

IMPACT OF SALES PROMOTIONAL STRATEGIES ON ORGANIZATIONAL PERFORMANCE IN NIGERIA

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ABSTRACT

Marketing communication is very important and at the same time challenging in the organization. The marketing communication mix elements have become the important players in the life of any businesses be it small, medium or large. The objectives of this study are to examine the impact of sales promotional strategies on organizational performance with reference to Flour Mills Maiduguri, Borno State Nigeria. The population of this study was carved out of the entire staff of the Flour Mills of Nigeria Maiduguri, Borno State branch cutting across the Top, Middle and lower level management. The study employed both the primary and secondary sources of data collection. Questionnaires were administered to twenty (20) staff using random sampling techniques. The data collected were subjected to descriptive statistics such as percentage analysis in order to analyse the data and regression analyses were used for testing hypotheses. The result signifies that sales promotional strategies have positive and significant effects on organizational performance. The study recommend that company should at all time have to planned, organized, directed and controlled their sales promotion programme in place as this will help them to make such promotional strategies effective and efficient. Also, they should take advantage of festival period or events by developing effective sales promotional tools that can influence consumers' awareness about the product in the events.

Keywords: Consumer Promotion, Trade Promotion, Sales Promotion, sale Force Promotion.