



Adopting Managerial Marketing Strategies To Revive The Declining Position Of Industries In The State(Experience Of Borno State)

Umar Mohammed Ali

PhD, Student Of City University Cambodia

Dr Omonbude Mike

Registrar (English Section) Universite Protestade L' Afrique De L' Ouest (Upao) Porto Novo.
Republic Of Benin

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ABSTRACT

The research work was conducted to find out on the adopting of managerial marketing strategies to revive the declining position of industries in the state, The study will help Borno state industries to identify the marketing style/ marketing strategies on day to day activities on managing it industries in the state the research also reveal that the marketing strategies and marketing logic that will be use to attract more prospective customers to patronize Borno state industries goods , Base on the finding, it was reveal that Borno state government need to invest a higher amount of money to boost the economic standard of state, create more job opportunity to the teeming youth of state, and also attract foreign direct investors for the survival of the industries of the state, all the industries need to adopt PS of marketing mix programme, marketing segmentation, packaging branding vertical marketing system and horizontal marketing system, price of product fixing policy, distribution channels, method of advertising channels product life cycles stages and the rest. Borno state industries to move out of these economic recession all the industries most adopts managerial marketing strategies for the revival of Borno industries.

KEYWORDS

Managerial, marketing, industries, revive, strategies, adopting , declining , position, state.

INTRODUCTION

Borno state government should employ different managerial marketing strategies in order to improve the standard operation system of it industries in the state by doing this it will make all the industries to revive from decline stage. It is on this basis of these that the researcher conduct a research, to look into how Borno state government to adopt managerial marketing strategies on operating day to day activities and also look at how effective of marketing strategies and marketing techniques, these also boost the economic of the state, also attract foreign direct investment, create more job opportunity and create more revenue and tax to the state. Borno state has more than twenty industries, but few are in full operation are in the decline stages, Borno state government need to invested or attract foreign investors to invested in state, to make all Borno state industries both the private and government to move out of the decline stages and also the industries should operate fulling in the state, the basic content of this research is to in light government to boost the economic of the state by creating more jobs to teeming youth of the state, reduction of poverty, and introducing acquisitions training programme to skills, unskilled and semi skills youth of the state, by doing these rate of unemployment will reduced. Borno state has bothers with four (4) different countries such as Tchad, Cameron, Niger. Borno state also has free trade zone in the state it is because of the lack of support from the government that makes free trade zone is not in fulling operation in the state, since 1994 Borno state got approval to operate free trade zone, free trade zone makes to create more jobs opportunity attract foreign investors and generate tax and revenue to the state. Had it been Borno state has free trade zone fulling operating in the state issues of unemployment arm rubbing, kidnappers, Boko haram would have raised in the state. The researcher conduct these articles enlighten government

to adopt managerial marketing strategies in the managing it industries in the state and also create more job opportunity to the teeming youth of state and attract foreign investors.

Marketing program it include all marketing program the marketing manager will put them together to satisfy the target market. The marketing mix are

1. Product.
2. Price.
3. Place.
4. Promotion.
5. Planning.
6. Programme.

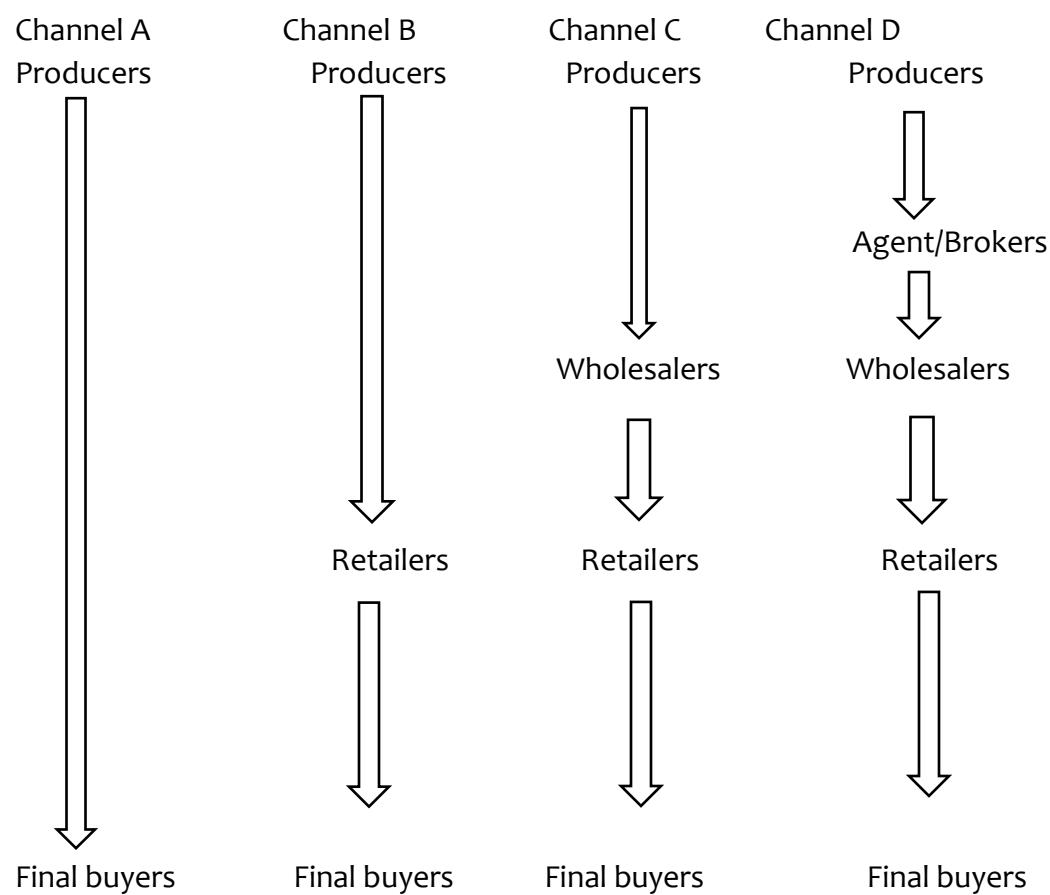
1. **Product:** is anything that can be offer for sells in the market is called product. Wherever it's tangible or intangible, as a good manager we should produce qualitative and quantitative products that will satisfy our customer needs, satisfying a customer need is a free advertisement.
2. **Price:** is anything that we give to get what we want. Price is one of the elements of marketing mix used to generate revenue or income.

Factors to consider when fixing price on our products.

- a) Base on the cost of production.
- b) Base on our competitors.
- c) Base on the perception of our customers.
- d) Base on the government rules and regulations.

3. **Place:** is the physical movement of our products from point of production to the point of consumption.

CHANNELS OF DISTRIBUTION



In channel A from producers to the final buyers there is no any intermediaries between the producers and the final buyers when a producers produce their products, the products will direct move to the final buyers. Channel B their is one intermediaries between retailer from the producer before reaching final buyers in channel C their is two intermediaries between producers to the final buyers when a producers, produce a products, the product has to reach wholesalers, from wholesalers to retailers, from retailers to final buyers. Channel D has three intermediaries between the producers and the final buyers. When a producers produce a products the products will direct move to the agents or brokers from agent to whole sellers from

wholesalers to retailers from retailers to final buyers.

VERTICAL MARKETING SYSTEM

An organised, structured and unified distribution channel system in which producer and intermediaries or middlemen (wholesalers and retailers) work closely together to facilitate the smooth flow of goods and services from producer to end-user. See Conventional Marketing System; Administered Vertical Marketing System; Contractual Vertical Marketing System; Corporate Vertical Marketing System

See: Administered Vertical Marketing System
Contractual Vertical Marketing System
Corporate Vertical Marketing System.

HORIZONTAL MARKETING SYSTEM. has gained popularity in the recent times due to an immense competition in the market where everybody is striving to gain a good position in the market along with huge profits.

Horizontal marketing

In this marketing system, the collaboration can be between:

Two or more Manufacturers- With an objective of making optimum utilization of scarce resources.

Two or more Wholesalers-With the objective of covering a larger area of the distribution of goods and services.

Two or more Retailers- With the objective of providing bulk quantities in a particular area.

Examples of Horizontal Marketing:

Nike and Apple have entered into a partnership, with the intent to have a Nike+ footwear in which the iPod can be connected with these shoes that will play music along with the display of information about time, distance covered, calories burned and heart pace on the screen.

Johnson & Johnson, a health care company, have joined hands with Google, with an objective of having a robotic-assisted surgical platform. That will help in the integration of advanced technologies, thereby improving the healthcare services.

Important of distribution.

1. Distribution service as sources of information to the company and the consumer by using some channel of distribution, the consumer will inform the producer what they need.
2. Distribution act as a selling agents for the manufacturer products.
3. Distribution provides a means of movement of products from location to other area.
4. Distribution also provide storage function to the company.
5. Promotion is the channel of communication to our prospective customers in order to convince and facilitate more sale of products or services. Their are four (4) promotional tools of ingredients which are company use in promotion programme, Advertising, publicity, sale promotion and personal selling. A company need to survey before choosing any promotional tools are.

1. Advertising.
2. Publicity.
3. Sell promotion.
4. Personal selling.

4. Advertising: is the paid from of non personal presentation of our product, goods, services, idea, with the identify sponsor through mass media. Example of mass media. Television, Radio, Facebook, WhatsApp, YouTube, newspapers, magazines etc.

SPECIFIC REASON FOR ADVERTISING

1. To announce a new product
2. To expand the market to new buyers
3. To announce a price change

- 4. To make a special offer
- 5. To educate consumer
- 6. To challenge competition
- 7. To maintain sales
- 8. To remain customer
- 9. To inform prospective customer
- 10. To persuade or convince customer
- 11. To retrieve lost sales
- 12. To recruit staff
- 13. To announce trading result
- 14. To announce a new pack
- 15. To announce about export goods

- Publicity: is the personal presentation of our product or organisation at the low charge, the different between advertising and the publicity, in advertising you will advertised the good side of your product while in publicity you will advertised the good side and the bad side of your products.
- Sell promotion: is the system of selling our products to our prospective customers to buy or patronage our goods without their intention, example of sell promotion buy one take one.
- Personal selling: is the system reaching out to customers face to face either in their faces, homes, schools, market, road, in order convince them to start patronising our goods.

5. Planning: is the process of designing or establishing organisational goals. Planning is very important in anything that you're doing during the planning managers make strategies decision to set a directions for the organisation.

There are several approach to planning.

- 1. Strategic planning.
- 2. Tactical planning.
- 3. Operational planning.

6. PROGRAMME is the process of managing several related project often with intention of improving and organisation performance. The programme manager has to oversight or purpose and the status of the project in a programme, programme manager need this in order to be comfortable that overall programme goals are achievable.

MARKET SEGMENTATION: is the process of diving the total market, a good manager should identify the need and the want of it prospective customer, before introducing marketing mix to that area, the market segmentation are;

- A. demographic segmentation
- B. geographic segmentation
- C. Psychographic segmentation
- D. Behaverable segmentation

- 1. Demographic segmentation: is the division of total market base on demographic area such as, age, gender, group, occupation, market Status, income, education level, etc.
- 2. Geographic segmentation: is the division of total market base on geographic area. such as local government, state government, federal government, neighbouring countries, city, town, etc.

3. Psychographic: is the division of the total market base on psychographic area such as, life style, attitude, character, etc.
4. Behavioral segmentation: is the process of dividing the total market base on Attitude, character, and personality, personality is sometimes that we identify in ourself, every individual of different personality and life style. In advertising you will be advertised only the positive side of your product i.e. the good side of your good service. Therefore company also use publicity to promote various brands, ideas, activities, and organization
4. The company also uses promotional programmes for a target market.
5. Unilever Nigeria plc use advertising strategy to advertise its products, good service, idea through mass media.
6. The company sometimes uses personal selling in order to meet face to face contact with their customers either at road, home or office to tell them more about the product.

Product Life Cycle: IS The life span of a particular product, normally when an industry a products it follows some strategies the strategy are introduction stage, growth stage, maturity stage and decline stages.

1. Introduction: this is the first stage of life cycle the products are new in the market people or customers did not know the aware existence of the products in the market therefore in this stage managers need to be patient on the turnover patronage of their prospective customers.
2. Growth stage: this is the second stage of products life cycle the products has start growing in market people start knowing about the existent of the products in the market, in this stage managers need to apply different strategies and different techniques in order to attract more sales in the market.
3. Maturity stage: is the third stage of products life cycle, the products has fully mature in the market e.g. maggi, Coca-Cola, clean, good mama, Bournvita, TomTom, etc. In this stage the company would start getting competitors, manager need to adopt different strategies to compete with competitors.

THE ROLE OF MARKETING STRATEGY

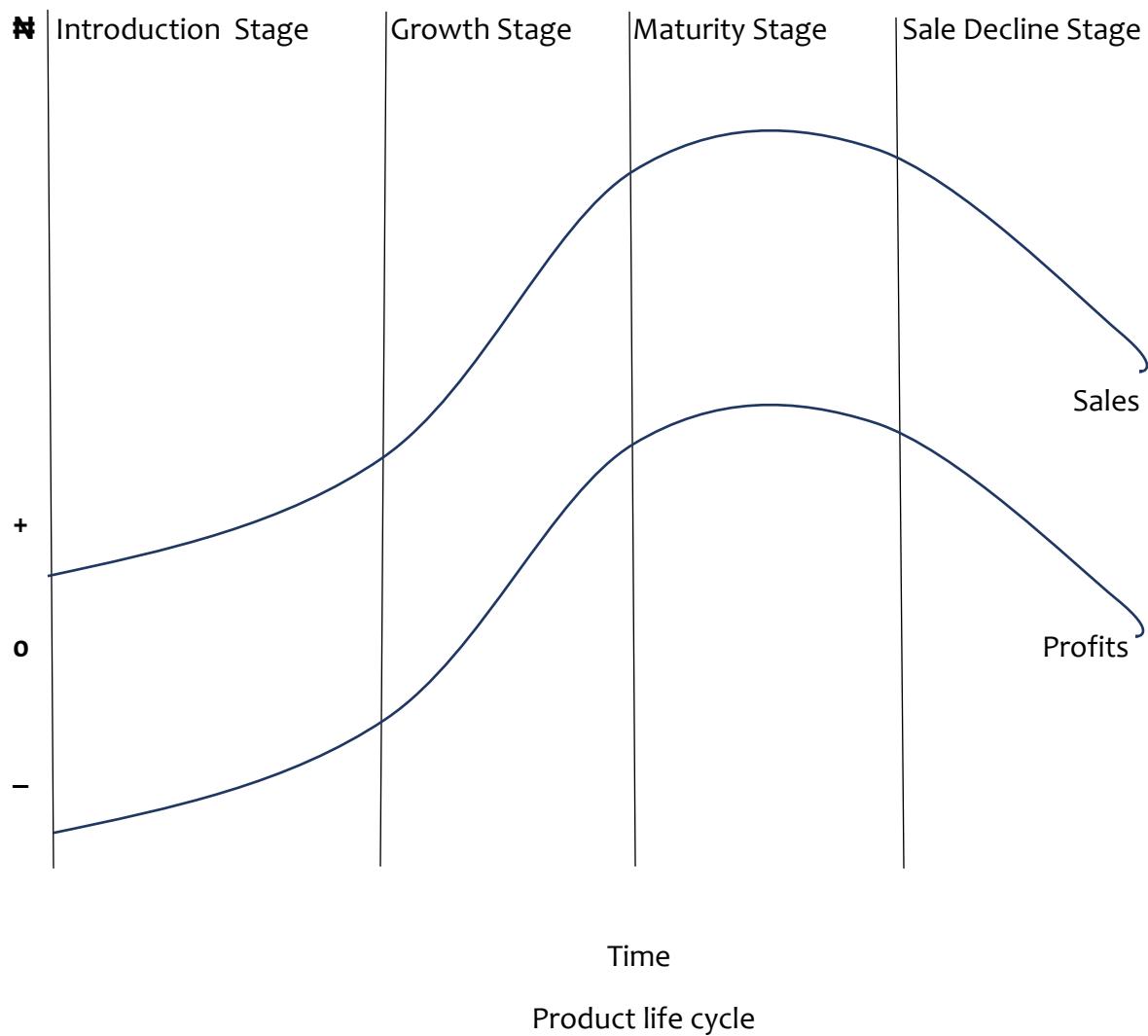
Marketing strategy enables an organization to achieve a certain company goals and objectives. Marketing strategy can be defined as a marketing logic through which organization achieves its objectives. It includes specific strategies for specific target markets, therefore Unilever Nigeria plc uses marketing strategy in order to meet up with new challenges in the market external environment to create an opportunity outside the competitive environment.

HOW INDUSTRIES USE MARKETING STRATEGY

1. Unilever Nigeria plc uses marketing strategy in order to develop new products in the market without using strategy they will not fully develop in the market.
2. The company also uses promotional programmes that is buy one take one to induce people to buy more products in the market.
3. Unilever Nigeria plc uses price campaigns or strategies to convince

4. Decline stage: this is the last stage of products life cycle, when a products reach a decline stages, the products is not longer interested in the market,

therefore managers need to plan and design marketing strategies and marketing techniques in order to move out of the decline stages.



BRANDING

The American marketing association define a brand as name, term, sign, symbol or design or a combination of all this, that I mention to identify the goods or services of one seller and to differentiate them from those competitors.

Branding is very important aspect of products strategy because it adds value to the products

and differentiates the good from those of competitors.

Industries use brand name when branding their product. It consists of words letter or number of that part of brand which can be localized e.g. omoh, Rin and OX powder. The company make such popular brands name in branding their product because sometimes a name become well known and is so much associated with a particular use that it becomes a generic name.

BRAND NAME: consists of words letters or number that can be localized e.g. Kodak, coke and Duracell. A brand name might become so well known and is so closely associated with a particular use that it becomes a generic name, a term that is associated with the products category rather than with a particular brand.

Xerox, omoh Run and OX powder are all examples of brand names.

Form of a symbol, sign, or distinctive colour or letters. The distinctive script of a coca cola Peugeot sign e.t.c. is examples of brand mark.

A TRADE MARK: refer to a brand that is given legal protection because exclusively one marketer has appropriated it. All trade marks are brand, but not all brand are trade mark.

LABELING: is another aspect of the products that provides product or goods and service satisfaction to a buyer. LABELING supplies information about the product or its seller.

THE PURPOSE OF LABELING.

Is to provide information processed foods, patents drugs, some cosmetics etc.

Label also give instruction about how to use products such as washing instruction for garments, and storage and dosage required for drugs.

Label point out any dangers that may be involved in the use of a product.

IMPORTANT OF BRAND NAME

It help the company to stimulate repeat sales and make most consumers to insists on having that particular brand.

By using brand name, it helps to differentiates unilever Nigeria products with their competitors.

It also provides more information about the products and where to buy it. It more efficient to communicate in brand name than in general product description.

BRANDING STRATEGIES.

There are three basic branding strategies use by unilever Nigeria plc.

The family brand strategy: this is used by marketer who handles more than item and use the same brand name for all of their products.

The individual brand strategy: this is when each brand name is applied to only one products or brand. E.g Nasco group of companies plc.

The generic brand strategy: this is when generic products are not associated with any brand name and the labelled only with the content and the name of the manufacturer or intermediary. This idea began in France and spread to United state of American in the year 1977.

PACKAGING

According to Philip kotler (1975) packaging as the activities of designing and producing one wrapper for a products is called the package in recent time packaging has become a potential marketing tools well designed package can create convince value for the products consumer and promotional value for the producers. Packaging means wrapper or container use for convening and protecting a product.

PACKAGING BENEFIT.

1. Packaging helps identify brands and promote them.
2. It helps in protecting goods as they move through the distribution channel.
3. Packaging provide container for the product e.g. of bottle as the container for coke.
4. Packaging can also increase products safety in the case of child proof bottles for drugs.
5. Packaging create awareness.
6. It also attract the customers and services as a vehicle.
7. It gives distinct image in the mind of consumer.
8. Packaging creates convenience and it acts as promotional medium for the manufacturer.

HOW INDUSTRIES PACKAGE THEIR PRODUCTS.

1. After packaging concept, the company makes a technical decision about the size of the products, shape of the product and the brand name.
2. The company provides packaging materials to package the products or to cover the products e.g. toilet soap.
3. The company also provides additional layer of material for protection.
4. In case of transportation and storage, cartons are also providing, so as to package the products for safety and easy carriage.

IMPORTANT OF PACKAGING

- I. Convenience: easy handing and carriage.
- II. Promotion: it serve as promotional tool for manufacturer.
- III. Protection: it protect the products from damage.

CONCLUSION

From the analysis, the following conclusions have derived.

- i. The important finding which is clear from the analysis in proceedings chapter are very significant, it was observed that according to Kotler marketing is very important and it's the fundamental of human activities.
- ii. The controlling of the company resources with a view of satisfies the need and the wants of your prospective buyers.
- iii. The following are recommended to improve the marketing techniques or marketing strategies and to have a optional resources utilisation.
- iv. The organisation should identify its advertising especially in remote areas where larger number of people should be explored.
- v. The company should also consider the policy to make good use of its research department of final out more about the need of its prospective customers. This will make the organisation to improve better.

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