13
		Total	210	100%

In the table 3 item number1 from the data existing on being loyal customer of the company from the total respondents of 200 retailers, 130(65%) of the respondents said no 70(35%) answer yes, this show that majority of the respondents are not loyal customers of the company. In the same table item number 2 from the current data on the evolution of the retailers purchase quality comparing competitors product out of the 200 respondents.78 (39%) of the respondents has low purchase quality, 52(26%) of the respondents has medium purchase quality,27(13%) of the respondents has high quality, these show that most respondents have low purchase quality, accordingly to most respondents there purchase quality of the companies product when

it offers them trade sales promotion is not attractively as compare to the competitor product this shows that Combolcha textile S.C is week to customer competitor activity.

Table 4. Initiation of Interest by Discount

Item No	Item	Scale	No of respondents	Percentage (%)
1	To what extent Combolcha Textile S.C discount initiate your interest to buy there product	Very High	9	4
		High	34	16
		Medium	52	26
		Low	70	37
		Very low	45	17
	Total		210	100%

According to the data on how the companies discount initiate the respondents interest to buy there products. Out of 200 respondents 70(37%) of the respondents have low initiation to buy 52(26%) of the respondents have very low initiation to buy. These implies that the discount that given by the company is not attractive to encourage respondents, these could arise for the reason that the respondents believe the discount is not encourage to create a feeling towards the product in the purchasing process.

Table 5. Customer Satisfaction

Item No	Item	Scale	No of respondents	Percentage (%)
1	How do you evaluate your satisfaction compare to sales companies sales promotion practice	Very Good	0	0
		Good	17	9
		Medium	61	30
		Bad	78	39
		Very bad	54	22
	Total		210	100%

In the above table 5 item collected the data regarding to the respondents satisfaction, out of 200 respondents asked 78(39%) respondents bad ,61(30%) respondents medium 54(22%) respondents very bad while the rest 17(9%) of the respondents have answered good. Besides on this research understand that most respondents are not satisfied by the sales promotion that is offered by the company, this indicates that the sales promotion of the company is less in including retailers to make more purchase.

Table 6. Recalling the Product

Item No	Item	Scale	No of respondents	Percentage (%)
1	How much do you recall the Combolcha Textile S.C when ever your customer ask for a product in your outlet	Very often	17	9
		Often	26	13
		sometimes	35	17
		rare	78	39
		Very rare	45	22
	Total		210	100%

Out of 200 respondents 78(39%) replied rare, 42(22%) recall companies product very rare 45(17%) replay sometimes, 26(13%) answer often, the rest 17(9%) recall the companies product very often as it shown in the above table. This deposit to the researcher that the retailer gives priority to Combolcha Textile S.C product rarely whenever the customer ask to buy the product

Table 7. Evaluating Sales Promotion

Item No	Item	Scale	No of respondents	Percentage (%)
1	Why do you evaluate Combolcha Textile S.C sales promotion activities compare with its competitor	Very good	0	0
		Good	53	26
		Medium	52	26
		Bad	70	35
		Very bad	26	13
	Total		210	100%

In the table 7 item 1 concerning to the activity of the company's sales promotion out of 200 respondents asked 70(35%) replied badly, both respondents good and medium have equal value of 52 (26%) while the rest 26(13%) of the respondents have answered very bad. Beside on the above data on this research believe that the sales promotion provided by the company not attractive accordingly to the evaluation of the respondents from that of competitors , this describe the company fails to much reviles sales promotion activates because of the reason the company lose market share and competitive position.

Table 8. Sales Promotion the company provided

Item No	Item	Scale	No of respondents	Percentage (%)
1	Trade allowance	Very often	45	17
		often	130	65
		sometimes	26	14
		rare	9	4
		Very rare	0	0
	Total		210	100%
2	Free merchandise	Very often	45	18
		often	96	48
		sometimes	34	17
		rare	26	13
		Very rare	9	4
	Total		210	100%
3	Trade show	Very often	19	4
		often	17	9
		sometimes	87	44
		rare	70	34
		Very rare	17	9
	Total		210	100%
4	Push Money	Very often	0	0
		often	34	17
		sometimes	36	18
		rare	61	30
		Very rare	69	35
	Total		210	100%

In the table 8 number 1 item illustrated show how the companies provided trade allowance from the total of 210 respondents 130(65%) answer often, 35(17%) responded very often, 26(14%) said sometimes and rest 9(4%) explain rare. this means that the company provided a price reduction to the retailers usually to push the company product through them.

From the gathered data on how the company provide free merchandize out of 210 respondents 96(48%) answered often 35(18%) respondents very often 34(17%) responded sometimes 26(13%) said rare and rest 9(4%) responded very rare. This represents most of Kombolcha Textile S.C often extra product by free instead of giving price reduction to the retailers but stile as it can be clearly seen in the table 8 item number 2 of the company mostly provides trade allowance when comparing with free product.

In the same table item number 3 illustrate data on how the company practice in the trade show from the total of 210 respondents 87(44%) said sometimes, 70(34%) answered rare ,both respondents replied very rare and often in same proportion 17(9%), 9(4%) said very often as it can be observed from the above information Kombolcha Textile S.C practice in trade show frequently it will gain advantageous more than it acquire currently to attract and identify new prospect, serve current customers and also to introduce new product fro customers.

From the existing data on how the company provide push money in table 8 item 4.69(35%) responded very rare, 61(30%) answer rare 36(18%) said sometimes 34(17%) replay often. According to this Kombolcha Textile S.C often a bones to retailers for push the company's product rarely or this sales promotion activities, do not practice well enough in the company.

Table 9. Sales Promotion encourage purchase

Item No	Item	Scale	No of respondents	Percentage (%)
1	To what extent the sales promotions provided by the company encourage you to increase your purchase?	- Very high	9	4
		- high	27	13
		- Medium	52	26
		- low	58	30
		- Very low	64	27
	Total		210	100%

Regarding table 9 from the total of 210 respondents in the issue on how the sales promotion of the companies encourage buyers to buy 58(30%)of respondents said low, 64(27%) replied very low, 52 (26%) responded medium, 27(13%) replied high and 9(4%) said very high. By covering this data what the student researcher can understand is the incentives of the company are not encouraging the retailers to enhance their purchase because the company's sales promotion is weakly designed to stimulate strong market response.

Table 10. Importance of trade Sales Promotion

Item No	Item	Scale	No of respondents	Percentage (%)
1	How do you rate importance trade sales promotion for your business	- Very high	16	8
		- high	37	14
		- Medium	50	25
		- low	54	27
		- Very low	53	26
	Total		210	100%

From the viewpoint of rating the importance of trade sales promotion for retailers to buy the companies product 54(27%) responded low, 53(26%) responded very low, 50(25%) replied medium, 37(14%) said high while rest 16(8%) answered very high. In this cause the retailers does not think the companies sales promotion activities including retailers to make purchase and to stimulate their effectiveness.

Table 11. Choosing the product

Item No	Item	Scale	No of respondents	Percentage (%)
1	Do you choose the company product from the others by its sales promotion activities?	- Strongly agree - Agree - Medium - Disagree - Strongly disagree	26 27 53 54 50	8 14 26 27 25
	Total		210	100%

In the table 11 out of 210 respondents 54 (27%) of the respondents disagree, 53(26%) said medium, and 52 (25%) responded strongly agree, this implies that the retailers are not preferring the companies product from that of competitors by its sales promotion activities what it can be seen from this the incentives and inducements of the Combolcha Textile S.C is less attractive from its rivals.

Table12. Collection of information

Item No	Item	Scale	No of respondents	Percentage (%)
1	To what extent does Kombolcha Textile S.C collect sufficient information about the trade sales promotion?	- Very high	19	4
		- high	34	17
		- Medium	26	13
		- low	96	48
		- Very low	35	18
	Total		210	100%

From the above table 12 out of 210 respondents 96 (48%) of the respondents say low, 35(18%) of the respondents very low, 34(17%) of the respondents replies high, 26(13%) responded medium, while the rest of 19(4%) of the respondents said very high. On this research observed data Combolcha Textile S.C does not gather relevant information from retailers about the sales promotion that it offers, but this will cause a hug problem to the company because customers responses must be collected and examined in a proper way to keep up what is best and to correct the errors to became a good competitor in the market.

Table 13. Categorized users

Item No	Item	Scale	No of respondents	Percentage (%)
1	How do you categorized yourself using the companies product	Heavy users	27	9
		Frequently users	26	13
		Medium users	35	17
		Infrequently users	78	39
		Less frequently users	44	22
	Total		210	100%

In the above table that presents data of using the companies product from the total of 210 respondents are 44(22%) are less frequently users of the product and 78(39%) are infrequently users of the product and 35(17%) are medium users and 26(13%) are frequently users of the product while the rest of 27(9%) are heavy users. From this it easy to know the most retailers doesn't frequently use the companies product at all what on this research determined from the company weakly examined the purchase pattern of retailers and do not plan to provide incentives for sufficiently long time so what heavy users get an opportunity to benefits in the purchase cycle.

3.2. Analysis of Interview

- What type of sales promotion tools does Combolcha Textile S.C use in the market?

The company provide the trade allowance, free merchandise trade show and push money for business customers so that, those customer run our product in a better shape than our competitors.

- What are main objectives of sales promotion tools in Combolcha Textile S.C?

The objectives of sales promotion in our company are to inform customers about the product and to persuade buyers to purchase our product and also remind customers about the importance of our product. as the manger said the company determine its sales promotion objectives and mention what kind of buyers responses are desired.

- How do you measure the effectiveness of your sales promotion performance?

To measure weather we are effective or not we pass through two steps. The 1st step is measuring how much the target market is aware of our product or prefers our product, after scaling this data. The 2ndstep is doing the same investigation after the sales promotion is conducted.

- How the company allocated sufficient budget awards sales promotion?

The marketing departments the required budget that must be used for properly implementing sales promotion to the finance department and by considering the situation. This department will fund the budget to by Combolcha Textile S.C products.

The marketing and sales promotion manager can't exactly say this however he said smoothly sales promotion is preferred by most of target market.

- What kind of roll sales promotion plays for the company overall promotion goal?

As the marketing and promotion manager sales promotion is more efficient even more than advertising and if it will fund accordingly. It would be the efficiency that we have known in meeting the overall promotion objective.

- What are the steps of Combolcha Textile S.C follow to make sales promotion decisions?

He said that after the company drafts its promotional objective; they provide the activities that need to be done afterwards the company assigned the budget.

- How often the companies evaluate its performance on the sales promotion?

The company evaluates its sales promotion performance one or twice a year.

- What effect that the sales promotion of Combolcha Textile S.C on the companies profitability?

He mention that the sales promotion had good impact on enhancing the profit of the sales promotion will enhance the sales volume by speeding up the sales process.

- What is the major problem that your company faces during offering of sales promotion?

According to the marketing manager the first and the major problem is there is shortage in sales promotion budget this is because top level management do not fund enough budget for implementation the sales promotion program. Second to that there is shortage of manpower who works as sales person.

CHAPTER FOUR

SUMMARY, CONCLUSIONS AND RECOMENDATIONS

These part of the research paper includes summery conclusion and recommendation of what has been studied so far.

4.1 Summary of Major Findings

- From the total majority of respondent were male. And most of the consumer (37%) was found in the age 26-35.
- The entire Respondents' sales promotion of the company. And among the respondent who receive trade sales trade sale majority (95) of them receive trade allowance. Regardless of the fact only 35% of the customer is loyal for the company.
- With the reference of the evaluation of respondents purchase quantity , hand in hand in this 54% has low initiation to buy the company's product. And concerning the satisfaction of customers more than half experienced bad satisfaction to the company's product.
- More than half (61%) of respondents does not recall the company's product in the way that the company wants its product to be remembered. And regarding evaluation of sales promotional of the company only a handful agreed that the sales promotion has good evaluation.
- Regarding the company's provision of trade allowance, most of the respondents argue it provide trade allowance as well as free merchandise often, and most f respondents believe that the company participate in trade shows frequently. With regard to the usage of push money more than enough respondents (130) argued that the company uses the technique rarely.

- For most of the respondents (57%) the company's sales promotion has low motivation capacity to push customers in purchasing the product , and with regard to the sales promotion only few (43) of the respondent claim that it have with certain importance .In addition to that only 22% of the total respondent choose the company's product from others. Most of the respondents (131) argued that the company's has low information about the trade sales promotion.
- From 200 participant's insignificant percentage (9%) are heavy users of the products.

4.2. Conclusions

With the reference to the result discussed above the following conclusion are required.

- From the research result, Combolcha Textile S.C offers sales promotion for all participants in this study , customers mostly receive trade allowance , free merchandise , trade show , and push money the company does not provide store demonstration at all.
- From the customer response most of them are not loyal customers of the company although there are some who are loyal. What can be said from the research result is that the majority of the customers purchase from the company is low, in a sense that there not attracted enough by the sales promotion activity of the company when comparing it with its competitors. Regarding discount initiation of customers, the discount provided to customers does not initiate them to buy the company's product because it is to encourage able enough.
- As it can be seen from the research, the majority of customers are no satisfied by sales promotion of Combolcha Textile S.C this may lead them to shift to Competitors Company. The research study declares the most of the retailers do not recall the company's product when final customers visit their out lets.

- According to customers, the sales promotion of Combolcha Textile S.C is poor when comparing to its competing companies. From the customers response the company regularly offer sales trade allowance, next to it they gives free merchandise for money in small quantity . As per the research finding, the company's sales promotion is not encouraging retailers to enhance their purchase.
- Concerning the attitude of customers, majority of retailers does not accept the sales promotion of the company and think that have no benefits for their retailing business .According to the study, the company's sales promotion does not attract retailers, this means that, they does not give priority to the company's product by its weed in gathering relevant information about its trade sales promotion practice from customers.
- From the outcome of the study, large numbers of business customers do not purchase the company's product frequently.

4.3 Recommendations

Based on the research result that has been discussed so far the following points are recommended by the student researcher.

- Sales promotion designed to stimulate easier or stronger market responses , so that it must be designed to enhance the purchase of buyers but responding on the implication of Combolchca Textile S.C customers, the sales promotion activity of the company is weak to encourage buyers to make more purchase when comparing it with its competitors sales promotion activities to change its condition the company must designed its sales promotion in a way to motivate more customers by offering better benefit.
- Sales promotion gives extra incentive for customer to make purchase and one of the incentives is giving price reduction or discount for customers, in order to induce them to make purchase. Combolcha Textile S.C.

provide discount for retailers but it is not good enough to attract their interest to make purchase decision but if the company provides a better discount than it offers currently it will help it to attract new customers in a better way.

- Business customers of the company do not usually recall the company's product, but if the retailers receive a bonus for purchasing the company's brand it will encourage them to give priority to sell the company's product over other competitors' products for this reason Combolcha Textile S.C must offer push money for retailers.
- The activity of the sales promotion in Combolcha Textile S.C must be well designed to match rivals' sales promotion activity to attract more customers and to gain market share plus competitive position.
- Among the types of sales promotion the company offers for retailers it provides trade allowance and free merchandise in larger quantities from other sales promotion activities. The company does not participate well engaged trade shows more than currently it will be effective in introducing its new products for customers and also it must provide push money to attract more retailers.
- Trade sales promotion designed to encourage retailers to sell the product and it will help the company to speed up its selling process and maximize sales volume. If the company effectively implements its sales promotion activities by informing, persuading and reminding customers to make purchases and also by providing them with a better incentive they will probably encourage staying with the company and making purchases in a better quantity.
- In order to know what customers think about the sales promotion activities of the companies and to know the areas in which customers are not satisfied about, the company must gather information from

customers to know what they really want and to counter competitive activities in the market in the market.

- Finally what can be conclude from this research paper is that most retailers are not loyal customers of the company according to this, Combolcha Textile S.C must look forward to improve its sales promotion practice and make the customers loyal.

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Appendix II

Appendix I
St. Mary's University
Business Faculty

Department of Marketing Management

This questioner to be filed by the business customer and official workers of Combolcha Textile Share Company.

Thank u in advance for or cooperation questioner is related to your personal option writing it shortly on the space provided.

I. General Characteristics of Respondent

1. Sex
A. Male B. Female
2. Age
A. Below 18 Years C. 30- 39 years
B. 19- 29 years D. 40 and above
3. Education Status
A. Primary C. Certificate
B. Secondary D. Degree and Above
4. Occupation
A. Government Employee C. Self employee
B. Merchant D. Contractor
5. How many years have you spent in the business that you are working for?
A. Less than 3 years C. 5 years
B. 2-4 years D. 1 year
6. How long have u been customer of Combolcha Textile Share Company?
A. Less than 1 year C. 4-5 years
B. 2-3 year D. since its established

II. Question related on sales promotion strategy practice and performance

- How often your companies rewards and encourages your successful sales performance?
A. Very rare C. rare E. sometimes
B. Often D. very often
- How do you evaluate the teamwork among sales people?
A. Very low C. low E. medium
B. strong D. very strong
- How often the company gives training on sales promotion to support and update your skills?
A. Very rare C. rare E. sometimes
B. Often D. very often
- The share company sales commission compensate for the service you rendered to the companies campaign to the other competitive companies?
A. strongly disagree C. Disagree E. medium
B. Agree D. strongly agree
- How do you evaluate the knowledge you have about your completion product strength and weakness?
A. poor C. good E. fair
B. very poor D. very good
- Do you assess yourself having knowledge about the share company?
A. poor C. good E. fair
B. very poor D. very good
- How do you evaluate your company in giving authority to give decision on your sales promotion activity?
A. poor C. good E. fair
B. very poor D. very good

8. Do you think the company has employed enough sales staff to cover the market?

- A. strongly disagree C. disagree E. medium
B. agree D. strongly agree

9. If you don't agree the above question what do you think the reason?

- A. lack of a ducat budget
B. no attention from management
C. Luck of available skilled sales person
D. if any specify-----

10. How do you assess the company's sales promotion program in creating integration on or performance to meet the company objective?

- A. poor C. good E. fair
B. very poor D. very good

11. Where you supplied by another competitor supplied of the same product you get form Combolcha Textile S.C?

- A. yes
B. no

12. if your answer yes the above question what made you shift to Combolcha Textile S.C ?

- A. price discount C. after sales technical assistance
B. trade allowance D. if another, please specify -----

13. You believe that you are loyal customer of Combolcha Textile S.C?

- A. strongly disagree C. disagree E. medium
B. agree D. strongly agree

14. Dose the company sales promotion program encourage you stock and promote the supplied product?

A. often C. sometimes D. rare

B. very often E. very rare

15. How do you evaluate the company's sales promotion services in meeting your expectation?

A. poor C. good E. fair

B. very poor D. very good

16. How do you the company's sales people willingness to assist customer?

A. poor C. good E. fair

B. very poor D. very good

17. Do you feel the confidence on the company's sales promotion presentation and demonstration on the product you want to purchase?

A. often C. sometimes D. rare

B. very often E. very rare

18. Do you evaluate the company's sales people commitment on their job?

A. poor C. good E. fair

B. very poor D. very good

19. If you have any comment or suggestion the relation based on its sales promotion strategy practice and performance on Combolcha Textile S.C please write here-----

Thank you for your cooperation

Appendix II
St Mary's University
Business Faculty

Interview questions prepared to the sales promotion and production section department section. This interview is prepared by the researcher to support research report to submitted St, Marry University College for the partial fulfillment of the Bachelor of Arts Degree in Marketing Management. The purpose of this study to identify problems and factors affecting the sales promotion practice on Combolcha Textile Share Company.

Thank you in advance for or cooperation interview Questions prepared to sales promotion and practice section of Combolcha Textile Share Company.

1. What type of sales promotion on the companies implements and which promotional tools you apply for?
2. What are the main objectives of share company promotional practice?
3. What are the major problems in the S.C encountered within the sales promotion and personal selling activities?
4. Which type of product on the share company offers as a sales promotion incentives and how do you use them?
5. How do you measure the effectiveness of the Share Company sales promotion program?
6. How do you recruit the company sales person?
7. How do you evaluate your sales people performance?
8. How do you motivate and reward your sales person and how often the companies do this?
9. How frequent do you train your sales person and update their selling skills?

ቅድስት ማርያም ዩኒቨርሲቲ ኮሌጅ

የማርኬቲንግ ማኔጅመንት ትምህርት ክፍል በኮምፕዩተር ጨርቃጨርቅ ርቅሹር ካምፓሲ ደንበኞች የሚሞላ መጠይቅ ነው። ይህ መጠይቅ የተዘጋጀው በማርያም ዩኒቨርሲቲ ኮሌጅ የመጨረሻ አመት የማርኬቲንግ ማኔጅመንት ዲግሪ ተማሪ የመመረቂያ ጥናት መረጃ ለማሰባሰብ ነው። የጥናቱ አላማ በኮምፕዩተር ቴክኒክ ይል ሹር ካምፓሲ ውስጥ ያለውን የሽያጭ ማወቂያ በመተግበርና በሽያጭ ውስጥ ያለውን ችግሮች ና ገበያውን ለመቆጣጠርና ለማሳደግ ዕንዲሁም ምርቱን የሚያስነቅፉ ሁኔታዎችን ጠይቆ ለመረዳትና በተገኘው ምላሽ ላይ በመመርኮዝ ጥናዊ ጽሁፍ ለማዘጋጀት ነው። ስለሆነም የተጠየቁትን ጥያቄዎች ትክክለኛውን መልስ በመስጠት የበኩልዎን አስተዋጾ ንዲያ በረክቱልኝ በትህትና ጠይቃለሁ። ስለሚደረግልኝ ትብብር በቅድሚያ አመሰግናለሁ።

ማሳሰቢያ

- ☞ በመጠይቁ ላይ ስም መጻፍ አያስከፈልግም።
- ☞ አማራጭ ላላቸው ጥያቄዎች በተሰጠው ክፍት ቦ ላይ «✓» ምልክት በማስቀመጥ መልስ ይስጡ።
- ☞ በመልሱ ላይ ተጨማሪ ሀሳብ የመስጠት ፍላጎት ካለዎት በተሰጠው ክፍት ቦ ላይ መጻፍ ይችላሉ።

I. የመላሾች ጠቅላላ መረጃ

- ጾታ
 - ሀ. ወንድ ለ. ሴት
- ዕድሜ
 - ሀ. ከ 18 ዓመት በታች ለ. ከ 30-39 ዓመት
 - ሐ. ከ 19-29 ዓመት መ. 40 ና ከዛ በላይ
- የት/ት ደረጃ
 - ሀ. የመጀመሪያ ደረጃ ለ. ዲግሪ ሠ. ዲግሪና ከዛ በላይ
 - ሐ. ዲፕሎማ መ. ስርተፍኬት
- የስራ አይነት
 - ሀ. የመንግስት ሰራተኛ ለ. ነጋዴ
 - ሐ. የግል ተቀጣሪ መ. ኮንትራት /ሌላ
- አሁን የሚሰሩት የስራ ዘርፍ ላይ ምን ያህል ጊዜ ቆይተዋል?
 - ሀ. ከ 3 ዓመት በታች ለ. 4 ዓመት

ሐ. ከ2-4 ዓመት መ. 1 ዓመት

6. በኮምፖዩተር ጨርቃጨርቅ ሼር ካምፓኒ ደንበኛ ከሆኑ ምን ያህል ጊዜ ሆነዎት?

ሀ. ከ 1 ዓመት በተች ለ. 4 -5 ዓመት

ሐ. ከ2-3 ዓመት መ. ከተመሰረተበት ጀምሮ ስክላሁን ድረስ

II. ከዚህ በታች የተዘረዘሩት ሽያጭን በማተዋወቅ አላማና ትግበራ ተያያዝነት ያላቸው ጥያቄዎች ናቸው

1. በሽያጭ ክፍል ውስጥ ያለውን ብቃትና በሽልማት የመበረ ት ሁኔ አለ ብለው ያስባሉ?

ሀ. በጥቂቱ ለ. በጣም አለ ሰ. አልፎ አልፎ

ሐ. በጣም በጥቂቱ መ. የለም

2. በሕብረት የሚሰሩ የሽያጭ ሰራተኛ የሆኑ ሰዎች ብቃ ችውን ምን ያህል ነው?

ሀ. በጣም ዝቅተኛ ለ. ዝቅተኛ

ሐ. መካከለኛ መ. በጣም ዝቅተኛ

3. በኮምፖዩተር ጨርቃጨርቅ የህብረት ስራ ድርጅት ውስጥ የሽያጭ ሰራተኞች የሚሰጠውን የብቃት ማረጋገጫ ልምምድ ብቁ ያደርጋቸዋል ብለው ይገም ሉ?

ሀ. በጥቂቱ ለ. አዎ ሰ. አልፎ አልፎ

ሐ. በጣም በጥቂቱ መ. የለም

4. በካምፓኒው ውስጥ የሽያጭ ኮሚሽን ክፍያ ዋጋ ከሚሰጠው አገልግሎት አካያ ከሌላ ድርጅት ጋር ሊወዳደር ይችላል ብለው ያስባሉ?

ሀ. በጥቂቱ ስማማላሁ ለ. በጣም ስማማላሁ

ሐ. አልስማምም መ. ጭራሽ አልስማማም

5. የድርጅቱ ምርት ድክመትና ጠንካራ ጎን ገምግመው ከሆን ይገልጻሉ?

ሀ. በጣም ጠንካራ ጎን አለው ለ. በጣም ጥሩ ጎን አለው

ሐ. መካከለኛ መ. ጥሩ ጎን አለው

6. ስለካምፓኒው ሽያጭ የማስተዋወቅ ስራ ላይ ያለዎትን ውቅት ተጠቅመው ሼር ካምፓኒውን ገምግመዋል?

ሀ. በጣም ዝቅተኛ ለ. ዝቅተኛ

ሐ. መካከለኛ መ. በጣም ዝቅተኛ

7. በድርጅቱ ውስጥ ሽያጭ የማስተዋወቅ ስራ ውስጥ በሌሎች ላይ የተመረከዘ ውሳኔ አለ ብለው ይገም ሉ?

ሀ. በጣም ጥሩ ለ. ዝቅተኛ ሰ. መካከለኛ

ሐ. በጣም ዝቅተኛ መልኩ መ. ጥሩ

8. የድርጅቱ ሰራተኞች በቂ የሽያጭ ቦ ዎችን ይሸፍናሉ ብለው ያስባሉ?

ሀ. በጥቂቱ ስማማላሁ ለ. በጣም ስማማላሁ

ሐ. አልስማምም ጭራሽ አልስማማም

9. አልስማማም ከሆነ መልስዎት በ ጥያቄቁጥር 8 ላይ ምክንያቱን ይግለጹ?

ሀ. የበጀት አለመኖር(ማነስ)

ለ. በአስተዳደሮች ሀሳብ(አቴንሽን) ባለመሰጠት

ሐ. በተፈለገው መልኩ ብቃት ያለው የሽያጭ ሰራተኛ ባለመኖሩ ምክንያት

መ. ሌላ አስተያየት ካለዎት ይግለጹ-----

10. ድርጅቱ ሽያጭን በማስዋወቅ ፕግራም ስራ የመፍጠርና ብቃቱን የማስተዋወቅ አላማ አለው?

ሀ. በጣም ዝቅተኛ ለ. ዝቅተኛ

ሐ. መካከለኛ መ. በጣም ዝቅተኛ

11. የኮምፖዛቸ ጨርቃጨርቅ ህብረት ስራ ድርጅት የሚያቀርበውን ምርት በአንድ አይነት ምርት ሌላ ድርጅት ጋር ያገኙ ል?

ሀ. አዎ ለ. አላገኝም

12. አዎ ከሆነ መልስዎት በጥያቄቁጥር 11 ላይ ምክንያቱን ይግለጹ?

ሀ. በዋጋቅና ሽልለሆነ ሐ. ከሽያጭ በሁዋላ በሚደረግ ሙከራና ገለጻ

ለ. የንግድ አበልስላለው መ. ሌላ አስተያየት ካለዎት ይግለጹ-----

13. የኮምፖዛቸ ጨርቃጨርቅ ህብረት ስራ ድርጅት ማኝ ደንበኛ ነኝ ብለው ያምናሉ?

ሀ. በጥቂቱ ስማማላሁ ለ. በጣም ስማማላሁ

ሐ. አልስማምም መ. ጭራሽ አልስማማም

14. የኮምፖዛቸ ጨርቃጨርቅ ህብረት ስራ ድርጅት በሽያጭ ማስተዋወቅ ስራ መደብ ላይ የምርት አቅርቦት አለ ብለው ያምናሉ?

ሀ. በጣም ጥቂት ለ. አልፎ አልፎ

ሐ. ጥቂት መ. አልፎ አልፎ አለ

15. የኮምፖዛቸ ጨርቃጨርቅ ህብረት ስራ ድርጅት በሽያጭ ማስተዋወቅ ስራ አገልግሎትና ምርቱን ንደሚጠብቁት አግኝተዋል?

ሀ . ከጠበቁት በላይ ለ. በጣም ጥሩ

ሐ. በበቂ ሁኔታ መ. ጥሩ ለ. መካከለኛ

16. የኮምፖዩተር ጨርቃጨርቅህብረት ስራ ድርጅት በሽያጭ ማስተዋወቅ ስራ በገለጸና ምርትና አገልግሎት፤ ጥቅሙን በማብራራት ለመግዛት ፍላጎት ኖሮዎት ያውቃል?

ሀ. በጭራሽሊ. አልፎ አልፎ

ሐ. ጥቂት መ. በጣም ትንሽ

17. የኮምፖዩተር ጨርቃጨርቅህብረት ስራ ድርጅት ምርቶቹን የሚሸጡ፤ ንዲሁም የሚጠቀሙ ሰዎች በስራው ላይ ግምገማና አስተያየት ምን ይመስላል?

ሀ. በጣም ጥሩ

ለ. አልፎ አልፎ

ሐ. ጥሩ

18. ሌላ አስተያየት ካለዎት ይግለጹ-----

ስለትብብርዎ አመሰግናለሁ!!!

Declaration

Candidate's declaration

I understand, declare that this senior assessment is my original work, prepared under the guidance of Mr. Yalew Gorfu. All sources of materials used for the scripts have been duly acknowledged.

Name: - Rahel Bizuayehu

Signature: - _____

Place of submission: - _____

Adviser declaration,

This paper has been submitted for examination with my approval as the university collage advisor.

Name: _____

Signature: _____

Date: _____