

TITLE PAGE

**MARKETING PLANNING AND
IMPLEMENTATION AS A TOOL FOR
BUSINESS SURVIVAL**
(A STUDY OF SOKOTO CEMENT)

BY

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**A RESEARCH PROJECT WORK SUBMITTED TO THE
DEPARTMENT OF BUSINESS ADMINISTRATION, FACULTY OF
MANAGEMENT SCIENCE, USMANU DANFODIYO UNIVERSITY,
SOKOTO, NIGERIA IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF BACHELOR OF
SCIENCE (B.Sc) DEGREE IN BUSINESS ADMINISTRATION.**

OCTOBER, 2015

APPROVAL PAGE

This is to certify that Halima Adams conducted this research work which has been carefully assessed and approved in partial fulfillment of the award of Bachelor of Science B.Sc Degree in Business Administration.

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DEDICATION

I dedicate this research work to almighty Allah for seeing me through this work.

Also to my parents mothers Mrs. Rose Ketumi Adams and my late father Bashir Amanesi Adams, may Allah grant him Aljannah Fridausi (Ameen). Not forgetting my beloved and caring husband, Abdul-Kabir Aloaye Mahmud for his Financial and moral support.

ACKNOWLEDGEMENT

My profound gratitude goes to almighty Allah, the giver and sustainer of life, who gave me the opportunity, life, health through out the duration of the programme.

In preparation of this work, I wish to offer my sincere thanks to my supervisor Mrs. M.F. Usman whom I am short of words to express my appreciation for her patient and guidance through out this project.

My immense thanks goes to Mr. and M.S Ibrahim Adamu for their patience, sacrifice, help, finance and moral support given throughout my years of academic marathon; may Allah continue to provide for them and make their children greater personalities (Ameen).

I wish to extend my sincere appreciation and gratitude to my Husband for his support, my beloved son Abdullah Abdul Kabir Mahmud for his patience , co- operation, perseverance and endurance while in school. May Almighty Allah make him greater than his parents. (Ameen) and also my parents.

Also not forgetting Mrs. Hassana Ahmed (Mama Aisha), may Allah reward you abundantly for your motherly care and device; and also Hadiza may Allah grant your children Heart desires.

My appreciation also goes to the Adams family; Abdulwaris Adams, Shittu Anikpe Adams and my big sister Tawakaltu Osinebo Adams may Allah continue to grant them sustenance (Amen).

Deepest gratitude goes to my friends and love ones for their support; may Almighty Allah grant them their heart desires (Ameen).

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CHAPTER ONE GENERAL

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

The current difficulties and uncertainties in business underline the importance of professional and up to date marketing practice. Many companies are realizing the need to employ other strategies in their operation as cost cuts are not enough, the only sure way to improve/expand business is by improving marketing by finding more profitable customers and new high growth market.

Some would want to argue that business concerns have thrived successfully before the advent of marketers as a management concept, but one point is that, business activities today are more demanding and complex compared to what they were before. The Nigerian economy today involves actual manufacturing assemblies, packaging and of course the importation of goods and services, and this is why program marketing became crucial.

According to Kotler ('1994:33) "Marketing is getting the right goods and services to the right people at the right place, at the right time

and the right price with the right communication and promotion" it involves the determination of test, wants, extents, the cost benefit analysis of satisfying consumers and also calculation within realistic the probable market a producer can hold. Above is the functions of the market department of business organization, but it also involves main tenancy of aggressive sales force to canvass for sales for their diversified products by adopting a serious results oriented approach, diverting in-depth and easily understood actualizing themes, formulating a comprehensive promotional strategy, providing and maintaining customer advisory services and the establishment of some marketing policy.

If the above represents the definition and function of marketing thus what is the importance of marketing to the business concerned and the relevance of the importance to be attached to marketing planning and implementation. To this Druker (1979:58) say "It is the customer who determines what a business" this is therefore to say that marketing which create customers for the business enterprise by satisfying their needs determines to a great extent the survival and prospects of business enterprise.

Consequently, marketing planning becomes inevitable for any business worth itself.

Some managers are unaware of the above facts or being unprepared to do the inevitable often blames their short coming on inadequate sales. Many businesses see poor sales as isolated problems rather than a poorly developed marketing effort or lack of it at all. However, are views of the problem revealed to the ignorance of the need for marketing skills or deliberate neglect of the necessity for programmed marketing.

Many businesses fail today due to lack of orientation of marketing. The real problem usually starts from the product planning or at product development stages when no special attention is paid to the need of the final customer, because of the wrong assumption that the product will create a market for itself. Problems often arise for business because genuine market for their product never exist or was not found from the initial stage. This is usually as a result of inadequate analysis of the market, also companies can not survive today by simply doing a good job. They must do an excellent job if they are to succeed for the increasing competitive global market

place, consumers and business buyers face an abundance of suppliers seeking to satisfy their everyday need.

Recent studies have demonstrated that the key to profitable business performance is knowing and satisfying target customers with competitively superior, offers. A careful study of the market is therefore never a time wasting exercise rather it is money saving.

1.2 STATEMENT OF THE STUDY

The ability of a business to survive depends largely on its effective marketing planning as well as profile implementation of the plan. Some business venture are faced with the problem of drafting a very good marketing plan as well as ensuring its implementation to accelerate their growth and ultimate survival. However, there is need for business organization to take strategies on improving it's marketing planning process.

Base on this above, the researcher undertake this topic in order to access the efforts of marketing planning and implementation on the survival of a business organization and as such the following research questions are formulated by the researches;

How market plans are done and implemented in organization?
What are the problems affecting planning and implementation?
How the company can improve it's marketing planning implementation.

1.3 OBJECTIVES OF THE STUDY

The basic objective of this research is to examine marketing planning and its implementation in Cement Company of Northern Nigeria Plc, Sokoto. The specific objective however is to:-

- Examine how marketing plans are done and implemented in organization.
- To examine problems affecting marketing planning and implementation.
- To offer recommendations on how the company can improve upon its marketing planning and implementation.

1.4 HYPOTHESIS: (1) that effective marketing planning implementation enhance the achievement of organizational objectives.

Hypothesis (2) that a number of constraints militate against efficient planning and implementation

1.5 SIGNIFICANCE OF THE STUDY

Marketing plays a significant role in the company's strategic planning in several ways. First, marketing provides a guiding philosophy the marketing concepts that suggest that company strategy should revolve around building profitable relationships with important consumer groups. Second, marketing provides inputs to strategic planners by helping to identify attractive market opportunities and by assessing the firm's potential to take advantage of them. Finally, within individual- business unit, marketing designs strategies for reaching the units objectives. Once the unit's objectives are set, marketing task is to help carry them out profitably. Ingredients in the market's formula for success, this is so because marketers alone cannot produce superior value for customers. Although it plays a leading role, marketing can be only a partner in attracting, keeping, and growing customers. In addition to customer's relationship management, marketers must also practice partner relationship management.

They must work closely with partners in other companies, department to form an effectively value chain that serves the customers.

1.6 SCOPE OF THE STUDY

This research work focuses on the impact of marketing planning and implementation towards business survival. In this regard, hypothesis are tested and investigated, however all relevant information are drawn from within the Cement Company of Northern Nigeria Plc, Sokoto State. It examines how effective marketing planning and implementation is an indispensable tool in determining an organizational growth and survival.

Hypothesis, scope and limitation of the study, as well as the chapter scheme. Chapter two is mainly a review of some of the related literatures, while chapter three explains the research methodology, introduction of the study, data collection and method of data analysis.

Chapter four deals with presentation and analysis of data and summary of major findings, chapter five is the last and final chapter of the study covers summary, conclusion and recommendations.

CHAPTER TWO

LITERATURE REVIEW

2.0 INTRODUCTION

A good marketing plan is a blue print for marketing a product and services and it's a step-by-step guide to delivering a business marketing strategy. It is a practical detailed document that set clear, realistic and measurable activities. An important factor of any business plan is the marketing plan. The process of marketing includes finding, understanding and meeting the needs of the customers as well as building the public awareness of the brand. A marketing plan establishes the methods the company will use to accomplish these goals. A basic marketing plan also includes company goals completing these tasks and reaching specific milestone.

A marketing plan is a written document that details actions necessary to achieve one or more specified objectives in order to sell a product or service, a brand a product line, or a corporation as a whole marketing plans can range from one of five years in length. People sometimes confuse marketing plans with strategies

planning because the two are so tightly intertwined. There are instances when an organization's working planning process is derived from its overall business strategy. Thus, when top management is devising the firm's strategic direction or mission, proposed marketing activities are incorporated into strategy's. This chapter reviews literature relevant to the topic it also covers definition of marketing planning.

2.1 DEFINITION OF MARKETING

According to the American institute of chartered marketing, defined marketing as a behavioural science for understanding consumers and their needs as well as influencing society in all respect.

T. Sherrington (1920), defines marketing as future oriented, which has a lot to do with the past and present.

Marketing was initially a branch of economic for studying distribution channel, later as a management discipline for increasing sales, but now as a management process aimed at planning, producing, promoting and distributing wants, satisfying goods and services, (MCgraw Hi! 1988).

Eric N. (1992), defines marketing as the entire socio-economic process directing flow of goods from producers to consumers in accordance with societal shorts and long terms objectives.

Kotler (1994), defines marketing as a "social management by which individuals and group obtain what they need and through creating, offering and exchanging product and services of values with others.

Marketing is the process of planning and executing the conception, pricing, promoting and distributing of ideas, goods and services to create exchange that satisfy individual and organization goals, (Peter D. 1985). Marketing entails that satisfaction of consumer's need is economic and social justifications the existence of the firms (Dennis O. 1999).

Marketing has the origin in the fact that humans have need and wants and since many products can satisfy a given need, product choice is guided by value cost and satisfaction. It encompasses those activities involve in trying to actualize potential exchange.

2.2 MARKETING CONCEPT

This is a business philosophy that is based on the supremacy of the consumer and the over-riding importance of profit rather than sales volume for evaluating marketing activities.

The market concept is a management orientation which holds that the tasks of the organization is to determine the needs and wants of market's and adapt the organization to delivering the desired satisfaction more effective and efficiently than its competitors, (Kotler, 1980).

The market concept expresses the company's commitment of consumer sovereignty. There are five alternative concepts under which organizations conduct their, marketing activities; the production, product, selling, marketing and societal marketing concepts.

2.2.1 PRODUCTION CONCEPT:

The production concept prevailed form the time of the industrial revolution until the early 1920s. The production concept was the idea that a firm should focus on those products that it could

produce most efficiently and that the creation of supply of low cost products create the demand for the products. The key questions firm would ask before producing a product are:

- Can we produce the product?
- Can we produce enough of it?

At the time, the production concept worked fairly well because the goods that were produced were largely those of basic necessity and there was a relatively high level of unfulfilled demand virtually everything that could be produced was sold easily by a sales team whose job it was simply to execute transactions at a price determined by the cost of production. The production concept prevailed into the late 1920's. This concept holds that consumers will favour products that are available & highly affordable. Therefore, management should focus on improving production and distribution efficiency. This concept is one of the oldest philosophies that guides sellers.

2.2.2 PRODUCT CONCEPT

Another major concept is product concept' which holds that consumers will favour products that offer the quality, performance,

and innovative feature. Thus, an organization should devote energy to making continuous product improvement. Some manufacturers believed that if they can build a better mouse trap, the world will beat a path to their door.

2.2.3 SELLING CONCEPT

Many organizations follow the selling concept, which holds that consumers will not buy enough of the organization's product unless it undertakes a large-scale selling and promotion effort. The concept is typical practiced with unsought goods those buyers do not normally think of buying, such as a encyclopedias or insurance. These industries must be good at tracking down prospects and selling them on product benefits. The selling concept also is practiced in the nonprofit area.

2.2.4 MARKETING CONCEPT

The marketing concept holds that achieving organizational goals and objectives depends on determine the needs and wants of target market and delivering the desired satisfaction more effectively and efficiently than competitors do. The marketing

concept has been for stated in colourful ways such as "we make it happen for you" (Marriot) to fly, to serve "(British Airway).

2.2.5 SOCIETAL CONCEPT

The societal marketing concept holds that the organization should determine the need, wants and interest of the target market. It should then deliver superior value to customers in a way that maintains or improves the consumer's and the society's well-being. The societal marketing concept is the newest of the five marketing management philosophies.

2.3 MARKETING MIX

According to Williams Shuts (1979), the marketing mix is the term used to describe the appropriate combination in the particular set of circumstance of the four basic element that are at the least of the company's marketing programmes. These elements are usually referred to as 4Ps i.e. product, price, place and promotion. If any of these is wrong the marketing program will fail and the company will not benefit from operation as it should.

Research is an element of the marketing mix. It needs to be widely built in the total activity in the business as a continuity operation providing steady flow of fact and information.

Each of the marketing mix-element contributed in stimulating the market, for instance, promotion informs and assures the buyers that the product will meet their needs. Marketing channel satisfy buyers in terms of place of purchase while the price represents the value of the product to the consumer. However, marketing mix has to be changed from time to time in response to new factors in the market.

2.3.1 PRODUCTS

A product can be defined as something that can satisfy a consumer's need and wants. It should be noted that most times research is used to establish a need may be existing or latent.

A complete range of a company's products is known as its product mix. Each product in the product mix is meant to meet specific needs of a specific group customer.

2.3.2 PRICE

A price is a value, or sum of money at which a supplier of a product of a product or service and buyer agree to carry out an exchange transaction. There are two types of price.

The fixed price, this is a price about which buyer cannot do anything. He either accepts or steps away.

The negotiable price, this is a price, on which the seller and the buyer negotiate to arrived at an agreed price.

2.3.3 PLACE OF DISTRIBUTION

Channel of distribution provide the link between the supply or production and the consumption. The marketer must have distribution objective having achieved a good and well priced

product. These objectives have to be achieved on a consistent and continuous basis. The following are some of the objectives that can be set for the channel of distribution to achieve.

MANUFACTURER —————→ **MERCHANT** —————→ **CUSTOMER**

SHORT CHANNEL: - The manufacturer supplies the customer in a consumer goods market through a retailer who acts as the intermediary. This has the disadvantage of increasing the administrative costs of the company having to cope with so many retailers holding low level of stocks as retailers.

MANUFACTURER RETAILER CUSTOMER

LONG CHANNEL: - There are two intermediaries and the disadvantage of the long channel is immediately obvious but it has the better reach and ensures channel to channel-members.

WHOLESALE —————> RETAILER —————> MANUFACTURER
CONSUMER

2.3.4 PROMOTION

The promotion element consists of activities that create awareness, stimulate interest and persuade customers to buy the products. It is combinations of marketing and promotional communication methods to achieve the promotional objectives of the marketing mix. The communication of promotional message is done through two basic methods:

- ✓ The Non-controllable method refers to the following:
 - Word-of-mouth
 - Independent but objective publicity
 - Personal recommendation
- ✓ The controllable method refers to
 - Advertising
 - Sales promotion
 - Publicity.

Should look for ways to increase production. The second situation occurs when the product's cost is too high and improved productivity is needed to bring it down.

2.4 MARKETING PLANNING

Planning is a pervasive human activity by which we seek to exercise some degree of control over the future. This is important, because of the degree of uncertainty concerning the future situation in which activities would take place. The more complex the activities, the more uncertainty the future, thus, the greater the need for formal systematic planning procedure.

Furthermore, competition between one company and another is such that only the fittest will ensure survival, thus is also brought about by a coherent marketing planning and implementation it follows therefore that the survival and achievement of manufacturing companies greatly depends on their marketing departments.

Marketing planning is a systemic arrangement of what will happen in the future in connection with a business on market situation in order to obtain better result both on sales and increasing output, without a well arranged market planning, the business entity may fail to achieve the stated objective.

2.4.1 BUSINESS PURPOSE

Marketing planning and implementation demands a clear definition of business purpose. To Drucker (1979), the basic purpose can be identified by considering the following question.

- Why are we in business?
- What business should we venture into?
- What needs and demand are made by our customers?
- What is the value to the customers?

- What changes in the environment are likely to have an impact on our business?

Only a clear definition of mission and purpose of business makes possible realistic setting of business objectives hence the question why are we in business for. Unless the basic concept on which a business has been built are explicitly expressed and understood then a business is at a mercy event.

Definition of business purpose should always start with the customers, It is important to know what the customers' needs and demands are, and what the value is to the customers. This determines the business, what it produces and whether it will prosper.

Management should also know or ask which changes in the environment are likely to have an impact on the characteristic and mission of their business so as to develop the forecasts into business objectives and strategies. It should therefore be stressed that it is defining the business purpose alone that enable objectives to be set and strategies develop for better performance.

2.4.2 MARKET SITUATION ANALYSIS:

Market situation analysis is the study of market in which you want to display your goods. It aims at describing the major features affecting the company's operation by analytical study[^] of the market. Answers to the following questions will highlight the major concept in developing market plans.

- What might we do?
- What can we do best? And
- What must we do?

The first question introduces the concepts of external environmental opportunities prevalent to any point in time within the organization's geographical area of operation. The external environment embraces the political, legal, cultural and technology realities.

The second question relates to the internal environment of the organization which includes the goals the company pursues, its resources, strength and weakness.

External and internal environment gather to determine whether organization's opportunities exists. A opportunity is a favourable function of circumstances offering a good chance for advancement. Kotter (1979:47) defines organizational opportunities as "An arena of relevant marketing action in which a particular company is likely to enjoy a differential advantage".

Situation analysis as a step in marketing planning basically comprise the study of the past i.e. background, forecast, opportunities, threat, strength and weakness.

Study of the background involves the collection of data on past performance which will be used to shape the, future. The data should relate to the market distribution and competition.

The market record should describe the size trends, major segment and buyers behaviours in the market. Distribution gives information relating to market channel and physical distribution which competition deals with comparative advantage over the company.

In the light of the above, forecast of the market size and company's sales under normal condition is made. It would have to be

reviewed if different environmental conditions are expected or new strategies are planned.

Opportunities and threats describe the outside factors facing the business. They are listed so as to suggest some possible actions that might be warranted. Strength and weakness are listed for strategy formulation and investment. While strength suggests what strategy to adopt, weakness gives idea about the level of investment needed to correct the weakness. Thus the logic of market situation analysis as a process in developing coherent market plans is to strike a balance between what must be done and what can be done to pursue an organizational environmental opportunities.

The next step is to set out business objectives for the planning period which are usually expressed' in terms of marketing share, profit return on investment or some similar marketing or financial goals.

2.4.3 ORGANIZATION AND IMPLEMENTATION OF PLAN

Organization here consist of all the activities involve in getting ready to carry out strategies which implementation on the other hand in the execution of the already set plan. Before a company puts it marketing strategies in operation there must be organizational structures that is, set of relationship among individuals and which is clearly defined.

It is important to decide what to do, when to do it, to whom and the cost of doing it. Cost is very important because the best of plans are of little use if there is no financial resource to carry them out. Having deciding the task responsibilities and cost the only logical thing which remains in implementation.

According to Schewe (1987:577) implementation means managing the activities of various members of the organization as they put the action plans into operation. He further advanced four elements essential for effective implementation of marketing strategies.

- a. Delegation
- b. Co-ordination

c. Communication and

d. Motivation

Delegation involved assigning specific responsibility to a specific person which is usually accomplished by the organization's structures. An organization consists of different functional unit with different objectives and strategies which can produce conflict within the company.

It is not enough to delegate task, they must also be coordinated so that objectives are manage to keep conflicts to minimum and achieve the overall organizational goals, since coordination enhances better performance and management of the scarce available resource that organization might have to greater efficiency and output.

Another important aspect of implementation is communication. Communication is the medium through which message are sent, for the organization to achieve its goals, there must be effective communication system and right chains of authority in order to avoid conflict and move ahead. Though communication, target set would be well understood.

Lastly, people are motivated to perform task assigned to them the level of motivated is affected by the reward system. Reward is not confined to fair compensation, but psychological such as praise for any job well done and social reward such as acceptance and recognition by members of the organization.

In conclusion, it should be noted that all the above are interdependent. For example, motivation may not occur without communication nor can delegation be effective without coordination, proper implementation of marketing plan therefore requires manager to take all the above factors seriously and kept in minds at all times.

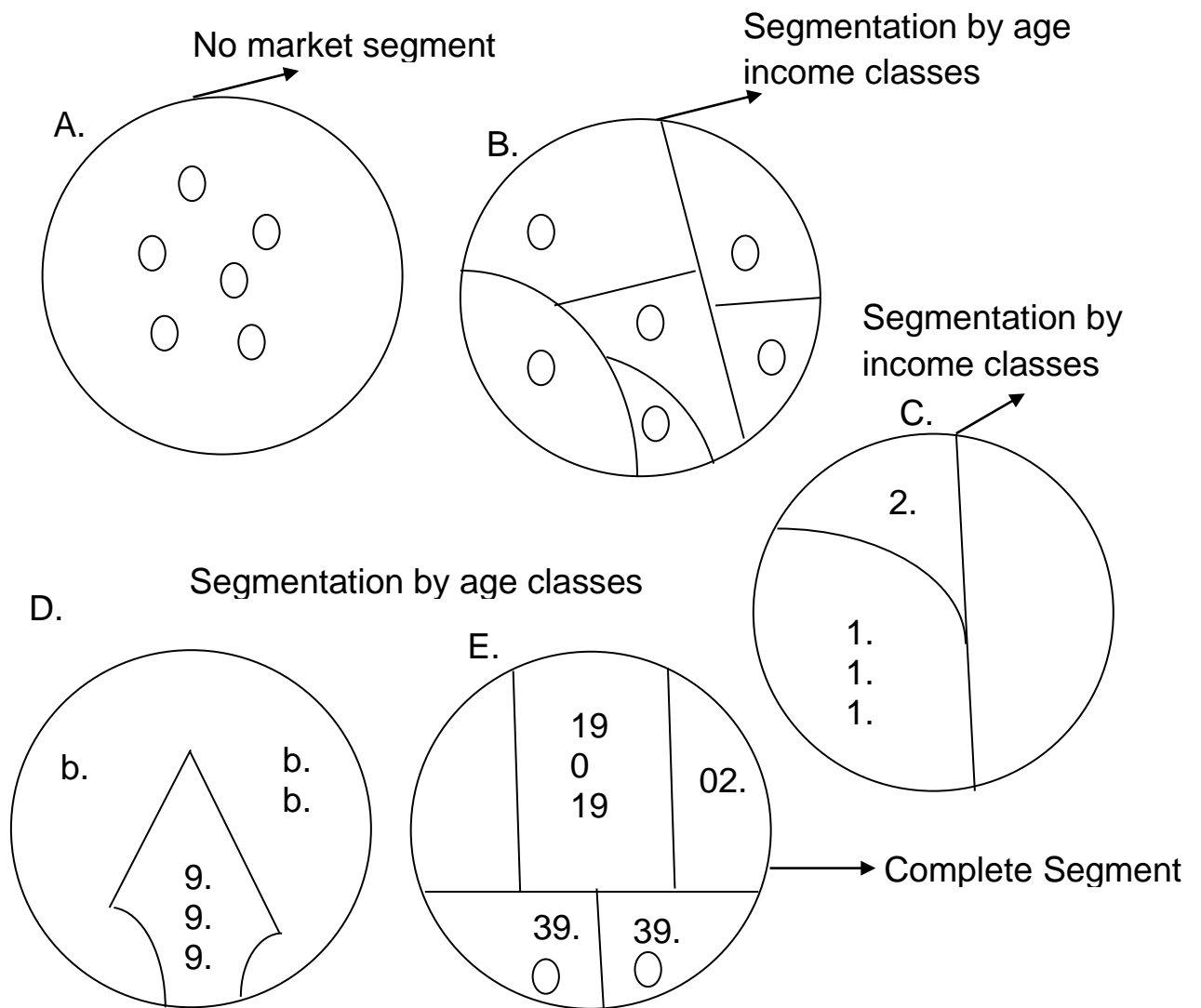
2.5 MARKETING SEGMENTATION

This is the process of dividing a total market into smaller groups composed of entities (People, firms, governmental units). Kotter defines it as "sub-dividing of a market into distinct subsets of customers, where any subset may conceivably be selected as a target market to be reached with a distinct market mix (Peter Kotter 1980).

The power of this concept is that in an age of intense competition for the masses market, individuals seller may prosper through developing officers for specific market segments where needs are imperfectly satisfied by the mass market offering.

2.5.1 NATURE OF MARKET SEGMENTATION

Market consists of customers and customers vary in one or more respects. They may differ in size, resources, geographical location, product requirements, buying attitudes, or buying practices. Any of these variables can make a difference in customer attractiveness or in company capability to effectively serve that customer. Any of these variables can be use to segment a market. Any market with or more buyers is capable of being segmented.



Sources: Peter Kotler, marketing management. Prentice/Hall international 1980p. 125.

The diagram above depicts a situation where we have five different markets with different types of segmentation. Ideally, a seller might study each buyer in order to tailor the best marketing program to

that buyer's need, where there are only a few major customers, this is done to some extent. Each buyer is potentially a different or rather a separate market because of unique need and desire.

In essence, there major goals of market segmentation is to separate the general market into categories, which can then be targeted and marketed effectively. There are various ways in which marketed can be segmented, among which are the following:

1. **GEOGRAPHICAL SEGMENTATION:** - This market-segment separates a market into different locations and boundaries which can impact the marketing mix of product, price, promotion and channel of distribution. You can break up your markets whether they're global, national, regional or simply local. It all depends on the services you offer, because based on your business there will be a logical segment for you to target. A landscape gardener needs to focus on their local market, but a large internet business may have a global base of customers and a local approach may not be optimal for them. Different regions also have different product needs, for example, rainy parts of the country having a higher need for rain

coast and umbrellas, a lower desire for a solar panels and outdoor pools. Act of this must be considered and built into your business plan.

2. **DEMOGRAPHIC SEGMENTATION:** Demographics area great way to differentiate between your customer base. You can segment markets by many different characteristics such as Age, Income, Gender, Race, occupation, Household type, Educational level etc. Building on this you can look specifically at the actual ages of your consumers, or break it down into the lifecycle stages of a product. When your customers are grouped by Demographics, you can target your strategies to reach them specifically, as people from certain demographic groups often react the same way to marketing.
3. **PSYCHOGRAPHIC SEGMENTATION:** This entails segmenting a market by life style, values and beliefs. It is measured by studying the activities, interest, and opinions of consumers. It considered how influences they are most responsive to and influenced by. Psychographics are very important to segmentation because it identifies the personal activities and targeted lifestyle or the image they are attempting to

project. Mass media has a predominant influence and effect on psychographic segmentation.

4. **EMOTIVE SEGMENTATION:** Emotive segmentation focuses on core emotional needs of the customers when doing the segmentation. It looks at gratification aspects like "How I want to feel when using a brand/product" or personality

Selling concepts: This proposes that customers be individuals or organization will not buy enough of organizations product unless they are persuaded to do so through selling efforts.

Marketing: This is the management process through which goods and services moves from concept to consumer.

Manufacturer: This can be any natural or legal person who is responsible for designing a product with a view to placing it on community market under his own name.

Merchant: This a business person who trades in commodities produced by others in order to earn profit.

Customers: A customer known as a client or buyer is the recipient of goods, services, product or idea obtained from a seller, vendor or supplier for monetary purpose.

Retailer: This is a business person who buys goods from whole sellers or suppliers and then sells bit by bit to the customers.

Wholesaler: A person that buys large quantities of goods from various producers or vendors, warehouses and resells to retailers. They carry only non-competing goods or lines called distributors.

Promotion: This means that advancement of a product, idea or point of view through publicity or advertisement.

C.C.N.N: Cement Company of Northern Nigeria.

Communication: This can be defined as the passing of information through verbal or spoken communication, face to face, telephone, radio or through other mediums.

Motivation: Is defined as the process that initiates guides and maintain goal-oriented behaviours.

Delegation: This is an assignment of responsibility or authority to another person to carry out specific activities (usually from a manager to a subordinate).

Plant: A plant is typically any diagram or list of steps with timing and resources used to achieve an objective.

Advertising: This is a form of marketing communication used to persuade an audience to take actions on a specific product. Mediums of advertisement include Newspapers, Magazines, Television, advertisement, billboards etc.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 INTRODUCTION

Research refers to the process uses to collect information and data for the purpose of making business decision. The methodology may include publication research, interviews, surveys and other research technologies which include both present and historical information. Research comprises creative work undertaken on a systematic basis in order to increase the stock of knowledge including knowledge of humans, culture and society and the use of this stock of knowledge to devise new applications. It is used to establish or confirm facts, reaffirm the results of previous work, solve new or existing problems, support theorems or develop new theories.

According to "Marty Shuttle", a broad definition of research includes any gathering of data, information and facts for the advancement of knowledge. Another definition of research is given by "CRESWELL" who states that "Research is the process of

steps used to collect and analyse information to increase our understanding of a topic or issue".

Marriam-Webster online Dictionary define Research as a "studious inquiry or examination, especially investigation or experimentation aimed at the discovery and interpretation of facts, revision of accepted theories or laws in the light of new facts."

Methodology implies more than simply the methods or ways used to collect data. It is often necessary to include a consideration of the concepts and theories which underline the methods. There are various ways to gather information, the most common research method are:

- **LITERATURE SEARCHES:** - This search involves reviewing all readily available materials. These materials include Internal Company Information, Relevant Trade Publications, Newspapers, Magazines as well as Annual reports. It is a very inexpensive methods of gathering information, although it often does not yield timely information.

- **TALKING WITH PEOPLE:** - This is a very good way to get information during the initial stage of a research project. It can be used to gather information that is not publicly available.
- **FOCUS GROUP:** - Focus groups are used as a preliminary research technique to explore people, ideas and attitudes. It is often used to test new approach (such as product or advertising). A group of 6 to 20 people meet in a conference-room-like setting with a trained moderator.
- **PERSONAL INTERVIEWS:** - Are ways to get indepth and comprehensive information. They involve one person interviewing another person for personal detailed information. Personal interviews are very expensive because of the one-to-one nature of interview.
- **QUESTIONNAIRE:** - It is a research instrument consisting of series of questions and other prompts for the purpose of gathering information form respondents. Although they are often designed for statistical analysis but not always in all cases.

3.2 POPULATION OF THE STUDY

Population refers to people living within a political or geographical boundary. By extension, the people with a given characteristics. Population also means a count of the numbers of residents within a political boundary as town, Nation and the world. Statistically, population refers to a group of units (person, objects or other items) enumerated in a census or from which a sample is drawn. It is the act of filling initially empty items in a collection.

The entire population or employment prospects of Sokoto Cement constitute the research population and survey population being studied and selected through Random sampling. The population covers the entire staff of Sokoto Cement Company Spread across the departments.

3.3 SAMPLE AND SAMPLING TECHNIQUES

Sample is a subset of a population selected for measurement observation or questioning to provide statistical information about a population. Sampling is a shortcut method for investigating a whole population. Data is gathered on a small part of the whole parent population or sampling frame and used to inform what the whole

picture is like. In reality, there is simply not enough time, energy, money, labour/man power, equipment to measure every single item or site within the parent population. Therefore, an appropriate sampling strategy is adopted to obtain a representative and statistically valid sample of the whole.

Basically, there are three main types of sampling techniques, these are Random, Systematic and Stratified techniques.

Random technique requires a way of naming or numbering the target population and using some type of raffle method. Random sampling are the best method of selecting samples from the population of interest.

In a stratified sampling, the researcher identifies the different types of people that make up the target population and workout the proportions needed for the sample to be represented. While the systematic sampling on the other hand entails choosing subjects in a systematic way (Logical form) from the target population. The fundamental idea of sampling techniques is that a small number of items are chosen from the population. The sample may tends to have the same characteristics and while choosing this sample, it

should be drawn approximately in the same proportion as the population. In this research work, Random sampling is used to select the number of respondents in C.C.N.N., Plc Sokoto.

A total of twenty (20) employees were randomly selected to constitute the sample for the research.

The questionnaire was the method used to extract information from the sample. This was used because it remains the best option in gathering genuine information for research, because when answers are compared given in each questionnaire, you will be able to deduce what the true picture is.

3.4 METHODS OF DATA COLLECTION

Methods of data collection are the ways, steps or procedures used to gather data. Basically, there are various sources of data collection which are used in a research work. It can be classified under two main methods:

- a) Primary method
- b) Secondary method

The research specifically for the purpose of this research work select the secondary sources of data collection where relevant literatures are reviewed concerning the subject matter. Similarly, the researcher select questionnaire as primary sources of data collection.

PRIMARY SOURCES: - Primary sources of data collection are sources generated by the user through direct recording of observations, actions, outcomes or efforts.

There are three sources of primary data which are:

- Observation
- Personal interviews
- Research questions

SECONDARY SOURCES: - Secondary sources of data collection is also another means of gathering information. The data collected facilitate the research work, reduces expense and time of going to the field to gather data. Ways of gathering data include through Libraries, Journals, Periodicals, Magazines, Encyclopedia.

3.5 JUSTIFICATION FOR CHOOSING THE METHOD

The researcher decides to adopt the choosing methods of data collection because it offers greater materials for the study and it have some peculiar advantage over other materials.

ADVANTAGE OF SECONDARY SOURCES OF DATA

1. The first advantage of using secondary data has always been the "saving of time" (Ghauri, 2005). In the past, secondary data collection used to require many hours of tracking on the long libraries corridors. New technology has revolutionized this world. The process has been simplified. Precise information may be digitalized its collection so that students and researchers may be form more advances searches.
2. Accessibility: In the past, secondary data was often confined to libraries or particular institutions. Top of that, not always the general public gained access. Internet has especially been revolutionary in this case, a simple slick is sometimes more than enough to obtain vast of information.

3. Save money (Ghauri, 2005): In general it is much less expensive than other means of collecting data. One may analyse larger data like those collected by government surveys with no additional cost.
4. Secondary data helps to improve the understanding of the problem of study.
5. It provided bases for comparison of data collected by the researcher.

ADVANTAGES OF QUESTIONNAIRES

1. Large amount of information can be collected from a large number of people in a short period of time and in a relatively cost effective way.
2. Questionnaire can be carried out by the researcher or by any number of people with limited efforts to its validity and reliability.
3. The results of the questionnaire can usually be quickly and easily quantified by either a researcher or through the use of a software package.
4. It can be analysed more scientifically and objectively than other forms of research.

5. When data has been quantified, it can be used to compare and contrast other research and may be used to measure changes.

3.6 HISTORICAL BACKGROUND OF THE STUDY

Cement is any powdered ceramic material which when mixed with water, sets and develops adhesive and cohesive properties that enables it to build up into a compact mass. This definition suggests a large number of many different substances having almost nothing in common but their adhesive properties.

Limestone is the principal raw material in the production of cement. History is full of examples of structures erected without the aid of cement. But this gave way to the use of cement like materials such as mud. The history of Portland cement started with Joseph Asphalting who set up his work at Lakefield, United Kingdom and patented his cement in 1824. This was produced by the calcination of argillaceous limestone.

The lighter and secretive process of Asphalting was improved upon by Johnson through increased firing temperature to the mixture.

of limestone and clay to give superior quality in both hardness and temperature was established to give the standard Portland cement in 1904. Although the above standard has undergone several revisions, the process has remained basically that of burning an intimate mixture of calcareous limestone or chalk with argillaceous clay or shale.

Cement production technology arrived Nigeria in 1954 when the idea of a cement factory was mooted and the process of incorporation started in 1958. From 1958 to date, there are nine plants located at Nkalagu, Ashata, Benue, Shagamu, Ewekore, Uvilla, Calabar and Edo.

All the nine plants presently produce ordinary Portland cement which has been defined as a product obtained by intimately mixing together calcareous and argillaceous at a clinkering temperature and grinding some amount of gypsum is added during the process to enhance strength and development.

Cement Company of Northern Nigeria Plc. Sokoto is a manufacturer and marketer of ordinary Portland cement under the brand name "Sokoto Cement". The company was incorporated in

1962 and commenced production in 1967 with an initial installed capacity of 100,000 tones per annum, at the Kalambaina plant.

The need to meet the increasing demand for cement necessitated the expansion of plant with the commissioning of a second-line with an installed capacity of 500,000 tones per annum in 1986. Thereafter, in 1986, the first line was shut down due to its uneconomic mode of operation, thus leaving the plant with are output of 500,000 tones per annum.

The Cement Company of Northern Nigeria Plc. Is one of the pioneer cement industries in Nigeria. This foundation stone of the cement factory was laid down in 1964 by the premier of the former Northern Region, late sir Ahmad Bello, Sardauna of Sokoto. It was established with an authorized share capital of three million, two hundred thousand naira (N3, 200,000) only, with 2m. Already subscribed.

The company's core investor and Technical partner SCANCEM International ANS, a member of HEIDELBERG group, which acquired the Federal Government share in the company, under the privatization programme in July 2000, has refocused the operations of the C.C.N.N attain greater output and profitability. The company has imbibed a new corporation culture of operation in line with the policy of SCANEM's

parent body, the HEIDELBERGCEMENT A.G of Germany, which is the Europe's largest cement producer and the third largest in the world, endowed with impeccable records of technical expertise in cement industries in over forty countries around the world.

The company has embraced New environmental management system with the establishment of the office for environmental control, aimed at complying with environmental regulations-CCNN Plc. has also been making the best use of land Reclamation techniques at its quarry land back-filled with over burden is being put to used by local farmers.

Sokoto cement is produce in strict compliance with the HEDELBERGCEMENT Group quality assurance standards and the Nigerian Standards. The plant is located on pure limestone belt of over 200 million tones, capable of sustaining the plant's operations for at least 100 years. The quality of the product has always been the guiding principles of the HEIDLBERG Group. Therefore, at CCNN Plc, the quality of the product is tailored to meet the needs and challenges of the construction industry worldwide.

The company's prime market area covers eight states of the North-West Zone namely; Sokoto, Kebbi, Zamfara, Kaduna, Kano, Katsina, Jigawa, Niger States and the Federal Capital Territory, Abuja. The company is a leading supplier within its geographical market area and Niger Republic with the export of clinker and cement.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 INTRODUCTION

Having sampled opinions through the use of questionnaire conducted on the selected staff of the Cement Company of Northern Nigeria Sokoto, this chapter will focus on analyzing the data obtained and testing the hypotheses to obtain result of the research. The hypotheses shall be tested using descriptive statistics which specifies the association between variables and make influent about the large population from sample of the population.

4.2 DATA PRESENTATION AND ANALYSIS

This chapter is intended to look into a number of issues concerning the history and general development as well as the day to ray performance of the company using information partly derived from some of the company publications and partly from the company's management staff through the administration of questionnaire. The aim of the discussion is to highlight some of the CCNN'S strategies

marketing with view to provide, the needed foundation for offering useful recommendations which are thought to be essential for improving the company's performance.

Table 4.1 on medium of advertisement used by the organization

| Percentage | Respondents | Percentage |
|-------------------|--------------------|-------------------|
| TV | 12 | 66.47% |
| Radio | 4 | 22.22% |
| Newspaper | 2 | 11.11% |
| Total | 18 | 100% |

Source: Questionnaire administered 2015

From the table above, twelve (12) respondents representing 66.67% indicated T.V as the medium of advertising their product while four (4) respondents representing about 22.22% indicated Radio as medium of advertising and finally, only 2 respondents representing 11.11% indicated Newspaper as medium of advertising.

From the analysis above, it shows that the company advertises its product mainly through T.V which is the medium where consumer's or customers get information about a particular product or organization.

Table 4.2 On level of patronage enjoyed by the organization.

| Level of patronage | Respondents | Percentage |
|---------------------------|--------------------|-------------------|
| High | 12 | 66.67% |
| Low | 4 | 22.22% |
| Moderate | 2 | 11.11% |
| Total | 18 | 100% |

Source: Questionnaire administered 2015

From the above table, twelve respondents representing about 66.67% indicated high, while 2 respondents representing about 11.11 % indicated low and finally, 4 respondents representing about 22.22% indicated moderate, as the level of patronage enjoyed by the organization from customers.

From the analysis above, it shows that the level of patronage enjoying by this organization is high.

Table 4.3: On installed capacity (in tones per annum)

| PERCENTAGE | RESPONDENTS | PERCENTAGE |
|-------------------------|--------------------|-------------------|
| 500,000 tones per annum | 12 | 66.47% |
| 100,000 tones per annum | 6 | 33.33% |
| Total | 18 | 100% |

Source: Questionnaire administered 2015

From the table above, twelve (12) respondents represent about 66.67% indicated 500,000 tones per annum, while six (6) respondents representing about 33.33% indicated 100,000 tones per annum, which shows that the installed capacity is 500,000 tones per annum.

Table 4.4 on whether marketing plan exists in the company.

| PERCENTAGE | RESPONDENTS | PERCENTAGE |
|-------------------|--------------------|-------------------|
| Yes | 9 | 61.5% |
| No | 5 | 38.5% |
| Total | 14 | 100% |

Source: Questionnaire administered 2015

From the above table, Nine (9) respondents representing about 61.5% indicated Yes, while 5 Respondents representing about 38.5% indicated No.

From the analysis above, it is clearly seen that the company has a marketing plan according to the responses from nine management staff of the company while other respondents claimed ignorance.

Table 4.5 on the nature of marketing plan of the company.

| Variables | Respondents | Percentage |
|------------------|--------------------|-------------------|
| Top-Down | 13 | 100 |
| Bottom-Up | 0 | 0 |

Source: Questionnaire administered 2015

From the table above, it is confirmed that the marketing plan of the company is usually made by the top management staff of the company, drawn down to be implemented by the junior and other middle class staff, the reason which account for lack of proper knowledge of the plan by other respondents management

however, defended this and explain that while the plans are articulated by the top, all staff are harnessed towards achievement of the plans

Table 4.6 on the use of raw materials in cement production

| Variables | Respondents | Percentage |
|----------------------|--------------------|-------------------|
| Gypsum and Limestone | 18 | 100% |
| Other raw materials | 0 | 0 |
| Total | 18 | 100% |

Source: Questionnaire administered

From the table above, it shows that a part from gypsum and limestone no any other raw material is used in the production of cement.

Table 4.7 on whether there are problems with the existing conditions of the sells.

| PERCENTAGE | RESPONDENTS | PERCENTAGE |
|-------------------|--------------------|-------------------|
| Yes | 13 | 72.22% |
| No | 5 | 22.78% |
| Total | 18 | 100% |

Source: Questionnaire administered 2015

From the above table, thirteen (13) respondents representing about 72.22% indicated Yes, while five (5) respondents representing about 27.78% indicated No.

From the analysis above, it shows that there are problem in the existing sells in the organization.

Table 4.8 on changes in the condition of sells

| Change in sells | Respondents | Percentage |
|------------------------|--------------------|-------------------|
| Product | 1 | 5.56% |
| Price | 4 | 22.22% |
| Promotion | 6 | 33.33% |
| Delivery | 7 | 38.89% |
| Total | 18 | 100% |

Source: Questionnaire administered 2015

Table 4.9 on methods of delivery

| Methods of delivery | Respondents | Percentage |
|--------------------------------|--------------------|-------------------|
| Through own delivery method | 7 | 38.89% |
| Through self collection method | 11 | 61.11% |
| Other means | - | - |
| Total | 18 | 100% |

Source: Questionnaire administered

From the above table, seven (7) respondents representing about 38.89% indicated through own delivery method. While 11

respondents representing about 61.11% indicated through self collection method as the used by the company to delivery products to customers after purchase.

From the analysis above, it shows that the method of delivering product to customers after purchase is through self collection method, which needs to be change for effectiveness and efficiency.

Table 4.10 on customer's opinion on the quality of the product

| Level of Customers Response | Respondents | Percentage |
|------------------------------------|--------------------|-------------------|
| Highly encouraging | 12 | 66.67% |
| Not encouraging | 2 | 11.11% |
| Moderate | 4 | 22.22% |
| Total | 18 | 100% |

Source: Questionnaire administered 2015

From the above table, 12 respondents representing about 66.67% indicated highly encouraging, while 2 respondents representing about 11.11% indicated not encouraging and 4 respondents

representing 22.22% indicated moderate. This shows that from the analysis, the level of customers respond to the product is highly encouraging.

Table 4.11 on marketing objectives of the company

| Variables | Respondents | Percentage |
|------------------------------|--------------------|-------------------|
| Increase in sales | 18 | 100 |
| Increase in marketing shares | 0 | 0 |
| Increase in domination | 0 | 0 |
| Total | 18 | 100% |

Source: Questionnaire administered

From the table above, shows that eighteen (18) respondents representing about 100% indicated increase in sales which shows that the marketing objectives of the company to have increase in sales.

Table 4.13 on the price of Sokoto Cement

| Variables | Respondents | Percentage |
|------------------|--------------------|-------------------|
| 1,500 per bag | 16 | 88.89% |
| 1,400 per bag | 2 | 11.11% |
| Total | 18 | 100% |

Sources; Questionnaire administered 2015

From the table above, sixteen (16) respondents representing about 88.89% indicated the price of Sokoto cement to be N1,500 per bag, while two (2) respondents representing about 11.11% indicated the price of Sokoto cement to be N 1,400 per bag. This shows that from the analysis, a bag of Sokoto cement is sold at N1,500.

Table 4.14 On whether prices are determined by the quantity left

| Price | Respondents | Percentage |
|--------------|--------------------|-------------------|
| Yes | 3 | 66.67% |
| No | 15 | 33.33% |
| Total | 18 | 100% |

Source: Questionnaire administered

From the table above three (3) respondents representing about 16.67% indicated yes, that the quantity of cement bought by customer is determine by the price of the product, while 15 respondent representing about 83.33% indicate No, that the price does not determine the quantity of cement bought by the customers.

From the table above, it shows that the price of the product does not determine the quantity of cement bought. This is so because cement has no substitute therefore, no matter the price of cement customers or consumers will still be willing to buy.

Table 4.15 on whether junior staff suggest on planning are considered.

| Variables | Respondents | Percentage |
|------------------|--------------------|-------------------|
| Agreed | 12 | 66.67% |
| Disagree | 2 | 11.11% |
| Undecided | 4 | 22.22% |
| Total | 18 | 100% |

Sources: Questionnaire administered

From the table above, twelve (12) respondents representing about 66.67% indicated agreed, and two (2) respondents representing about 11.11% indicate disagreement on the consideration of junior staff suggestion in planning while four (4) respondents representing 22.22% indicate undecided.

From the analysis, it shows that junior staff suggestion in planning is considered and sometimes the management has to decide whether to accept the suggestion or not.

4.3 SUMMARY OF FINDINGS

The followings are the summary of the research findings: The company advertises its products mainly through the television.

The level of the patronage enjoyed by this organization is high.

There are problems with the existing condition of sales, particularly in the delivery method.

The price of the product does not determine the quantity of cement bought. This is so because cement has no substitute therefore, no matter the price of cement customers will still be willing to buy.

The marketing plan of the company is usually made by the top management staff of the company and implemented by the junior and other middle class staff.

The level of customer's response to the product is highly encouraging.

The company marketing objectives rely on the increase in sales of the product.

The company's major raw material for the production of cement is Gypsum and Limestone hence, the importance of these two raw materials cannot be over emphasized in cement production.

The company's share of total market is Three Million Two Hundred Thousand Naira (N3,200,000) only.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 INTRODUCTION

The objective of this chapter is to discuss the findings, conclusions and make necessary recommendations from all the qualitative and quantitative data analysis.

5.2 SUMMARY

There is no doubt that a project work of this nature would have provided some fundamental relations. Particularly when such revelations are likely to assist in the process of achieving improved conditions and stability of the organizations. Performance in Nigeria.

Chapter two reviews the relevant literature; it gives details about the marketing and marketing planning, marketing mix, marketing segmentation as well as significance of marketing.

Chapter three deals with the aspect of the research i.e research methodology, methods of data collection and questionnaires were administered, sample and sampling techniques and methods of

analysis. The technique used in analyzing the data is the simple percentage and frequency table.

Chapter four is based on presentation of and analysis of data. While chapter five summarized the whole chapters from one to five.

5.3 CONCLUSION

The whole of the study is based on the marketing planning and implementation as a tool for business survival with particular reference to CCNN. The study reveals the ways of improving good marketing planning and implements it in a perfect way to achieve the objectives of the organization i.e by having good managers with planning and implemented by the junior staff and other middle class staff. This is based on good marketing research and intelligence.

5.4 RECOMMENDATION

1. The organization should explore new avenues for extending credit facilities to their distributors as this will encourage them more.

2. For brighter future, the management needs to adjust its criteria
.or appointing marketing experts and channel members.
3. Should increase the level of awareness.
4. CCNN like any other company should concern itself with long-term decision making on its objectives and resources, such decisions are not made in vacuum but with respect of environmental factors, CCNN should look into the company profile with the view to identifying its areas of strength and weakness and by so doing try to eliminate its weaknesses and intensify its areas of strength. The external environment should also be appraised with the view of identifying opportunities and threats. If that is done, the company would be able to come up with perfect market plan which will lead the company to greater height.
5. That effort should be directed at preserving the established good will of the company to. protecting the quality of the company so also by protecting the quality of the company's products and effective public relations.

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APPENDIX

Questionnaire for the Staff of CCNN
Sokoto,
Department of Business Administration,
Faculty of Management Science,
Usmanu Danfodiyo University,
Sokoto.
P.M.B 2346

Dear respondent,

I am a final year student in the department of business administration of the above named institution, conducting a study on the topic "MARKETING AND IMPLEMENTATION AS A TOOL FOR BUSINESS SURVIVAL.

This questionnaire being presented for your completion is purely for academic research in partial fulfillment for the award of B.sc Business Administration.

Please you are kindly required to complete the questionnaire below.

All information provided on this questionnaire shall be given utmost confidentiality and will be used only for the purpose of this research only.

Yours faithfully,

Adams Halima.

**RESEARCH QUESTIONNAIRE
MARKETING PLANNING AND IMPLEMENTATION AS A TOOL
FOR BUSINESS SURVIVAL
(A STUDY OF SOKOTO CEMENT)**

Please tick the answer you consider appropriate to each question.

SECTION A

1. Sex

Male ()

Female ()

2. Age

21-30 ()

31-40 ()

41-50 ()

51-60 ()

60 and above ()

3. Status

Single ()

Married ()

Divorced ()

4. Education Qualification

Primary ()

SSCE ()

OND/NCE ()

HND/BSc ()

5. Occupation

Civil Servant ()

Self employed ()

Unemployed ()

SECTION B

6. What media or medium do you use in advertising your product?
 - (a) TV ()
 - (b) Radio ()
 - (c) Newspaper ()
7. How would you rate the level of patronage of the product?
 - (a) High ()
 - (b) Moderate ()
 - (c) Low ()
8. What was the installed capacity of the product (in tones per annum)
9. Does your company have a marketing plan?
 - (a) Yes ()
 - (b) No ()
10. How is this marketing plan made?
 - a) Top – down ()
 - b) Bottom - up ()
11. Beside limestone and Gypsum which other raw material is included in cement production?
12. Do you have problem with the existing condition of sales?
 - (a) Yes ()
 - (b) No ()
13. If yes, where will you expect changes?
 - (a) Product ()
 - (b) Price ()

- (c) Promotion ()
 - (d) Delivery ()
14. How do you deliver the product to customers after purchase?
- (a) Through own delivery method ()
 - (b) Through self collection method ()
 - (c) Other means, please specify.....
15. What are customer's opinion on the quality of the product?
- (a) Highly encouraging ()
 - (b) Not encouraging ()
 - (c) Moderate ()
16. What is the Company's marketing objective?
- (a) Increase in sales ()
 - (b) Increase of market share ()
 - (c) Dominate market ()
 - (d) Others (specify) ()
17. What was the company's share of total market in all these years?
-
-
18. What is the price of a bag of cement?
19. Would you believe that the prices determine the quantity bought?
20. Do managers consider staffs suggestion in decision making?
- (a) Agree ()
 - (b) Disagree ()
 - (c) Undecided. ()