

TITLE PAGE

**IMPACT OF MARKETING STRATEGIES ON ORGANIZATIONAL
GROWTH IN NORTHERN NOODLES COMPANY, KADUNA**

BY

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**BEING A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT
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KADUNA POLYTECHNIC

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DECLARATION

I hereby declare that this research project was carried out by me under the guidance and supervision of **Mal. Yusuf Ahmed Tijjani** of the Department of Business Administration and Management, Kaduna polytechnic. All authors whose work has been referred to in this project have been duly acknowledged.

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Date

APPROVAL PAGE

This research project work was written by me **Rachel Kibong** with registration number **KPT/CBMS/18/45295** and submitted in compliance with the established

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DEDICATION

This research project work is dedicated to Almighty GOD.

ACKNOWLEDGEMENT

First and foremost, my sincere thanks and gratitude goes to Almighty GOD for giving me the opportunity of becoming what I am today, and had made it possible for me to overcome all the hurdles, up to this happy moment.

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ABSTRACT

This research project is conducted to examine the impact of marketing strategies on organizational growth in northern noodles company, Kaduna; the objective of

the study was: to determine the impact of marketing strategies on sales performance of product in Northern noodles Kaduna and also to determine the implication of marketing strategies in Northern noodles Nigeria, Kaduna. To achieve the stated objectives, a survey research design was adopted for the study. The population of the study was 113 respondents, a sample size of 86 were drawn for the study. Findings shows that, marketing strategies help in understanding the needs, and motives of the segment's customers; this implies that the respondent strongly agreed that concentrating resources to a specialized marketing mix motivate marketing strategies in the organization. It was concluded that marketing strategies is implemented in an organization trough valid personal selling, price strategies and distribution strategies. Hence recommended that, northern noodles should implement a strategic marketing in order to improve sales volume and also companies should identify factors that motivate the company to adopt strategies in an organization.

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CHAPTER ONE

1.1 Introduction

This chapter discuss background of the study, statement of the problem, objectives of the study, research questions, significance of the study, scope of the study, limitation of the study and definition of terms.

1.2 Background of the Study

The contribution of marketing strategy in the organization lies in the formulation of strategies to choose the right customer, build relationships of trust with them and create a growth. Therefore, for the organization to cope with the outside world of customers and competitors, it is necessary to train and motivate all staff within the organization to provide the appropriate level of service to customers. Having accurate and reliable information on customers is an essential ingredient in strategic marketing; with the aid of modern technology and appropriate software, organizations can develop a customer information file which is accessible and designed to aid decision making (MaCristina, 2019).

The study is guided by the resource-based view (RBV), game theory and institutional theory. The central premise of RBV addresses the fundamental question of why firms are different and how firms achieve and sustain competitive advantage by deploying their resources (RBV) of the firm (Campbell, 2019). Game theory can be used by management to gain a better conceptual understanding of decision-making in competitive situations. Outcomes of various possible marketing strategies can be represented in game matrices, and preferred solutions can be determined under a number of different behavioral assumptions (Shubik, 2019). The institutional theory

asserts the institutional environment can strongly influence the development of formal structures in an organization, often more profoundly than market pressures.

Northern noodles Kaduna is characterized by many marketing strategies that have recently been under pressure from changing external factors including those evolve technological and competitive environments as well as from the customers on both sides of their transactions their clients and the service providers. To avoid the unprofitable pitfalls, Northern Noodles must implement processes and tools that enable them to capture higher wallet share, migrate customers to more cost-effective channels, and properly identify customers to be Direct Effective marketed or divested.

Marketing strategy is a management discipline, which focuses on the organization's mission, searches for unique opportunities, determines whether they fit the organization's strategic direction, defines the measures for success, and continually reassesses opportunities (Gaynor, 2021). The term competitive marketing strategies refer to both radical and incremental changes in thinking, things, and processes or in services (McAdam and McClelland, 2021). In many fields, something new must be substantially different to be innovative, not an insignificant change, in the arts, economics, business, and government policy. In economics, the change must increase value, customer value, or producer value. Marketing strategies leading to increased productivity is the fundamental source of increasing wealth in an economy. The competitive strategy provides a clear direction and focuses the effort of the entire organization on a common competitive strategies goal. Management needs to develop the strategy and communicate the role of competitive marketing strategies within a company, decide how to use technology and drive performance improvements through the use of appropriate performance indicators.

Oke and Goffin (2016), suggested that the first step in formulating a marketing strategy is to define what competitive strategies means to the firm or the areas of focus in terms of marketing strategies. By understanding the drivers of competitive strategies needs, a firm can develop its focus areas for competitive strategies.

Most economic texts classify competition as consisting of four key forms namely; pure or perfect competition, monopolistic or imperfect competition, oligopolistic competition and monopolies (Reynolds, 2015). Pure competition and pure monopoly environments are the most extreme forms of competition but rarely occur in the real world (Reynolds, 2019). A pure monopoly is characterized by a single seller who controls the supply of a good or service and prevents other businesses from entering the field (Reynolds, 2019). According to Afuah, (2018), pure competition exists when a large number of sellers produce a certain type of product or service that is slightly differentiated. These sellers have low barriers of entry into the market and easily enter or leave it as they choose. No attempt is made in this study to further expound on these extreme forms of competition as it is believed that they present a hypothetical market structure (Clayton, 2020).

The importance of having a clearly defined new marketing strategy guiding the growth process was recognized by (Afuah, 2018). Marketing strategy provides a clear direction and focuses the effort of the entire organization on a common innovation goal. Oke, (2019) suggested that the first step in formulating an innovation strategy is to define what innovation means to the firm or the areas of focus in terms of innovation. By understanding the drivers of innovation needs, a firm can develop its focus areas for innovation. Reynolds, (2015) suggested that more successful firms

had more tangible and visible signs of management commitment to new product development especially in terms of providing adequate funding and resources, than less successful firms.

All businesses pass through distinctive stages (each with its own characteristics) as they develop. This development process can be likened to the product lifecycle. Like products, businesses do not move through the cycle at the same speed but unlike most products businesses can stay in the same stage for a considerable period of time (Larry, 2017). Because of the different characteristics of each stage the transition from one to the next is often accompanied by a crisis' which may be either external or internal to the firm. It follows that the small businessman has two major concerns in moving from one stage of development to the next (Nelson, 2016).

Growth strategies in business also include diversification, where a small company will sell new products to new markets. This type of strategy can be very risky, according to Koopmans (2017), a small company will need to plan carefully when using a diversification growth strategy. Marketing research is essential because a company will need to determine if consumers in the new market will potentially like the new products. Growth strategies in business can also include an acquisition. In acquisition, a company purchases another company to expand its operations (Nelson, 2016). A small company may use this type of strategy to expand its product line and enter new markets. An acquisition growth strategy can be risky, but not as risky as a diversification strategy. One reason is that the products and market are already established. A company must know exactly what it wants to achieve when using an acquisition strategy, mainly because of the significant investment required to implement it.

1.3 Research Problem

Companies have been forced to craft marketing strategies in order to sustain or grow their market share, expand to new territories or markets, acquire new technologies, develop brand or line extensions, reduce costs and risks (Oliver, 2021). The growth of the business is an important precondition for a firm's longevity. Negative growth of an SME is often a sign of problems, while stagnation, i.e. a situation where growth has stopped, is usually indicative of problems that a firm will face in the future. As a matter of fact, growth often has instrumental value. For new ventures, fast growth is needed to ensure an adequate production volume for a profitable business. Growth can serve as an instrument for increasing profitability by enlargement the firm's market share. Other similar goals include securing the continuity of business in the conditions of growing demand or achieving economies of scale. Moreover, growth may bring the firm new business opportunities and a larger size enhances its credibility in the market. Also, achieving a higher net value of the firm can be regarded as a motive for firm growth (Njeru, 2019).

Northern noodles Kaduna faces stiff price competition, businesses have to constantly change their business model. The industry presents unique competition, most stemming from the fact that there are many uncontrollable factors business owners must deal with. The general growth in the Nigeria economy and steady increase in food processing earnings have led to expansion and new investments in the northern noodles company, Kaduna. Food processing company are turning to performance measurement and management in order to qualify for the IATA is the global trade organization for food processing (Njeru, 2018).

There are research studies done on marketing strategies on growth of small and medium; Globally; Gajanayake (2018) did a study on the impact of marketing strategies and behavior of Small and Medium Enterprises on their Business Growth, the economic growth of developing countries can be sustained by the expansion of private sector in Sri Lanka, Trivedi (2019) did a study on marketing strategies of Small and Medium-sized in India and Mulunga (2018) did a study on factors affecting the growth of microfinance institutions in Namibia. Local studies include; Njanja (2019) did a study on management strategies affecting the performance of micro, small and medium enterprises (MSMEs) in Kaduna. Obonyo (2018) carried out a study on marketing strategies adopted by supermarkets for a competitive edge in Kaduna South (Kaduna); Magunga (2019) did a study on effects of marketing strategies on the performance of insurance companies in Kaduna. There are no statistics and attempts taken to investigate the influence of marketing strategies on the growth of Northern Noodles Nig. Ltd, Kaduna. This study, therefore, wishes to find out the influence of marketing strategies on the growth of Northern Noodles, Kaduna. The question that remains to be addressed is, what is the influence of marketing strategies on the growth of Northern Noodles, in Kaduna?

1.4 Objective of the Study

The main objective of this study is to examine the impact of marketing strategies on Northern noodles Nigeria, Kaduna. Other specific objectives are;

- i. To determine the impact of marketing strategies on sales performance of product in northern noodles Nigeria limited, Kaduna?
- ii. To determine the implication of marketing strategies in Northern noodles Nigeria, Kaduna.

- iii. To determine the factors motivate the company to adopt strategies in northern noodles Nigeria limited, Kaduna.

1.5 Research Questions

The research questions of this research work as follows:

- i. What are the impact of marketing strategies on sales performance of product in northern noodles Nigeria limited, Kaduna?
- ii. What are the implication of marketing strategies in Northern noodles Nigeria, Kaduna?
- iii. What are the factors motivate the company to adopt strategies in northern noodles Nigeria limited, Kaduna?

1.6 Significance of the Study

For this study not to be an effort in futility, it has to be useful to a number of people and institutions among which are;

To Business Organizations

The results or findings of this study will be beneficial to business owners, managers and organizations especially in the locality where this study is being conducted. This will enable them understand the concept of marketing strategies and its effect on the performance of their organization.

It will also give an insight to managers and business owners on the importance of knowing the types of marketing strategy to adopt in order to ensuring adequate performance of their organizations.

The findings from the study will particularly be useful in the application of theory in the influence of marketing strategies on the growth of Northern Noodles, Kaduna.

This expanded knowledge on the application of resource-based view (RBV), game theory and institutional theory on the influence of marketing strategies on the Northern

Noodles, Kaduna. Academicians and business researchers have managed to borrow from the findings of this research to support literary citations as well as develop themes for further research on the influence of marketing strategies on the growth of small and medium business in air travel agencies.

The results to be obtained from the study may help determine the essential elements and common problems associated with marketing strategies and growth of Northern Noodles and identify methods that could make the system more effective. This study was significant to the management of Northern Noodles Nigeria Ltd, Kaduna.

The study was useful to policymakers, especially those in Northern Noodles Nigeria Ltd, Kaduna in strategic planning and would like to leverage on the findings on the influence marketing strategies on the growth of Northern Noodles Nigeria Ltd, Kaduna.

The government will be a beneficiary of this study as entities for licensing of small and medium business in food processes. The findings of this research proved to be important to food industry who managers to assist in policy formulation on how to develop and promote their marketing strategies. SMEs can use these study findings to leverage their growth in the global arena and hence create employment.

1.7 Scope of the Study

The research work has been an analytical study of the impact of marketing strategies on organizational performance of Northern Noodles Nigeria Ltd, Kaduna. The study will be carried out on employees of different level and experience of Northern noodles, located in Maraba Rido, Kaduna south, Kaduna state from 2016 to 2020.

This study considered the various variables of marketing strategies and how they can improve the performance of Northern noodles Kaduna.

1.8 Definition of Terms

Marketing: **Marketing** is a business term that experts have defined in dozens of different ways. In fact, even at company level people may perceive the term differently.

Marketing strategies: Marketing strategies combines all of its marketing goals into one comprehensive plan. A good marketing strategy should be drawn from market research and focus on the right product mix in order to achieve the maximum profit potential and sustain the business.

Product: A product is the item offered for sale. A product can be a service or an item. It can be physical or in virtual or cyber form.

Strategies: is an action that managers take to attain one or more of the organization's goals. Strategy can also be defined as "A general direction set for the company and its various components to achieve a desired state in the future. Strategy results from the detailed strategic planning process".

Product positioning: Positioning is where your product or service fits in the marketplace. It is a strategic exercise that defines what makes your product unique and why it is better than alternative solutions.

Skimming strategies: **Price skimming** is a pricing strategy employed by some businesses that involves using different prices for the same product over time to generate profits.

Marketing mix: The marketing mix refers to the set of actions, or tactics, that a company uses to promote its brand or product in the market. The 4Ps make up a typical marketing mix - Price, Product, Promotion and Place.

Strategy Development: The direction an organisation takes with the aim of achieving future business success.” Strategy sets out how an organisation intends to employ its resources, including the skills and knowledge of its people as well as financial and material assets, in order to achieve its mission or overall objectives and its vision.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

The literature review section outlines and analyzes published articles and journals written by accredited scholars and researchers with reference to the topic that is being studied. This covers theoretical foundation of the study, the influence of marketing strategies on business growth and empirical literature.

2.2 Conceptual Frame Work

2.2.1 Concept of Marketing Strategies

As a process that can allow an organization to concentrate its limited resources on the greatest opportunity ties to increase sales and achieve a sustainable competitive advantage. A marketing strategy should be centered on the key concept that customer's satisfaction is the main goal.

A marketing strategy is most effective when it is an integral component form; strategy is defined as an intelligent allocation of resources through a unique system of activities to achieve a goal Nweke, (2016). Simply put, strategy is how you plan to achieve a goal. As the customer constitutes the sources of a company's revenue, marketing strategies is closely linked with sales. A key component of marketing strategies is often to keep marketing in line with a company's awarding mission statement.

Marketing strategy refers to a business's overall game plan for reaching prospective consumers and turning them into customers of their products or services. A marketing strategy contains the company's value proposition, key brand messaging, data on target customer demographics, and other high-level elements Silva (2016).

Marketing strategies involved selecting and analyzing target markets and creating and maintaining an appropriate marketing mix (product distribution, promotion and price) to satisfy the needs of those target markets. It is at this level where the firm will detail how it will gain a competitive advantage by doing something better than the competition. Its products must be of higher quality than competitive offerings, its prices must be consistent with the lower of quality (value), its distribution methods must be more effective in communicating with target customer. It is also important that the firm attempt to make these advantages sustainable.

2.3.2 Types of Marketing Strategies in an Organisation

According to Jonathan Cronstedt (2016) marketing strategy is a series of steps you take to engage your leads and customers ultimately guiding them to a purchase decision. Different types of marketing strategies are designed to achieve different goals, which is why you might need more than one to keep your business growth on the right trajectory. Marketing strategy are use to target consumers at different stages in the sales environment. It can also be use to pin down your customers' buying decision, which will help you target them with more effective messaging. The different types of strategies in business organisation are:

Employee Marketing: Many businesses overlook employees as potential customers and brand ambassadors. Consider the fact that many companies use employee discounts as part of their benefits packages. Employees often buy from their employers as long as they're convinced that they'll get the best deal. Furthermore, you want to build a stable of engaged employees who don't just show up for their paychecks, but who come to work ready to promote the business and help it achieve the goals you've outlined for it. Employees can spread the word about your business to friends, family members, and

neighbors. They might boast about it on social media, blog about it, and refer potential employees to your HR department. Don't overlook employees when you're building a marketing strategy. You need your workforce to help promote your brand.

Business-to-Consumer (B2C): Business to consumer marketing refers to a marketing strategy that's designed for a company that markets its products or services directly to consumers. They can operate online, in brick-and-mortar stores, or both. A B2C marketing strategy is driven by consumer data. You need to know your customers inside and out, from where they live and how much money they earn to their preferred social media channels and their willingness to convert through email marketing (which we'll discuss later).

Business-to-Business (B2B): In contrast to B2C marketing, B2B marketing occurs when one business markets its products or services to another business or organization. For instance, if you create online courses for entrepreneurs, you're operating in the B2B space. B2B marketing requires a different approach because there are several more steps involved. You have to identify the decision-makers, figure out how to gain buy-in from C-level leadership, and nurture those relationships through regular contact and superlative service.

Cause Marketing: People love to give back. They like knowing that their purchases help further their favorite causes, so partnering with a nonprofit or not-for-profit organization serves as a viable marketing strategy. You're using your business to help customers give back to their communities.

A cause marketing strategy requires a partnership that benefits both parties. For instance, maybe you create online courses on spiritual topics. You could partner with a church or other religious organization and donate a portion of your profits to that cause.

Alternatively, you could invite customers to add a donation amount to their purchases. If you want to excel at cause marketing, you need a clear link between your business and the cause. Don't just pick one at random. Maybe you sell online courses and other digital products related to fitness. You could partner with a nonprofit organization that works to provide healthy drinking water to underserved communities or that fights childhood obesity.

Direct Selling: There's something to be said for meeting with a potential customer face-to-face and discussing the role your products or services might play in his or her life. In-home demonstrations, for instance, serve as one example of direct selling. You meet a group of people in one person's home and demonstrate your product. Companies like Amway, Avon, and Mary Kay have built their entire businesses around direct selling. It's a profitable strategy, but only for certain niche markets. You're meeting with customers outside your business location, and you need a viable strategy for convincing those customers to buy.

You need excellent sales skills as well as a gregarious, extroverted personality. Otherwise, you might not generate sufficient excitement and energy during these events.

Co-Branding and Affinity Marketing: You already know that you share an audience with your competitors, but you also share audiences with businesses that complement your own. An entrepreneur who sells fitness-related online courses would likely share audience members with an entrepreneur who creates digital products about nutrition. Co-branding or affinity marketing refers to a partnership between two organizations that have common interests and audiences. They aren't direct competitors, so they don't stand to lose leads to their partners, but they gain access to each others' followers. Affinity marketing can also involve co-developed products. You could partner with

another Kajabi entrepreneur and create a course together. You might experience increased sales because you're pooling your audiences.

Earned Media/PR: Let's separate a few terms here for those of you who aren't familiar with them. Branded media is media that your company produces for the purposes of informing, entertaining, and engaging your audiences. Paid media refers to any form of advertising that requires an exchange of funds. Earned media, on the other hand, is free exposure, typically via public relations. It might include a mention in a newspaper, magazine, or blog. It could also include brand ambassadors who spread the word about your courses without any incentive to do so. As you can probably infer, earned media has become one of the most valuable types of marketing strategies. You don't have to pay for or create the media, which means that you don't have to deplete any of your own resources. Plus, people trust earned media more than any other form of marketing. It's highly transparent and honest because there's no exchange of funds, products, or services.

Point-of-Purchase Marketing (POP): A point of purchase (or point of sale) marketing strategy involves up selling to the customer near the place where he or she makes a purchase. In a retail store, for example, you might have noticed that small items are arranged on or near the counters. They're designed for impulse purchases. Additionally, you might have experienced a cashier who has tried to upsell you on another product. He or she might notice that you've bought an MP3 player, for instance, and suggest that you buy ear buds or headphones to go with it. This is another example of POP marketing. When it comes to e-commerce, you can also pursue a POP marketing strategy. When your customer checks out by purchasing a course, for instance, you could include a message about a related course and a link to add that course to the customer's shopping

cart. It's a simple way to drive larger transactions for each purchase. Just optimize every stage of the checkout process for up selling.

Internet Marketing: This is an umbrella term that covers multiple types of marketing, from social and email to blogging and landing pages. Any marketing that you conduct over the Internet can be considered an Internet marketing strategy. However, you need a specific strategy if you want to grow your business. An Internet marketing strategy should also cover metrics that you might collect from your efforts. Connecting Google Analytics to your Kajabi website, for instance, allows you to view metrics like bounce rates, traffic data, and more. You can also use Kajabi's metrics to track your progress and make adjustments as necessary.

Paid Media Advertising: If you want to grow your business fast, paid media advertising might offer the most efficient solution. Obviously, you'll need the liquid capital necessary to make the investment, but you can easily earn significant ROI on every dollar you spend.

Word-of-Mouth Advertising: It's easier than ever to generate word-of-mouth advertising because it no longer depends on people speaking to one another face to face. You might get word-of-mouth advertising when a customer mentions your online course on social media or writes a blog post about it. Review websites (as well as your own course site with internal reviews) also become a form of word-of-mouth advertising. These reviews double as social proof, which can help you attract and convert more customers.

Social Networks And Viral Marketing: You can't predict what type of content will go viral (meaning that it spreads quickly through social shares, emails, search engine traffic, and other referrals). There's also no definitive metric to determine whether a social media post, blog article, YouTube video, or other piece of content "goes viral." However, it's definitely the golden ticket in this age of Internet marketing. Getting your brand in front of as many people as possible is the ultimate goal, and viral marketing via social networks can make it happen.

2.3 CONCEPT OF ORGANIZATION GROWTH

Organizational growth has the potential to provide small businesses with a myriad of benefits, including things like greater efficiencies from economies of scale, increased power, and a greater ability to withstand market fluctuations, an increased survival rate, greater profits and increased prestige for organizational members. Many small firms desire growth because it is seen generally as a sign of success, progress. In brief organizational growth is, in fact, used as one indicator of effectiveness for small businesses and is a fundamental concern of many practicing managers.

According to O'Farrell & Hitchens (2018), have focused attention upon the strategic dimension of achieving sustained growth and the way in which the owner-manager responds to business and personal environmental indicators. Hence, they concentrate upon the identification of the owner manager's policies and strategies for the conduct and development of the business and their subsequent translation into managerial action that will lead to sustained business development.

An organization is said to be ambidextrous when it has established a relationship between environmental factors, innovation strategy, and organizational capabilities and growth. Organizational ambidexterity is about the organizational capability to simultaneously deal with paradoxical or conflicting activities such as organizational alignment and adaptation; evolutionary and revolutionary change; manufacturing efficiency, flexibility; strategic alliance formation; and even strategic renewal (Adler, Goldoftas, and Levine, 2019). Exploitation and exploration are the most recurrent underlying dimensions regarding organizational ambidexterity.

2.4 Marketing Strategies on Business Organization Growth

Analysis typically starts with product dimension as the service product is the heart of a company's marketing strategy. Even if all other dimensions of the marketing mix were designed and executed in an excellent manner, a company could not be successful with a poorly developed core product (Lovelock, Wirtz, Chew, 2018.). The core service that customers purchase when they book a flight is simply getting from point A to B. The airline product further consists of aspects like safety, reliability in terms of punctual departure and arrival, services provided prior to the flight which are mostly experienced at the airport, in-flight services including food and beverages.

Price is the most flexible element of the marketing mix and also the most problematic one (Kotler et al. 2018). Wensveen (2017) asserts that since the deregulation of the market price is the main competitive element for any airline. The price basically reflects the costs which arise for delivering a certain service. Marketers, in general, choose between various pricing strategies which follow a cost-based or value-based strategy. Following a cost-based approach, the price is determined by investigating the costs that occur for the company, a value-based strategy is not solely concerned about production costs, but takes the perceived value that customers have, of a product or service into consideration for making pricing decisions (Kotler et al., 2019).

The third dimension of the marketing mix comprises the process of making the service available to customers (Lovelock et al., 2018). In the airline industry, this dimension covers the selection of the right distribution channels which enable the company to reach their target market, hence the travel agencies. The impact of Information and Communication Technologies (ICT) on airlines has always been predominant

because they have provided the possibility of a direct channel between the airline and its customers.

One of the main purposes of promotional activities is persuading potential customers to choose the product of the own company and not products from competitors (Armstrong et al., 2017). It can be noted that since the impact of customers as co-produced is vital, promotional activities should also provide education to customers. This education can ensure an improved and smooth operation as customers will be likely to know and follow procedures fostering a smooth service process.

A cost leadership strategy is one in which a firm strives to have the lowest costs in the industry and offer its products or services in a broad market at the lowest prices (David, 2019). Characteristics of cost leadership include low-level differentiation, aim for the average customer, use of knowledge gained from past production to lower production costs, and the addition of new product features only after the market demands them.

It is a challenging task for travel agencies to differentiate their product. There are cases where the only difference between two service providers lies in the way the employees interacts with the customers (Lovelock et al., 2018). Then emphasize should be put on carefully recruiting, training, motivating and rewarding staff. Lovelock et al. (2018) additionally highlighted the impact of the behavior, number of staff and their uniform on the image of the company. Indeed, a uniform plays a crucial role in how a customer perceives individual employee and the company as a whole.

2.5 Strategic Marketing Models Used in an Organization

The other way by which research in Marketing has faced Marketing performance is related to efficiency. Charnes, Cooper and Rhodes (2018) define the efficiency as the

comparison among firms of the ratio of outcomes over the inputs required to achieve them. On the other hand, Sheth et al. (2017) define marketing efficiency as the ratio of marketing output over input. Sheth and Sisodia (2015) in referring to their definition of marketing productivity, include two of the dimensions, efficiency as well as effectiveness, for instance getting loyal customers at low marketing costs.

On the other hand, Rust et al. (2017) use the term marketing productivity to refer to how marketing activities are linked to short-term and long-term profits. In reference to literature review, Charnes et al. (2015) first suggested applying DEA to gain insights into efficiency of marketing efforts. Since then, there have been some marketing studies that used the DEA as a methodology. Kamakura et al. (2016) used DEA to measure welfare loss and market efficiency. Mahajan (2019) studied a DEA model for assessing the relative efficiency of sales units that simultaneously incorporates multiple sales outcomes, controllable and uncontrollable resources, and environmental factors.

Constructing a Model

A poor model, that is, one that is either inadequate or inaccurate in representing the business environment for example, will not, therefore, assist the manager to solve a problem in the most appropriate way owing to the fact that the model does not allow the manager to fully understand the environment, therefore, his/her ability to make the most appropriate planning and control decisions is limited (Gorry, 2018). A model should be designed first and then the formal data needs arrived at, this should ensure that the manager understands the model - he/she understands the building blocks, their functions and their structural connections and further, he/she will be aware of the assumptions and the simplifications made (Gorry, 2016). One

must assume, therefore, that the model will be designed for the manager and tailored to meet his/her needs (Little, 2019).

Model builders by adhering to this, guarantee that the manager's implicit model of a situation is formalised into an explicit model which is then used to evaluate alternative decisions, aid planning, decision-making and allows for a better understanding of the market (McIntyre, 2018).

Corporate Planning Models

A number of marketing related and/or corporate planning models exist in the academic/business literature. A number tend to be extremely academic, though a high proportion are practical and relevant to management decision-makers. The Boston Consulting Group (2017) growth-share matrix allows senior managers to assign strategic roles to individual products in the company's portfolio of products and this has been well documented. The work of A.T. Kearney (Hofer & Schendel, 2016); the ADL model (Webster, 2019) and the Shell Directional Policy Matrix (Robinson, 2016) have all made a contribution to strategic management and have provided the marketer with a central platform with respect to making a valid contribution to the strategic direction of the business.

2.5.1 Marketing Strategy Model

A marketing model strategy can be used by the marketing manager and should allow the decision-maker(s) to make better decisions and further, allow for greater confidence in decision-making, especially when it comes to implementing a solution (McIntyre, 2018). Little (2019) has suggested that implementation represents a major problem in the sense that the manager/model interface may be out of

phase, but the major consideration seems to be the content required. It is a fact that a large number of decisions, are non-routine and usually require that people, ideas, data and necessary judgements from diverse sources need to be brought together (Little, 2018). As a consequence, data is prolific but usually inadequately digested, often irrelevant and some key issues lack the illumination of measurement.

2.6 Differentiation and Positioning Products

Planners also assess petition and decide where their products point of differentiation lays and then make some decisions about how to present or position the product within this competitive environment relative to consumer needs. Positioning according to (morality mite hell wells) refers to how consumer view and compare competitive brand or type of products how they see a brand relative to the other brands in the category.

Setting objectives targeting segmenting differentiating and positioning are basic marketing strategy decisions and critical factors that drive marketing communication strategies.

Second, environmental changes make new solution to both current and new customer needs. In particular, advices in science technology and the ability to handle information allow companies to apply this new knowledge to enhance the satisfaction they can offer customers. They have opportunities to develop and deliver new products or services that are more efficient than current ones. Not does new knowledge make possible better products and services, but it can also provide the means for lowering costs and trapping quality.

In summary, to identify opportunities for innovation manager need to analyze and assess the implication of the environment change taking place around them. They need to act what are the key changes occurring in the economy, in society and in technology

and what threats and opportunities they present for customers, competitors and their own business.

Invention is deferent from innovation many inventions fail to build markets. An invention is a new product, an innovation is a new benefit customers do not want new products they want solutions that offer new and superior benefits. To be a successful innovation a new product must meet four benefit criteria.

- i. **Import:** The new product or services must offer benefits that will be perceived as important by customers.
- ii. **Unique:** The benefits offered by the new product must be perceived as unique. If customary believe that current officers provide the same advantages, the new idea will not be valued.
- iii. **Sustainable:** A new product may offer benefits that are unique and important but if it can be quickly copied by competitions it will not offer much of market opportunities. Sometimes patents provide a barrier to competition but in most industries, speed to market and brand building provide the most effective means of sustaining the value innovation.
- iv. **Marketable:** The company must have the capability market the product. This includes designing a reliable and effective version of the product, producing it at a price customers can afford and establishing an effective distributing system to deliver and support it.

Many companies introduce new product that fail on one of these criteria. Inventor's fails on one of these criteria inventors fixated by technical novelty, are particularly prone to undervalue these customer benefits. For example, Bell labs invented the

revolutionary transistors to build cheap, reliable radios. EMI invented the scanner but failed to develop an effective marketing programme or build cheap, reliable radios. EMI invented the scanner but failed to develop an effective marketing programme or build barriers to entry. In fact, most of the really profitable and successful innovations have little in the way of radically more effectively in solving customers problems.

Innovation can be classified by degree. A survey by Booz, (Allen and Hamilton) showed that 90 percent of new products are not new to the world. Most are adaptations of products that a company is currently selling.

New ways of doing business are innovative approaches to delivering current products and services to customers. These are one of the most successful sources of innovation today. In particular finding new ways to distribute and support customers is an area of great opportunity. For example, direct line transformed the car insurance market in Europe by cutting out the brokers that absorbed 40 percent of the insurance cost.

2.7 Product Distribution Strategies in Northern Noodles

The Role of Distribution: The role of this third P of the marketing mix is to get the product to its target market and make it available to prospective purchasers. Distribution channels, the means of getting products to customers, perform a number of functions.

- Arranging for the products sale, the transfer of ownerships known as title from the producer to final customers and payment by the purchaser to the producer.
- The handling strategy and transportation of the product (if it is a physical good).
- Providing information to customers about, say the specifications usage and price of the product.

- Financing the product during the distribution process, which can take a few minutes or a few month and;
- Estimating the level of demand there will be for product at a particular place at a particular time and assuming the risk for the accuracy of such estimates.

The New-Product Distribution Strategy

In order to achieve strong sales and wealthy profit, (Peter Rix 2016) suggested that every producer should have a well prepared, explicit strategy for developing a new product.

Strategic rules for new product could include:

- Defining a market-share position
- Maintaining the company's position as a new product innovators
- Meeting a specific return-on-investment goal and establishing a position in a new market.

A new product's unfounded role will also influence the type of product to be developed.

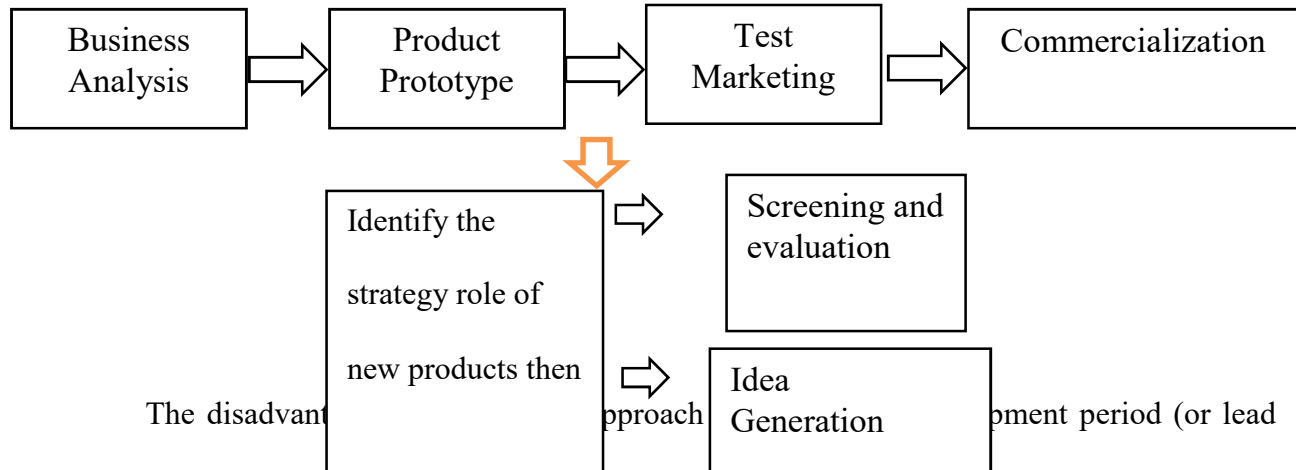
Stage in the new product development process:

With the company's new-product strategy as a guide, the development of a product can proceed through a sense of six steps.

Formal development of new product provides several benefits compared to a disorganized or ad-hoc approach.

- Improved team work, especially between departments.
- Less reworking
- Higher success rates.

Major stages in the new Product Development and Process



The disadvantage of this approach is that a long development period (or lead time) is often required. Senior management should be actively involved in the process to prevent projects from becoming bogged. In each stage, management should pause and decide whether or not to proceed to the next stage, abandon the project or seek additional information. Here is a description of what should happen at each stage of the new product development process.

Stage 1: New-product

Development starts with idea, it is important to develop a system within the organization for stimulating new ideas, and then acknowledging and reviewing them promptly. Ideas can come from several sources:

- Sales people are often excellent sources of new product ideas.
- Customers can also be encouraged to submit ideas for new products.
- Many companies now encourage their suppliers to suggest new product ideas.

- Specific technic such as brains forming can generate large quantities of idea for new products.

Stage 2: Screening and Evaluation

Ideas are evaluated to determine which one, warrant further study. The aim is to screen out those ideas that do not 'FIT' the company's overall strategy or positioning, or those that involve obvious and unacceptable level of competitive, operational or legal risk. Normally marketers rely on their experience and judgment to screen ideas.

Stage 3: Business Analyses

An idea that survives to this stage is expanded into a definite business proposal. Management conducts a formal study that;

- Identifies product features.
- Estimate market demand, competition and the product's profitability
- Establishes a program to develop the product
- Allocate responsibility for further study of the product's feasibility
- These first three steps are together referred to as concept testing, this is the pre-testing of the product idea, in contrast to the later pre-testing of the product itself and its market.

Stage 4: Prototype Development

The idea on paper is converted into a physical product or operational service. Pilots' models, or small quantities, are manufactured to designated specifications and

laboratory tests and other technical evaluations are made to determine the production feasibility of the article.

Can this product be made in the quantities and to the quantity standards, required?’

In the case of a new service product, the facilities and procedure necessary to produce and deliver the new product are designed and tested: can we actually deliver this service to our customers in “real time”.

Stage 5: Market Tests

Market tests, in-use tests and other commercial experiments in limited geographic areas are conducted to ascertain the feasibility of a full scale marketing program. These tests have several common features:

- Here, unlike the case with intent tests, actual consumers are involved many new food products for example; are given to samples of consumer to try and results and opinions are gathered.
- Test marketing might be used where the product is placed on sale in a limited geographic area.
- In the test marketing stage, design and production variables might have to be adjusted as a result of the findings.

Once market tests have been conducted, we must make a final decision regarding whether or not to market the product commercially.

Stage 6: Commercialization

Here, full-scale production and marketing programmes are planned, and the product is launched.

Up to this point in the development process, marketing have virtually complete control over the product. Once the product is born and enters the market, however, the external competitive environment comes into play. The product's success will be determined by its ability to satisfy wants better than competitor's and by its ability attracts enough buyers.

2.7 Distribution Channels in Northern Noodles

A properly operated distribution system can give significant competitive advantage by making a firm's product available to customers quickly, community and reliably, it adds value to the core products. Northern noodles for example is successful because it can offer these distribution benefits to its customers than because of its products themselves of their pricing.

Ideally, distribution channels operate as a unit a total system of action. All members of the channel producers and intermediaries alike should understand that each one is a single component into ducts and price strategy.

2.8 Price Strategy in Northern Noodles Ltd, Kaduna

Pricing was at one time seen as a fool of the finance department prices were determined largely by costs of production and calculations based or marginal costs or on fixed plus variable costs were in common used. This meant that the rise of price as a means of establishing competitive advantage was largely ignored since pricing was undertaken independently of market considerations. A simplistic view (which is still frequently adapted in many companies) was that route of success lay in cutting costs to the bone in order reduce prices, pricing can be used to achieve strategic outcomes and in a market oriented company; this is likely to be seen as an important weapon in the firm's armory.

Although prices for individual products must be made a case-by-case basis, most firms have developed a general and consistent approach or general pricing strategy to be used in establishing prices. The relationship between price and other elements of the marketing mix dictate that pricing decisions cannot be made in isolation. Infact price changes may result in minor modifications to the product, distribution or promotion strategies. The actual price charge influence buying decisions as the way that members of the target market perceive price.

2.8.1 Price Adjustment Strategies in Northern Noodles, Kaduna

Once a firm has examined its cost structure, market demand and competitive environment; it is ready to set the actual prices that customers will pay. There are two major price strategies that we need to considered here, for the market entry strategy.

2.9 Market Entry Strategies in Northern Noodles, Kaduna

A product is only new ones, so it is important that the initial price accurately reflects the market image and pricing goal set by the firm. There are two basic strategies for the market entry price for a new product; they are market - skimming pricing and market penetrating pricing.

2.9.1 Market Skimming Pricing

Market skimming involves setting a relatively high initial price -that is a price that is high in the range of expected prices for the target market. The price is set at the highest possible level that interested consumers will pay for new products.

This strategy is particularly suitable for the new products because, often in the early stages of products distinctiveness crates opportunities for non-price competition.

2.9.2 Market Skimming has Several Advantages

- i. It can help to establish a high-quality image for the new product.
- ii. It is likely to restrict demand to levels that ensure supply capacity is not outstripped by demand.
- iii. It provides the firm with pricing flexibility, because it is much easier to reduce a price that has met with buyer resistance than to increase one that is not covering costs.
- iv. Improvement, known in the industry as competitive upgrade (marketing approach edition 2015).

Market - Skimming Price is Suitable when:

- i. The new product is generally destructive
- ii. Demand is fairly inelastic
- iii. The product is in the early stage of its life cycle, when lower prices are unlikely to produce greater total revenue.
- iv. The new product is protected from competition by a patent quota or other barrier to entry.

Market skimming is used for pricing many new technology product (Plasma sets and DVD players are good examples).

Market-Penetration Pricing

With market penetration pricing, a relatively low initial price is set for a new product. In other word, the price is low in relation to the target markets range of expected prices.

Market Penetration has two main potential Benefits:

- i. It can reach the mass market immediately and in so doing generates a substantial sales volume and market share.
- ii. It can discourage competitors from entering the market.

Penetration pricing is likely to be used rather than market skimming when:

- i. The product has highly elastic demands, which is typical in the later stages of the product life cycle for a product category.
- ii. Substantial reductions in unit costs can be achieved through large scale operations that is, economics of scale are possible.
- iii. The product is expected to face very strong competition from or after it is introduced to the market.
- iv. Market penetration was used by Northern noodles Telecommunication Ltd. to launch into Nigeria in 2003. Although the base price is set at nominally quite high levels, the price actually paid by consumers is dramatically reduced by selling the Sim Card to their customers.

2.9.3 Impact of marketing strategies in Northern Noodles, Kaduna

The word strategy was originally used in a military context before being adopted by many other fields. A strategy is a long-term course of action designed to achieve a particular goal. It is differentiated from tactics in that a tactic refers to an immediate

action using resources at hand. When applied in a business context, a strategy refers to a set of managerial decisions and actions that aims to differentiate the company from competitors and sustain its competitive advantage. A company's strategy must be appropriate for its mission, resources and environmental circumstances. Accordingly, a marketing strategy can be defined as a plan by a company to differentiate the company to differentiate itself positively from its competitors, using its relative strength to better satisfy customer needs in a given environment (Jain, 2019). Marketing strategies entails the set of actions designed to achieve competitive advantage and achieve better than average results by intelligent and fact-based selection among alternative leading to such advantage (Shane, 2016).

Product

It is of prime advantage for the firm to possess the ability of consistent and planned activities to meet and exceed customer preferences and value that can be regarded as customer performance. This customer performance is achieved by the firm regardless of the approach of marketing pursued meaning either undertaking standardization or adaptation. In order for a company to securely adapt to varying international markets, the marketing strategy should take into consideration the internal and external business environment that affects a company positively to revel in greater performance. The influence of marketing strategy- product focus on various dimensions including actual and augmented product factors on performance in international markets, has quite received attention by numerous researchers.

The study conducted by Aremu and Lawal (2017) which employed composite export performance measures, focused on product design marketing mix element found conducive to performance of companies pursuing global marketing in that it can serve product adaptation as a means of differentiation for rival's products and influence overseas customer attitudes (customer performance) toward a firm's product.

In overall, the study by Aremu and Lawal (2018) found product design and style to have a significant positive effect on firm performance. While other studies researched on the relationship between product quality and firm performance in international markets in which the relationship is found to be positively associated. The provision of high-quality product to customers has been postulated to augment the value associated with customer performance. Prior studies reveal two observations regarding quality of product in line with the marketing strategy that are important.

However, the export product marketing mix for companies is usually of a narrower range than that offered domestically, because of financial constraints and operational difficulties associated with global marketing activities (Aremu and Lawal, 2012). First,

it significantly reflects a customer-oriented posture because the firm engaging in global marketing systematically evaluates consumer and buyer behavior and host market characteristics that improve the firm's total performance (Douglas and Wind, 2013). Second, product adaptation strategy can lead to greater financial performance such as profitability, as a quality product-market match can result in greater customer satisfaction thus improving customer performance that is one of the outcome in our research model, which consequently allows for greater pricing freedom for the firm. Third, pressures associated with meeting a great degree of specific market requirements on international level often demand creative and innovative marketing strategy, which may bring about additional products for a firm's domestic and international markets.

Thus far, product adaptation is a suitable strategy toward market responsiveness as it offers the development of new products that meet the needs of a changing marketplace.

ii. Promotion

Many researchers have emphasized the importance of promotional mix to telecommunication markets as a valuable tool for achieving performance. Sales, financial and customer performance is achieved through promotional mix by gaining experience in the opportunities and problems arising in specific export markets, boosting communication, personalizing relationships, and cultivating a team spirit with customers abroad, and providing timely response and immediate support to the export venture's needs. The study by Ambler and Puntoni, (2004) examined six promotion-related variables, i.e., advertising, sales promotion, personal selling, trade fairs, personal visits, and promotion adaptation, for their effects on export performance. Most of the promotional related variables were found to be positively linked to firm performance. Notably, advertising was the most widely researched variable of promotional mix, based on the notion that with sound advertising procedures the firm can communicate information, constantly remind, and persuade foreign customers to buy the products and, therefore, generate more sales.

2.10 Literature Review

Abdul (2019), did a research on marketing strategy of manufacturing firms in Malaysia he used the structured questionnaire method. The researcher found out that innovative differentiation strategy which includes technological superiority of items and new items improvement and use of advanced communication strategies is most adopted by the SMEs exporters. It has been discovered to finally enhance their export performance.

Oyewale (2016), studied the impacts of marketing strategy on business performance, a study of selected Small and Medium Enterprises (SMES) in Oluyede local government, Ibadan, the study found that, marketing strategies (product, place, price, packaging, and after sales service) were significantly independent and joint predictors of business performance. The study however, discovered that promotion has no positive significant effect on business performance.

Odunlami (2018) did a study on effects of sales promotion as a tool on organizational productivity, a case study of sunshine plastic company in Kenya. The study found that sales promotion has significant effect on organizational performance. Sales promotion is any initiative undertaken by an organization to promote an increase in sales, usage or

trial of a product or service (i.e. initiative that are not covered by other elements of the marketing communications or promotional mix.

For instance, Wanza (2016), conducted a survey of relationship marketing practices among telecommunication companies in Kenya and found that telecommunication companies have applied products oriented Customer Relationship Marketing strategies practices to a great extent. The findings indicate that employee-oriented marketing strategies are present and enhanced to a great extent. Similarly, Mugenda (2018), conducted a study on direct sales strategy applied by the telecommunication companies in Nigeria and they found that although majority of the banks are predominantly local, the number of foreign owned telecommunication companies is high and intense competition exists between the locally-owned and foreign-owned telecommunication company.

On the other hand, Aliata, (2018), carried out a research on the Influence of Promotional Strategies on telecommunication companies and Performance global communication company in Nigeria and concluded that Positive relationship was found to exist between promotional strategies expenditure and organisational performance. Spending on promotional mixes individually had little effect on telecommunication companies' performance.

Finally, Lilly and Juma (2019) conducted a study on the influence of strategic innovation on performance of Telecommunication Company in Nigeria. The study found out that the strategic innovation measures on new products adopted by the telecommunication companies greatly affects their performance. From the local studies, little has been done on the Impact of marketing strategies on new product of telecommunication companies in Nigeria.

2.11 Theoretical Foundation of the Study

This section discusses the relevant theories that are related to competitive strategy and organization. In this case, the study focused on the resource-based view (RBV), game theory and institutional theory.

2.11.1 Resource-Based View

The resource-based view theory can be used to elaborate competitive marketing strategies. This theory argues that competitive advantage lies in the resources that an organization can access and exploit and not in the ability to manage the environment (Campbell, 2019). It maintains that companies are well endowed with a bundle of resources in the form of assets, competencies, processes, and substitutes that provide the organization with a competitive advantage. David (2017) denotes that since companies have different attributes at different levels and different bundles of resources, differences in organizational performance are likely to be witnessed. The theory further asserts that firms have three types of resources namely; tangible resources, intangible resources, and organizational capabilities. Tangible resources include financial, physical, technological and organizational assets and thus are easily identified on the other hand intangible resources are more complex to identify and thus difficult to imitate. They include strategies that a firm adopts over time and culminates to improved performance (Barney, 2016). Finally, organizational capabilities are skills and competencies which a firm combines to transform tangible and intangible resources into outputs, for example, outstanding customer service (Dess

et al, 2017). The resource-based theory also argues that organizational resources in themselves are not necessarily a source of competitive advantage because rival firms may also possess similar resources. In this case, therefore, competitive advantage lies in the resources possessing one or more of other attributes such as valuable substitutes. A firm has to, therefore, sustain a competitive advantage as long as other firms are unable to duplicate the same attributes (Dess et al, 2017).

2.2.2 Game theory

Game theory can be defined as part of a large body of theory providing a formal language to describe conscious, goal-oriented, decision-making processes involving one or more players. The solution concepts derived from game theory may be thought of as normative or descriptive views of multi-person decision-making (Shubik, 2018). Porter (2019) further argues that a company's strength ultimately could be placed into two categories: cost advantage or differentiation. Application of those strengths in either a broad (industry wide) or narrow (market segment) scope results in three generic strategies: Cost leadership, differentiation, and focus. These three strategies are supposed to be applied on a business unit level. Andrews (2019) defines competitive strategy as the pattern of decisions in a company that determines and reveals its objectives, purposes, or goals, produces the principal policies and plans for achieving those goals.

2. 11.3 Institutional Theory

The institutional theory focuses on the deeper and more resilient aspects of social structure. It considers the processes by which structures, including schemas; rules, norms, and routines, become established as authoritative guidelines for social behavior. Different components of institutional theory explain how these elements are created, diffused, adopted, and adapted over space and time; and how they fall into decline and disuse. Amenta, (2015) define an emerging perspective in organization theory and sociology, which they term the 'new institutionalism', as rejecting the rational-actor models of classical economics. Instead, it seeks cognitive and cultural explanations of social and organizational phenomena by considering the properties of supra-individual units of analysis that cannot be reduced to aggregations or direct consequences of individuals' attributes or motives.

2.12 Summary of the Chapter

A marketing strategy is most effective when it is an integral component form; strategy is defined as an intelligent allocation of resources through a unique system of activities to achieve a goal Nweke, (2016). Simply put, strategy is how you plan to achieve a goal. As the customer constitutes the sources of a company's revenue, marketing strategies is closely linked with sales. A key component of marketing strategies is often to keep marketing in line with a company's awarding mission statement.

In summary, to identify opportunities for innovation manager need to analyze and assess the implication of the environment change taking place around them. They need to act what are the key changes occurring in the economy, in society and in technology and what threats and opportunities they present for customers, competitors and their own business.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

The effectiveness of every research work, according to Osuala (2015), lies mostly on the various methods and approaches employed by the researcher in the conduct of the study. In view of this, this chapter shall contain detailed information regarding the various methods and approaches that shall be employed by the researcher for the purpose of this study. The contents of this chapter, however, shall include: the research design; area of study, population of the study, sample size and sampling technique; data collection techniques; validity and reliability of instrument, and method of data presentation and analysis

3.2 Research Design

The researcher employed the use of survey research design in the conduct of this study. This form of research design utilize various survey research tools such as questionnaire and personal interview, capable of providing the researcher with adequate and reliable needed data. It however, enabled the researcher to cover as much as necessary large portion of the research population and have access to adequate opinions, suggestions, ideas and different discoveries on the research topic.

3.3 Area of the Study

The Northern noodles in Kaduna, shall be the area of study use for the purpose of this research work. The northern noodles is situated at KM 16 KACHIA RD, 800104, Kaduna.

3.4 Population of the Study

The population of this study shall consists of all the employees of Northern noodles staff Kaduna. The population of the staff shall comprise of Top management, Middle management, Lower management and other workers which stood at a 113 workers.

3.5 Sample Size and Sampling Technique

The researcher shall use random sampling technique to draw sample size for the study. Therefore, the sample size for the study is 86 respondents.

The choice of the sample size shall be adopted from Krejcie and Morgan table for determining sample size.

3.6 Instruments of Data Collection

The researcher employed the use of structured questionnaire that allows for a gradual response. The questionnaire was designed using Likert's scale rating of five (5) points ranging from 5, 4, 3, 2, & 1 with a degree of Strongly Agree(SA), Agree (A), Undecided (U), Disagree (D), and Strongly Disagree (SD) respectively. The choice of this method is because it is less cumbersome and non-complex in nature. It allows respondents to choose from options with a degree of agreeing to the statement or disagree as the case may be. Also, they are easy to administer and help keep the respondent's mind fixed to the subject and facilitate the process of tabulation, analysis and scientific generalizations.

3.7 Validity of Instruments

The questionnaire formulated for the purpose of this research work was presented to the project supervisor and two other two expert for validation, on which immeasurable comments and observations were made and necessary corrections. Observations were effected on the questionnaire before been administered to the studied respondents.

3.8 Reliability of Instrument

In order to determine the reliability of the instrument (questionnaire), the researcher employed test retest technique of validity test. In this case, the researcher first have structured the questionnaire distributed 20 copies to the respondents and retrieved them back in order to assess whether the respondents understand the contents of the questionnaire or not, and make any necessary correction there-from before the administration of the actual questionnaire that were presented and analyzed for the purpose of this study.

3.9 Method of Data Collection

To avoid bias and ensure orderliness, appropriateness and efficiency in questionnaires administration, the researcher personally administered the formulated questionnaires to the respondents randomly. This is made possible with permission from the Director, Human Resource Department. And also personally collected and filled the questionnaire.

3.10 Method of Data Presentation and Analysis

The data collected was presented in tables of frequency showing the different values of random variables together with their associated or corresponding frequencies; while the analysis are based on the use of Mean Score (\bar{x}) to ascertain the degree of agreement

and disagreement of each statement/variable. The Mean statistical method was made possible with the Likert's Rating Scale of 5 — 1, that is.:

SA Strongly Agreed = 5;

A Agreed = 4;

UD Undecided = 3;

D Disagree = 2; and

SA Strongly Agree = 1.

With this method, survey statements are either accepted (agreed) or rejected (disagreed) with a cut-off point of 3.00, derived as shown below:

$$\frac{5+4+3+2+1}{5} = \frac{15}{5} = \underline{\underline{3.00}}$$

The formula for mean score is as follows:

$$\text{Mean (x)} = \frac{\sum fx}{\sum f} \text{ Where; } f = \text{frequency } x = \text{rating points}$$

$\sum f = \text{Total frequency } \sum = \text{Summation}$

Decision Criteria

4.5 - 5.0 = Strongly Agreed

3.5 - 4.49 = Agreed

2.5 - 3.49 = Undecided

1.5 - 2.49 = Disagreed

0.5 - 1.49 = Strongly Disagreed

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 Introduction

The chapter focuses on presentation, analysis and interpretation of data collected through the use of questionnaire that was distributed to both staff and customers of northern noodles Nigeria limited, Kaduna. This analysis of data is necessary to bring out the result of the research work done and to able comment to be made on data collected and draw conclusion based on it.

4.2 Characteristics Respondents

The nature of the respondents in this research is characterized by the staff and customers of Northern noodles Ltd. Their classifications are based on the following;

Distribution of Respondents according to Sex

Table 4.1.4

Variable	Number of Staff/Customers	Percentage (%)
Male	52	60
Female	34	40
Total	86	100

Source: Field survey 2022

From the above information 60% were male 40 were female. Therefore majority of the staff and customers respondents were male.

Distribution of Respondents according to Age

Table 4.1.5

Variable	Number Of Staff/Customers	Percentage (%)
18 – 30	22	25
30 – 51	44	52
50 – above	20	24
Total	86	100

Source: Field survey 2022

From the above information 18 – 30 years 25%, 30 -51 years 52%, 50 years above 24%. Therefore majority of the staff and customers respondents were 30 – 52 years.

Distribution of Respondents according to Education

Table 4.1.6

Variable	Number Of Staff/Customers	Percentage (%)
ND/NCE	50	58%
Degree/HND	25	29%
PGD/Masters	11	13%
Others	-	-
Total	86	100

Source: Field survey 2022

The analysis indicates that 58% of the respondents hold either National Certificate of Education, while 29% are first degree/higher national diploma holders and the remaining 13% are holders of either post graduate diplomas or masters degree. This indicate that the number of respondents to the study and ND/NCE holder.

4.3 Data Presentation and Analysis

In analyzing the data obtained from the field, the researcher worked out the mean from the responses to each research the questions.

Table 2: What are the factors that determine the impact of marketing strategies on organizational performance of product of noodles Nigeria Ltd Kaduna?

S/N	Variable	SA	A	UD	D	SD	Total	Mean	Remark
1.	Marketing strategies aid the breaking of new market ground.	40	30	10	4	2	86	4.2	Agreed
2.	Marketing strategies help the company to generate customer lead by making available product where they are needed.	35	25	18	-	8	86	3.9	Agreed
3.	Marketing strategies help to obtain customer feedback for sales development	86	-	-	-	-	86	5.0	Strongly Agreed
4.	Marketing strategies promote a firms product and enhance productivity.	60	20	2	4	-	86	4.6	Strongly Agreed
5.	Marketing strategies increase sales by creating demand and attracting sales corporate product image.	86	-	-	-	-	86	5.0	Strongly Agreed.

Source: Field work, 2022

The table displays the factors that determine the impact of marketing strategies on sales performance of product in northern noodles Kaduna. The analysis shows that variable I had a means scores of 4.2. This implied that respondents agreed that Marketing strategies aid the breaking of new market ground.

Variable 2 had mean scores of 3.9 this implied that the respondents agreed that Marketing strategies help the company to generate customer lead by making available product where they are needed. Variable 3 and 4 had mean scores of 5.0 and 4.6 respectively. This implied that the respondents agreed that Marketing strategies help to obtain customer feedback for sales development and promote a firms product and enhance productivity. Variable 5 had a positive mean score of 5.0. this implied that the respondent agreed that Marketing strategies increase sales by creating demand and attracting sales corporate product image.

Table 4.3.3: How does Northern Noodles Nigeria Ltd implement marketing strategies in the organisation?

S/N	Variables	SA	A	UD	D	SD	Total	Mean	Remark
1	Market strategies is implemented in your organisation through valid personal selling	70	10	6	0	0	86	4.7	Strongly Agreed
2	It is convenient since a single product marketing strategy doesn't need segmentation.	86	0	0	0	0	86	5.0	Strongly Agreed
3	Marketing strategies is adopted and implemented through use of pricing strategies	60	10	2	3	1	86	4.1	Agreed
4	Facilitate a single channel of distribution implementation by the organisation.	86	0	0	0	0	86	5.0	Strongly Agreed

Source: Field work (2022).

The table displays the mean scores on the how does noodles Nigeria Ltd implement marketing strategies in the organisation. To this end, the analysis

shows that variable 1 had a mean of 4.7 which indicates that majority of the respondents agreed with the opinion that Market strategies is implemented in your organisation through valid personal selling. while variable 2 had a mean scores of 5.0. This indicates that the respondents agreed that It is convenient since a single product marketing strategy and doesn't need segmentation .Variable 3 and 4 had a positive mean score of 4.1 and 5.0; the implication is that the respondents agreed that Marketing strategies is adopted and implemented through use of pricing strategies. The analysis equally indicates that the respondents strongly agreed that facilitate a single channel of distribution implementation by the organisation.

Table 4.3.4: What factors motivate the company to adopt strategies in Northern Noodles Nigeria Ltd, Kaduna.

Table 4.6

S/N	Variables	SA	A	UD	D	SD	Total	Mean	Remark
1	Market strategies help in understanding the needs, and motives of the segment's customers	86	-	-	-		86	5.0	Strongly Agreed
2	Concentrating resources to a specialized marketing mix motivate marketing strategies in the organisation.	86	-	-	-	-	86	5.0	Strongly Agreed
3	Meeting the needs of a narrowly defined market segment and spreading resources over several different segments	60	25	2	1	2	86	4.8	Strongly Agreed
4	Designing specialized channel of distribution.	50	20	0	12	4	20	4.2	Agreed

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Source: Field work (2022).

Table 4.6 displays the analysis on the Mean scores on the What factors motivates the company to adopt strategies in northern noodles Nigeria limited, Kaduna. The analysis shows that variable 1 had a negative mean (X) of 5.0. This implies that the respondents agreed that Market strategies help in understanding the needs, and motives of the segment's customers. Variable 2 had a mean of 5.0. This implies that the respondent strongly agreed that Concentrating resources to a specialized marketing mix motivate marketing strategies in the organisation.

Similarly, variable 3 had a positive mean of 4.7. This implies that the respondent strongly agreed that meeting the needs of a narrowly defined market segment is more profitable than spreading resources over several different segments.

Variable 4 also had a positive mean of 4.2; this indicates that the respondents agreed that Designing specialized channel of distribution.

4.5 Summary of Findings

In analyzing the data obtained from the field, the researcher worked out the mean from the responses to each research question.

Based on the data analyzed in tables above, the researcher found that.

- i. The analysis shows that Marketing strategies help to obtain customer feedback for sales development.

- ii. It was also found from the respondent's opinion that, Marketing strategies promote a firm's product and enhance productivity.
- iii. It was also found that, Marketing strategies are implemented in the organization through valid personal selling, price strategies and distributor strategies
- iv. The researcher also found that, Northern noodles Nigeria limited adopted a convenient marketing strategy since a single product marketing strategy doesn't need segmentation.

4.5 Discussion of Findings

Research question 1: respondents were asked to identify the impact of marketing strategies on sales volume of product in Northern noodles Kaduna.

Findings show that, marketing strategies help to obtain customer feedback for sale development. A well-defined marketing strategy leads to an increase in the business sales and marketing. This directly impacts that revenue generated as the more you reach out to people, the more they reach out to your business or brand. Of course, the marketing of a business is directly related to the sales it generates. The world is flooded with a variety of businesses. Let's be honest, a brand that successfully markets itself is more likely to be a successful brand. Businesses often have a notion that the growth and profit of a business depends completely on the kind of business products/. Services you offer. But this is not the only factor that determines a business's success. It is the way you present your business to the audience.

Research question 2: respondents were asked to determine the techniques of implementing marketing strategies in northern noodles Nigeria Ltd, Kaduna?

Findings show that, northern noodles limited implement marketing strategies in their organization. Through personal selling, and pricing and

distribution. Implementation has received scanty attention on an individual level (Sarin, Challagalla, and Kohli 2012). Specifically, a central part of the marketing strategy implementation equation is the salesperson.

Concentrating resources to a specialized marketing mix motivate marketing strategies in the organization, and have been identified to be factor that motivate the company in adopting marketing strategies. However, the export product marketing mix for companies is usually of a narrower range than that offered domestically, because of financial constraints and operational difficulties associated with global marketing activities (Aremu and Lawal, 2012). First, it significantly reflects a customer- oriented posture because the firm engaging in global marketing systematically evaluates consumer and buyer behaviour and host market characteristics that improve the firms total performance (Douglas and Wind, 2013).

Research Question 3: Respondents were asked to identify the factors that motivate the company to adopt strategies in Northern Noodles Nigeria Limited, Kaduna.

Based on the analysis, it was found that, Market strategies help in understanding the needs, and motives of the segment's customers. This implies that the respondent strongly agreed that Concentrating resources to a specialized marketing mix motivate marketing strategies in the organisation.

based on the above discussion, it can be summarised thus:

- i. Marketing aid the breaking of new marketing ground of product and also help to generate customer lead by making available product were they are needed as well as help organization (Northern noodles) to

obtain customer feedback from product development as well promote a firm's product and increase sales by creating demand and attracting sales. This is in agreement with the work of Fuenties (2015) whose highlights the dominance of marketing in northern noodles Nigeria limited, Kaduna. The author discusses the understanding of efficient and profitable marketing strategy of the northern noodles products/services. Mobile network providers are an example of noodles products which are advertised in market. They are considered to be environmental friendly noodles products which limit, reduce and/or correct the errors of noodles production barriers in the company. (Tomasin et al, 2013).

- ii. Marketing strategies fosters low marketing cost and it is also a convenient single product marketing strategy and doesn't need segmentation. Marketing strategies aid mass-market and facilitate a single channel of distribution.
- iii. Marketing strategies has helped Northern noodles Limited in understanding the needs and motives of the segment's customers and also help in concentrating resources to a specialized marketing mix. It aid organization in meeting the needs of a narrowly defined market segment is more profitable than spreading resources over several different segments. Marketing strategies equally help in designing specialized channel of distribution resources. (James, 2019) agreed

that, Effective marketing starts with a considered, well-informed marketing strategy. A good marketing strategy helps you define clear, realistic and measurable marketing objectives for your business. Your marketing strategy affects the way you run your business, so it should be planned and developed in consultation with your team. A marketing strategy sets the overall direction and goals for your marketing, and is therefore different from a marketing plan, which outlines the specific actions you will take to implement your marketing strategy. Your marketing strategy could be developed for the next few years, while your marketing plan usually describes tactics to be achieved in the current year. Florists (2019) have been adopting social media as a new marketing instrument to promote their business. However, academic research has rarely looked into the existing state of that adoption. Consequently, several fundamental problems remain unknown regarding the application of marketing among telecommunication industries, which may limit the development of the network retailing business in the current social media era.

- iv. Effective marketing strategies are the key to frontline sales performance. northern noodles companies in Nigeria typically use a variety of sales tools and processes to achieve their sales goals. Among the best practices of those with highly successful sales

programs is having the marketing strategies provided to management and front-line staff at all branches that describes tools and processes in detail, helping to ensure that everyone involved in sales, no matter how remotely, operates on a coordinated basis.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

This study was carried out to determine the impact of marketing strategies on organizational growth in Northern noodles Nigeria limited, Kaduna. The objectives of the study was to determine the impact of marketing strategies on organizational growth in Northern noodles Kaduna. The significant of the study is to assist the management of northern noodle companies to evaluate how effective they have been in adopting.

The chapter two discuss the review of related literature regarding the subject matter. A marketing strategy is most effective when it is an integral component form; strategy is defined as an intelligent allocation of resources through a unique system of activities to achieve a goal.

The research design of this study is a survey research design. The population of the study is 110 staff of the company under study, the sample size of the study was 86 respondents, the instruments for data collection was questionnaires, the data was analysed with the use of mean statistical method using likert rating scale of 5-1 point.

Chapter four discuss the research findings. Based on the analysis of data, it was found that, Marketing strategies has helped Northern noodles Limited in understanding the needs and motives of the segment's customers and also help in concentrating resources to a specialized marketing mix. It was also

found that, effective marketing strategies are the key to frontline sales performance. northern Noodles Nigeria limited Kaduna typically use a variety of marketing strategies and processes to achieve their organizational performance.

5.2 Conclusion

Based on the research findings, it can be concluded that, marketing strategies impact on organizational performance of Northern noodles Nigeria Limited, Kaduna. It was also concluded that, Market strategies is implemented in an organization through valid personal selling, price strategies and distribution strategies. It was also concluded that, specialized marketing mix motivate marketing strategies in the organisation.

5.3 Recommendations

Based on the above findings, the following recommendations are made:-

- i. Northern noodles should implement a strategic marketing strategy in order to improve sales volume.
- ii. Northern noodles Nigeria limited, Kaduna should adopt a technique of implementing marketing strategies through valid personal selling.
- iii. companies should identified factors motivate the company to adopt strategies in an organization.

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APPENDIX I

Department of Business
Administration
CBMS
Kaduna polytechnic
PMB 2113
Kaduna.

Dear Respondents,

I am a final year Student of the above named address, undertaking a research on the topic: “impact of marketing strategies on sales volume in northern noodles Nigeria limited, Kaduna” in partial fulfillment of the requirements of the award of Higher National Diploma in Business Administration and Management. I solicit your kind cooperation in answering the questions presented for the purpose of this study.

Please be assured that the information you will provide will be handled in confidentiality and is purely for academic purpose.

Thank you for your assistance

Yours Sincerely

.....
RACHEL KIBONG
(KPT/CBMS/18/45295)

APPENDIX II QUESTIONNAIRE

Instructions: *Please tick the appropriate answer in the box provided*

Section 1: Characteristics of Respondents

(1) Gender of respondent

a. Male

b. Female

(2) Age of Respondent:

a 18 – 35 Years

b 36 – 55 Years

c 56 Years and above

(3) Educational Qualification

Post Graduate []

B. Sc / HND []

ND / NCE []

SSCE - Below []

Others

Specify.....

What is the impact of marketing strategies on sales performance of product in northern noodles Nigeria limited, Kaduna?

S/N	Variable	SA	A	UD	D	SD
1.	Marketing strategies aid the breaking of new market ground.					
2.	Marketing strategies help the company to generate customer lead by making available product where they are needed.					
3.	Marketing strategies help to obtain customer feedback for sales development					
4.	Marketing strategies promote a firms product and enhance productivity.					
5.	Marketing strategies increase sales by creating demand and attracting sales corporate product image.					

Source: Field work, 2019

Northern noodles Nigeria limited implement marketing strategies in the organization

S/N	Variables	SA	A	UD	D	SD
1	Market strategies is implemented in your organization through valid personal selling					
2	Sales promotion is convenient since it is a single product marketing strategy and does not need segmentation					
3	Marketing strategies is adopted and implemented through use of pricing strategies					
4	Marketing strategies implemented through single channel of distribution					
5	Advertisement is practice in an organization through the use of different media which include radio, television and magazine					

What factors motivate the company to adopt strategies in northern noodles Nigeria limited, Kaduna.

S/N	Variables	SA	A	UD	D	SD
1	Market strategies help in understanding the needs, and motives of the segment's customers					
2	Concentrating resources to a specialized marketing mix motivate marketing strategies in the organisation.					
3	Meeting the needs of a narrowly defined market segment and spreading resources over several different segments					
4	Designing specialized channel of distribution.					