



Promotional Strategies For Leather Production In Born State

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ABSTRACT

Product planning, pricing and distribution are marketing activities that are performed within the origination. However, promotion is concerned with communicating product idea or service to potential customers outside the origination. The statement “Nothing happens until somebody sells something” stresses the role of promotion in today’s business activity. High sales turnover. Increase in revenue is all the advantages of marketing in the industry. Neital and those in the traditional sector including other business would be better off if they increase marketing particularly promotion in their marketing activities. Promotional tools like exhibition, document, and advertising on media that are within their reach and of easy accessibility, selling in strategic areas and also carrying out some sales promotional activities that will induce present day consumer to buy the product will improve sale performance of the industry in general.

KEYWORDS

Products, strategies, promotional leather, state planning, pricing.

INTRODUCTION

Nigeria with a population of nearly 200 million people is clearly more than a ready market for any product produced by any individual, organization or state government if enough attention is paid to marketing activity particularly promotion. Thus as the population

continues to increase, there is the need to carry out more effective promotion to tell consumers that the right product is available at the right place and at that price, a new product can do well in a market if manufacturers started well by putting the target market in the

right perspective just as in the initial preparation to state a business and its effective management. Successful business today is based on how well a company markets its product in the face of growing competition and other environmental threats. It is thus for the leather industry a race for survival if promotion is not p [u in its right perspective.

THE MARKETING CONCEPT

According to Umar Moh'd Ali, the marketing concept is a managerial orientation process that holds the key to achieving organizational objective it consists of the organizations determining the needs and wants of prospective target area. Itsself to delivering the desired satisfactions more effectively and efficiently than its competitors. As implied in the definition, the marketing concept is concerned about the consumer. The need of the consumer is made known and the organization try to satisfy this need by co-ordinating all company activities in support of marketing and at the same time achieving profitability through customer satisfaction. Therefore, producers must explore ways to satisfy the needs & want of perspective buyers by producing the right product that is capable of satisfying that needs and want.

RELATIONSHIP OF MARKETING & PROMOTION

Human activity directed at satisfying needs, wants, through exchange processes". This activity has been amid mainly at satisfying physical needs. Another way in which marketing is described, is getting the right good and services to the right people at the right price with the right communication and promotion, marketing is necessary it is the

fundamental of human activities of marketing therefore is seen clear to include the promotional activities of an organizational along with the required ancillary service of the organization. Promotion as part of marketing helps the organization tell its potential consumers of the availability "nothing happens until somebody sells something" places clearly the relationship of marketing and promotion. Because marketers having produce what consumer wants must use promotion to tell consumers of the availability of the product who in turn will make purchases.

Promotional activities have contributed greatly to the creation of an affluent society through effective marketing strategy. It should however be realizes that the term marketing and promotional are not synonymous. Promotional informs, persuades and invite action from consumers, while marketing usually includes overall activity and direction. Promotion is stated in a more specific function of marketing activity performed outside the organization. It is designed to promote the sale of the organizations product or service, encouraging potentials consumers to make a decision to purchase a product.

1.3 The Marketing Mix

Marketing mix is the particular blend of controllable marketing variable that the firm uses to achieve its objective in the target market. It consists of six variables that are within the control of marketers. They include the product, price place, planning, program and promotion, and they are designed "to facilitate the process of inducing a customer from unawareness to awareness and develop favorable attitude and consequently to purchase and use a product in order to arrive at

a cost effective approach to meet company marketing objective. Thus it requires a careful co-ordination of the six variables in order to arrive at the cost-effective approach. For example, to carry out an extensive promotion without ensuring effective distribution or to cut prices without taking account of retailers stocks levels, could lead to a negative effect on the part of the retailer similarly, in developing the marketing mix, company executives will have to look at the market forces in operation, the behavior of target audiences, and the financial resources, the strength and weakness of both the company and its competitors, together with those of distribution channel member. In this sense, the marketing mix clearly links up with the overall marketing stagey of any organization.

I. Product

There is various definition of a product. Kotler (1980) defined it as anything that can be offered for attention, acquisition, use or consumption that might satisfy a need. It include physical objects, services, person place organization and ideas. Umar Mohammed Ali defined product as “a set of tangible and intangible attributes, including packing, color, price manufacturers prestige, retailer prestige and manufacturers and retailer prestige and manufacturers and retailers services which the buyer may accept as offering want satisfaction”.

The Product Life Cycle:

Once a new product enters into the market it goes through a process called “the product life cycle “and it defined as “ the path of a product through four stages induction, growth, maturity and decline before its death”. The life

cycle may be as little as few weeks for a fashionable product which fills a continuing need. The various products we see in market overts, shops, and departmental stores are in their various stages of their life cycle.

II. Price:

The term price can mean many things. Buckman has described it to mean the structure of price consumer can acquire the goods for which he spends his money income. To the producer, price indicate the term o which he may dispose of his goods and services or acquire the goods and services of others. Price may also mean the exchange for in the market place. Thus, one would view is as the measure of what one must exchange in.

III. Promotion:-

Is the channel of communication to our propective customers about our products good, service and Idea through use of promotional tools such as advertising publicity, sale promotion and personal selling.

IV. Place:

Is the physical movement of a product form the point of production to the point of consumption. This is showing how companies are distributing their product from the producers to the final buyer.

V. Programme:

Is a set service, performance event which design to achieve goods and objective programme is very important in the business aspect it help organization to plan.

VI. Planning:

Is the process of designing a frame work of a particular project before staring what is to be done, when is to be done , where to be done with optimum achieving it goals.

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