

TITLE PAGE

**IMPACT OF TRANSPORTATION ON CUSTOMER PRODUCT
DELIVERY (A STUDY OF NIGERIAN BREWERIES PLC KADUNA)**

BY

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**BEING A PROJECT SUBMITTED TO THE DEPARTMENT OF
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AWARD OF HIGHER NATIONAL DIPLOMA (HND) IN MARKETING.**

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DECLARATION

I hereby declare that this project was carried out by me under the guidance and supervision of **Mallam Abdulmajeed Sadiq** of the Department of Marketing, Kaduna Polytechnic. All authors whose work has been referred to in this project have been duly acknowledged.

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APPROVAL PAGE

This research work was written by **Mary Okunoye** with registration number **KPT/CBMS19/45293** and submitted in compliance with the established policy of the Department of Marketing, College of Business and Management Studies (CBMS), Kaduna Polytechnic, Kaduna. It has been read and approved to meet the requirement for the award of Higher National Diploma in Marketing.

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DEDICATION

This research work is dedicated to Almighty God.

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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.

I would also like to express my sincere appreciation to my supervisor **Mallam Abdulmajeed Sadiq** for his guidance and cooperation throughout this research work.

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ABSTRACT

This research project is conducted to examine the impact of transportation on customer product delivery; a case study of Nigerian Breweries Plc, Kaduna, the objective of the study was: to determine the role of transportation in achieving effective product delivery to customers in Nigeria Brewery, Kaduna and also to evaluate the factors that determines the selection of transportation channel in the company. To achieve the stated objectives, a descriptive research design was adopted for the study. The population of the study was 745 respondents. A sample size of 140 were drawn for the study. Findings shows that, transportation management improve customer services they also agreed that, transportation management improve efficiency and productivity. It was concluded that, the reason why many of the consumer goods in Nigeria brewery are expensive is due to economies of scale, many of the marketers are retailers no major wholesaler so the constantly increased fare is on the same quantity of goods. If there had been higher demand, supply would have been forced to increase, hence there would be reduced fare. Hence recommended that, road haulers: I would recommend that road haulers start the use of containers whereby spoilage to perishable goods are reduced, in cases of accident there is little or no damage. Also, they would be able to move large quantity of goods per time, hereby there would be shared cost and also Financial institution: They should invest in transportation especially road transport, make credit facilities available to traders to purchase in bulk, so as to reduce transport cost.

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CHAPTER ONE

1.0 Introduction

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

1.1 Background of the Study

Transportation management as an element of logistics management is an important branch of business that has developed rapidly over the last three decades. From the view point of business, it is increasingly becoming clear that time means money, and cannot be wasted. Reaching the customer with want satisfying product or getting goods to reach customers require and adequate transport system (James, 2019).

Advances in business over the years have been considerably driven development in business philosophies such as marketing, transportation and distribution, and customer demands and satisfaction for survival in an increasing competitive business world. Level of customer expectation has engendered an industry wide search for quality and high level of customer product and greater cost effectiveness. Most changes not mere trends but the result of large forces which have lasting effects on an organization, example, increasing importance of customer product s and ongoing changes in customer demand and preferences (Stella, 2018).

Transportation has been a major contributor to the economy and a competitive force in business. It is the activity that physically connects the business to its supply chain partners, such as suppliers and customers, and it is a major influence on the customer's satisfaction with the company. Transporting is required in the whole production procedures, from manufacturing to delivery to the final consumers and returns. Only a good coordination between each component would bring the benefits to a maximum (Hiegei, 2019).

Customer satisfaction is considered to be the most important factor whether it is meant for a product or a product. In case of failure to satisfy customers, prompts delivery of products companies will be replaced by others. Industries offering various products have to be more vigilant because there is a special attitude that plays an important role attracting and retaining the customers. Whether the buyer is satisfied after purchase depends on the offer's performance in relation to the buyer expectation. In general, satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product perceived performance relation to his or her expectations. If an organization's transportation performance falls short of expectation in any circumstances, the customer is dissatisfied. If the performance matches the expectation, customer is satisfied, but if the performance exceeds the expectation, the customer is highly satisfied.

Based on that, the topic under research is "the role of transportation in achieving customer satisfaction in the private sectors". This research seeks to identify the problems and find out possible measures and solution to the problems.

Transportation is a necessary end right from early history. The mobility of people and materials especially in the present days become one of the greatest needs that have to be adequately satisfied on our society and economy at large.

Transportation is referred to as the engine of the economy (Kunri 2017). This means that without transportation management system, the entire economy will suffer stagnation. Transportation helps to bridge the gap between producers, suppliers and industrial users as well as individual commuters.

Research has shown that transportation alone account for about 46% of the total physical distribution costs for manufacturing companies and 28 % for reseller companies.

It is important to note that not much success can be accomplished in manufacturing, distribution of goods and products including the movement of people without transportation. Transportation occupies one-third of the amount in the Logistics costs and transportation systems influence the performance of logistics system hugely.

It is as a result of the great importance attached to transportation that man has over the years developed various transportation modes in order to facilitate the movement of people and materials. The mode of transportation selected will greatly depend on price, time, delivery, condition and destination, customer's patronage, and past purchase satisfaction.

This poor transportation management can therefore jeopardize the source of procurement of materials; goods and products, movement of people and even cause increase in prices and loss of lives. Whereas customer satisfaction is extremely important in an economy where the vendors are having to work hard to win new business and keep their existing customers. If a company fails to satisfy their existing clients there are many other vendors who would like the opportunity to win the business. Therefore a company has to ensure that in every aspect with their dealings with the customer, whether it be on order time, delivery or just simple communication, they must guarantee that they understand the needs of the customer and how those needs can be met.

A customer will stop doing business with a vendor for a number of reasons such as the goods are too expensive, the promised delivery was not met, the wrong product was sent, lack of communication, etc. When that company is looking for a new vendor, potential suitors must do their utmost to win that business and it does not always mean offering the lowest price. Companies looking for a new vendor evaluate potential suppliers based on a number of criteria that is important to them, and not necessarily important to other companies. However, there are

often a number of other criteria such as on-time delivery, quality, and location that can be of real importance to the customer.

When a company is making its final decision about a new vendor it may not be a clear cut decision and that is when the importance of customer satisfaction can play a significant role. If a company is deciding between two or three vendors it may have already considered price, quality, and delivery, so it will look to more subjective criteria such as customer satisfaction. A company may ask a vendor for a number of references so they can talk to a vendor's current customers to see if the product given its customers is of high quality. Happy customers can be deciding factor on whether a company will win new business.

Providing product transportation which is adequate and appropriate is the challenges that encountered in almost all companies in the world. Companies will always have a new problem, which arise due to transportation system.

1.2 Statement of the Problem

Achieving customer satisfaction is the key objective of every company, that is, if total profit for a period is to be achieved. This cannot be achieved if the transportation management in an organization is not effectively handled.

Poor transportation management is one major problem that is affecting the performance of a company. Management often forgets the fact that the only vital function that links the company's product with the consumers is the distribution network. To make matters worse is lack of qualified and experienced personnel in the past; there had been an increasing failure in business as a result of bad decision by top management in the areas of transportation most especially using road transport. Moreover, some companies pay little or no attention to how their products

(finished goods) get to the final consumers and this has resulted in poor sales turnover. Many companies, due to some competency managerial reasons arising from other inability to choose the correct mode of transport in transporting their goods that will have positive consequences on the profitability of the organization.

1.3 **Objectives of the Study**

The main objective is to find out the impact of transportation on customer product in Nigeria Breweries Plc. Kaduna.

The Specific objectives are:

- i To determine the role of transportation in achieving effective product delivery to customers in Nigeria Brewery, Kaduna.
- ii To evaluate the factors that determines the selection of transportation channel in the company.
- iii To identify the factors that affect channel of distribution of Nigeria brewery, Kaduna.
- iv To examine the impact of transportation management on customer product .

1.4 **Research Questions**

In achieving the stated objectives, the following research questions are raised:

- i What are the role of transportation in achieving effective product delivery in Nigeria Brewery, Kaduna?

- ii What are the factors that determines the selection of transportation channel in the company?
- iii What are the factors that affect channel of distribution of Nigeria brewery, Kaduna?
- iv What are the impact of transportation management on customer product distribution in Nigeria brewery, Kaduna?

1.5 Significance of the Study

To the researcher, the research work will serve as a requirement in partial fulfillment for the award of Higher National Diploma (HND) in Marketing, Kaduna Polytechnic, Kaduna.

The research will point out various problems associated with road transport and the various means of solving them to ensure effective and efficient delivery of product.

The study would serve as reference material for those who may wish to undertake research in related topic.

1.6 Scope of the Study

The scope of the research is restricted to Nigeria Breweries Plc, Kaduna. It will also look at the functions of transportation and its impact on product delivery in the said organization to be studied. This study covers the period of 2017-2021

1.7 Limitations of the Study

A research work of this magnitude cannot be undertaken without one hindrance or the other to its success (Osuala, 2015). This research however, is not an exception as it was bedevilled with some certain constraints, among which are highlighted below:

Respondents' Responses: It was a very difficult task for the researcher in ensuring that sampled respondents provide, as candid as possible, opinions that could enable him infer unbiased conclusion and make appropriate recommendations after the conduct of this research work.

Finance: Not left out in these constraints is the issue of getting adequate finance to effectively execute the study. This includes the cost of moving around in sourcing the necessary materials, typesetting and printing, repetitive meetings with the respondents, etc.

Timeframe: The period within which this study was undertaken and completed is very short, coupled with other academic activities like course work, lectures, and even examination all of which the researcher has to contend with to ensure success.

Despite all these identified limitations that constrained the researcher in the conduct of this study, the researcher was able to effectively utilize the little available resources such as time and money. and ensure that the purpose for which the research work was undertaken is accomplished.

1.8 Definition of Terminologies

Carrier: Is a person or company in the business of shipping freight.

Convenience: The quality of being suitable to one's comfort, purposes, or needs.

Customer: A patron; one who purchases or receive a product or product from a business or merchant, or intend to do so.

Distance: Is a numerical description of how far apart objects are i.e. the length between one particular points to another.

Flexible: Is the capable of being bent, usually without breaking; easily. i.e. in road transport driver can be ask by the transport manager to divert the vehicle to another location.

Impact: The strong effect or influence that something has on a situation or person.

Logistics: Planning, execution, and control of the procurement, movement, and stationing of personnel, material, and other resources to achieve objective.

Safety: Is the condition of being protected against physical, social, spiritual, financial, political, emotional, or other event that could be considered non-desirable.

Security: Is the degree of resistance to, or protection from harm between the assets and the threat.

Product : Is a system that performs work for customers or supplier public needs.

Product Delivery: Product delivery is marking product s being designed for transporting product or rendered product s to the hands of consumers.

Speed: Is the rate or a measure of the rate of motion. Especially a distance travelled divided by the time of travel.

Transport: The act of transporting, or the state of being transported; conveyance, often of people, good etc.

Value: Is the estimate of monetary worth of goods or product .

Volume: This according to my field of study is a quantity of the amount of space that a substance or object occupies, or that is enclosed within a container.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter emphasizes on the theoretical aspect of the study. This takes into consideration what various professionals have written on the topic in respect to transportation and customer product. The discussions would be based on what goes on in transportation and how those activities can contribute to customer satisfaction. Authors whose works were included in this part of the research are duly cited and subsequently acknowledge.

2.1 Concept of Transportation

Baily (2017) Transportation can therefore be define as the process of making goods and product s available to a named destination. Wales (2010) defined transportation “as the movement of people and goods from one location to another. The Collin’s Dictionary explains that, to transport means to convey from one place to another.

Chopra (2018) defined transportation “as the process of conveying goods, product s or materials from the manufacturing industries to customers both within and outside country.”

Others also defined transportation as a physical movement of goods from the point of manufacture to the point of consumption or from the place where they are made and to where they are needed.

Chopra and Meinal (2017) defined transportation “as the movement of inventory from one point to another point in the supply chain. Coyle, Bradi and Langley (2016) define

transportation systems “as the physical link connection a company’s customers, raw material suppliers, plant, warehouses and channel member – (the nodes).

From the above definitions it can be seen that, all authors seems to concentrate on moving goods or product s from one point to another location, so therefore we can derive our definition of transportation as the activities that assist the movement of goods and product s from one place to another place or the activity that facilitates physical movement of goods as well as individuals from one place to another.

In all, transportation is a very essential tool and the third factor of the operating cost of a supply chain, which transport managers should thoroughly assess before deciding on the choice of mode to use for their business. Furthermore, these various activities of movement are all base on the ability to satisfy the customers from the right sources, at the right quantity, at the right quality, at the right time, at the right price to ensure value for money spent for both the customer and the producer. But what if at the end of very transportation product s or the activities of a physical movement of goods there’s no satisfaction or wrong good are transported. Poor communication on the part of customers can lead to total description in the transportation products (John, 2018). It is require that transportation begins right from the customers to the organization in the form of information flow and description of specification requires to the organization from the perspective of the customer.

2.2. Importance of Transportation

Transportation helps business to widen its market area by moving both men and materials from one market to another. The following are some of the importance of transportation to organizations:

- i. The construction of roads assists in the development of many countries, thereby bridging the gap between the cities and rural areas and between people and business.
- ii. It reduces the rate of damages to perishable goods arriving on time.
- iii. Transportation also helps in the area of job creation .on the other hand, for those who work for road construction firms and on the other, for those that work for transport carries.
- iv. It affords the consumer a greater choice of items and opportunity to choose goods.
- v. Transportation assists in reducing the cost of price of items.

2.3 Modes of Transport

Mode of transport simply refers to the various means by which materials can be conveyed to final customers or to their final destination. This may include Road, Rail, Air, Sea, Pipeline and Spaceflight transport as explained below:

Road Transport: Road transport is the most dominant mode of transporting item from one point to another; these allow for the thorough transport of goods from factory or warehouse direct to customers premises by applying the road.

Rail Transport: This is particularly true for bulky and heavy consignments' that require movement over medium to long distance and where speed is not vital.

Air Transport: The use of air transport as an alternative transport mode has grown rapidly in recent years. Major developments in the areas of integrated units, improved handling systems and additional cargo space, together with proliferation of schedule cargo transports, have increased the competitiveness and product capability of air transport.

Sea Transport: Sea transport involves the shipment of large quantity of raw materials and products across seas, rivers and canals throughout the world.

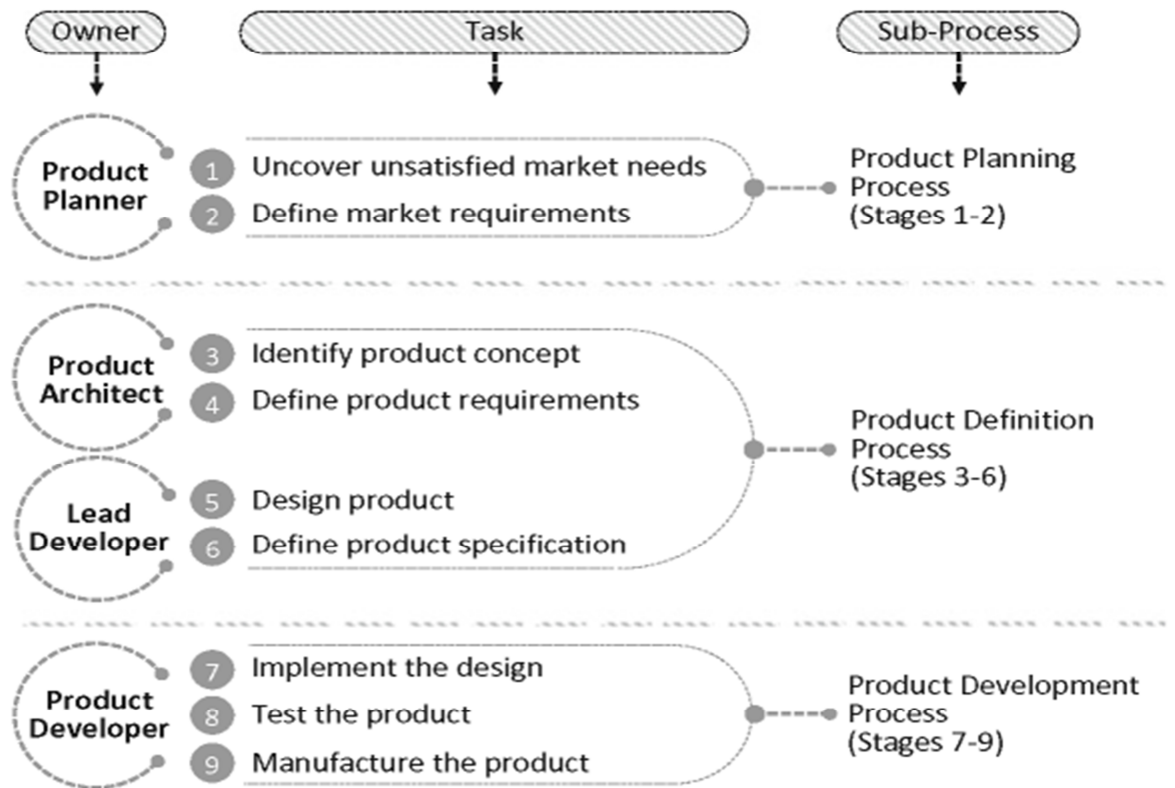
Pipeline Transport: These are used to transport goods like liquid, gases etc. to supply centers or local firms.

2.4 Product Delivery Process

The product definition team works together to create a solution that solves the market problem. Each member performs a role that is focused on a particular aspect of the product delivery process.

Each individual provides data that inspires his/her peer's deliverable, and is an integral part of the discussion around feature set definition, tradeoffs, scheduling, and budgets. Each role has clear ownership of decisions that pertain to the specified deliverables for which the role is responsible.

The product delivery process consists of phases in which participating individuals are responsible for a specific product framework document. The team members have shared responsibilities, as well as individual responsibilities. Each team member takes a leadership role during the product delivery process, and contributes where and when needed to deliverables owned by other team members.



(Source: John, 2018)

Fig. 5.2 Product delivery process and sub-processes

For clarification, the *Product Delivery Process* is a company-wide project aimed at ensuring deliverables from all contributing corporate functions, in the interest of bringing a product to market. The product delivery process, often called a *Product Program* and managed by a program manager, is an umbrella term that contains many corporate sub-processes, among them three key sub-processes which are the product planning process, the product definition process, and the product development process.

At an abstract level, the product delivery process is as shown in Fig. 5.2.

The entire product delivery process is comprised of stages one through nine. Stages one and two constitute the product planning process which is owned by the product planner.

Stages three through six constitute the product definition process which is co-owned by the product architect and the lead developer. The remaining stages, seven through nine, form the product development process which is owned by the product developer and is executed by the product developer and other members of the product development team. The first six steps of the product delivery process, which are the product planning and the product definition processes, are the main focus of this chapter and critical to the success of the eventual product development effort.

Many companies, especially those who are technology-driven, go directly to stage three (identify product concept), skipping the first two stages, meaning they do not actually perform product planning and they do not create a true MRD. Instead, their primary focus is on executing autonomous product definition.

The product delivery process inspires constant feedback and interface between the product management department and the engineering department, and effectively coordinates market analysis and technical design efforts that eventually allow for building a successful product (John, 2018).

Regarding organizational placement, the product planner position belongs in the product management department, while the product architect and lead developer usually reside within the engineering department. However, with the right individuals and corporate mindset, it is also possible to have the product architect position placed in the product management department.

Through the actions and deliverables of the product definition team, and via execution of the product definition process, market requirements are translated into product

requirements, which themselves are translated into engineering design requirements and specifications, to be used by the product developers.

It is imperative that roles and responsibilities of the product definition team members are profoundly clear and known to everyone in the company, and are consistently communicated and interpreted in the same manner by anyone involved in the product delivery process (Jude, 2018). There must be corporate acceptance that the product management department owns and controls the product's market requirements, while the engineering department owns the solution and the product development project schedule. This is a critical factor for the successful execution of the product planning and product definition processes.

2.5 Factors to Consider when Selecting the Mode of Transport

The choice of the transport mode is a fundamental part of distribution management which should be analyzed carefully because of the impact upon a company's operational efficiency. Failure to identify the most appropriate transport mode may incur higher costs than are necessary and may provide a lower customer product level than is potentially possible (James, 2018). The decision upon the choice of the transport mode is extremely complex because of the vast volume of choice available together with the numerous methods of examination and evaluation of each choice. The following factors are considered to be used in the selection of carriers, mode of transport and route:

Required Delivery Time: The required date and time for material receipt may make the selection of shipment quit simple. If today a delivery from a distance is needed, the only viable alternative probably is air shipment. If a longer time is available, other modes can

be considered, most carriers can supply estimates of normal delivery times and purchasing department also can rely on past experience with particular modes of carriers.

Reliability and Product Quality: While two carriers may offer the freight product between the points, the reliability and dependability may differ greatly. Items require extra good handling and care than other items.

Available Product: If the item to be shipped is large and bulky, this may dictate a particular mode of transportation. Special transportation requirements may indicate only certain carriers who have the unique equipment to handle the job.

Cost of the Transport Product: The buyer should select the mode, carrier, and routing that will provide for the safe movement of goods, within the required time, at the lowest total transport cost. This requires a thorough knowledge of freight classification and tariffs. Also, the buyer should choose the lowest cost of transport that must minimize the total cost of transportation within the whole accounting year.

Possibility of Damage: Certain items, such as fine china or electronics equipment, by their nature have high risk of damage in shipment. In this case, the buyer may select a mode and carrier by which the shipment can come straight through to its destination, with no transfers at distribution points to another carrier. It is part of the buyer's responsibility to ensure that the packaging of goods is appropriate for both the contents and mode of transport.

2.6 Benefits of Having an Established Product Delivery Process

Having an established process for delivering your product offers several benefits that can help you get more out of each stage than if you didn't have one in place:

Saves Time: As mentioned above, having an established product delivery process saves both time and money. This is true because you are not repeating steps over and over again.

It also helps everyone involved in the process know exactly what they should expect at each point in time. So, they don't waste time wondering when something will happen or what they should be doing next. Having this level of clarity enables teams to progress faster through each stage, which saves time on both ends.

Save Money: Having a well-established process not only saves time but also saves money. This is particularly true for larger companies that have multiple steps in their process.

Having a clear and concise process allows them to avoid having to reinvent the wheel at every stage. Instead, they are able to scale costs out of their process, which saves money.

Avoid Potential Problems: Having an established process also helps product teams avoid problems. Especially those that can arise when there is no clear line of thought for delivering a product. Any time you have a situation where multiple people are responsible for the same task, it can be easy for them to step on each other's toes or get in each other's way (James, 2018). This is exactly what happens when you don't have a product delivery process in place. It can be difficult to establish ownership of tasks and responsibilities. And this leads to confusion and potential mistakes being made along the way.

2.7 Product Quality

Kotler, et al. (2017) stated that product quality is the characteristics of a product or service that bear on its ability to satisfy stated or implied customer needs. Ahn, Ryu, and Han, (2014) defined product quality as the actual functionality of the product, consistency between the quality specification from online shop and real quality of the physical product. Measurement items of product quality used in this research are product quality (the website deals products with high quality), product variety (the website deals various products), and product availability (the website supports high product availability). Customers are likely to visit an online shop with various and high-quality products. If the product quality meets their expectation, customers tend to regard the online shop as useful and continue to visit it. It can be concluded that product quality is the characteristics of a product that contribute to its ability to satisfy customer needs.

Delivery Service

Hedin, Jonsson, and Ljunggren (2016) stated that delivery service is the link in a supply chain that directly deals with customers and it is called the driver of customer satisfaction. Ziaullah, (2014) stated that in the scenario of online shopping environment, reliable, safe and timely delivery is fundamental and integral objective of online buyers. Customers tend to buy products at home and they required safe, reliable and quick delivery of desired product at their destinations. In online environment timely and reliable delivery play critical role to meeting customer's expectations and make them satisfied. Customers can switch very easy form one web to another web page just a single click away or even customer moved towards conventional click and mortar retailers due

to the late, unsafe and undesirable products delivery. It can be concluded that delivery service is service organized by a supplier or a shop to take goods to customers.

2.8 **Relationship Between Customer Product and Logistics**

According to Lysons and Farrington (2016), responding to customer needs by delivering products or making available products where they are needed and when they are needed. The brewery industry does this faster than their rivals so as to get more competitive advantage.

The level of product delivered by organization determine the retainment of their customers. Therefore, organization that want to retain its customers must put place machinery on structures to ensure that the Customer needs and demand are efficiently satisfied. Competitive organization uses the products deliver to the customers to fashion out that competitors and counterpart therefore for organization to remain in the business and operation the customer's needs must be met and improve upon. The role of product delivery is to give Customer what they want and when they want it. This should be the company Philosophy that every employee will be working towards within the organization both the top management and employee should always gear their decision and operation towards ensuring (That customers are always satisfied at all time. A satisfied customer is the one whose expectation has been met. The key is therefore to give the customer what they want.

For organization to determine the product render to customer it must set up few yardsticks to measure performance, how often are people totally honest about the complains and failure. That is why the level of product delivered by the organization must be measured. According to Ode (2014) the following are some of the yardstick to measure performance.

The important issue is not so much that the exact measure is, there is certainly not a universal measure for all industries but the numbers of measures are set and that performance is regularly measure against these.

Product delivery is very important to a company, good product satisfy and retain customer why bad product drives the customers away. Therefore, improving product delivery are becoming more proactive about it is clearly vital.

Organization should strategies means and measure of improving the product they rendered to customers by focusing on the following according to Ode (2014).

- Definition of Company philosophy on product delivery and drawing up a mission statement.
- Communicating this to all staff and educating in the new culture.
- Setting internal standard that the organization can measure itself against.
- Telling customers what the Product level expected

Communicating the product level is very important and some companies use guarantee as a way of setting clear standard of generating feedback and these enables the company to analyze and understand why things failed.

According to Ode (2017), logistics clearly has a major role to play in customer product, in improving stock availability order cycle time, delivery reliability etc. and doing it in the most efficient and effective manner.

However, companies which seek superior product has wider implications than this, that a company philosophy driven from the top of the organization.

What is it? So what is customer product? Well it is certainly not what is still offered by so many companies where 'customer product' is the name of the department you contact when expediting overdue orders: viewed this way, customer product.

People's understanding of the form 'customer product' can usually be categorized into one of the three different levels:

- 1) As an operational activity, which handles and processes customer requests such as order taking, and expediting. This is the example of the customer product department just quoted.
- 2) As a business activity, concerned only with improving product levels of this product or product, and measuring this performance, for example, by the proportion of order supplied on time. At this level customer product is still very much isolated as a departmental activity within the whole company.
- 3) As a company philosophy, where there is total commitment within the company to superior performance, and where customer product differentiates this company from competition. At this level, there are many parallels between customer product and total quality management.

Having recognized that customer product is perceived on a number of level, it is probably easier to define what it is not, because usually only really conscious of customers product lower than expected. This concept of expectation is important, and although rather large definitions of customer product to exist, it is meeting and exceeding those expectations that leads to suggest the role of customer product is to give the customers what they want to be that information, a product or a delivered product - when they want it.

This standard is not meant to be completely definitive and two factors must be borne in mind.

- 1) How is as important as what and when factors that need to be considered are:
 - i. Dependability that the customer can rely on the supplier.
 - ii. Responsiveness, in quickly addressing issues.
 - iii. Courtesy, dealing in a polite and friendly manner.
 - iv. Understanding, and being able to associate with the customer and their problems

- 2) It is not always possible to give the customer exactly everything they want. This is where the subject of expectation becomes important: the customer has expectation of price, performance and quality, as well as product. A satisfied customer is one whose expectations have been met or exceeded. The key is therefore to give the customer what they expect, recognizing of course that this will be influenced by factors such as price paid, type of market and what guarantees or statements have been made.

How do you measure it? Measuring customers' product is about as difficult as defining it. Customer audits may be one way but these can be difficult and expensive to organize, and the information may not always be totally reliable. (How often are people totally honest about complaints and failures? The tendency can be to be diplomatic or even non-committed). Some organizations measure the level of customer complaints, but again this is fraught with problems as only a very small portion of complaints are actually made (usually less than 1 in 100) and customer usually end up voting with their feet.

There are some measures that can be applied such as:

- i. Percentage of orders fulfilled completely.

- ii. Percentage of line items fulfilled completely.
- iii. Percentage of product volume (or files value) satisfied on demand.
- iv. Time taken to deliver goods.
- v. Proportion of late delivers.
- vi. Time taken to answer telephones.
- vii. Time taken to answer questions

2.9 Role of Customers Product in a Manufacturing Firms

Customer product is important to a company; good product satisfies and retains customers, while bad product drives them away, usually to even tell other customers and sometimes to even tell prospective customers. Improving customer product and becoming more proactive about it is clearly vital, so how is it achieved?

Let's answer this by considering first the whole organization. Nearly all companies that have been successful at developing superior product levels have done so by:

- i. Defining the company philosophy on customer product and drawing up a mission statement.
- ii. Communicating this to all staff, and educating them in the new culture.
- iii. Setting internal standards that the organization can measure itself against. Some of the measure outlined above could be used but care needs to be taken to ensure that the organization can afford the targeted standards.
- iv. Telling customers what the product levels are expected.

2.10 Role of Logistic in Product Delivery

The role of logistics is to provide "Time" and place utility in the transfer of goods and products between buyer and seller. Simply put there is no value in a product or product until it is in the hands of the customer or consumers, and this can be influenced by a

number of factors which include among other; delivery, frequency and reliability, stock levels and other cycle time. All these factors must be fully integrated before a satisfactory customer product s level can be achieved. Customer product can therefore be defined as all the activities required to accept, process deliver and bill customer orders, and to follow up on any of these activities that are not performing to expectation.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter focuses on the approach and methods adopted in obtaining data for the study. It describes the methodology employed, tools and processes adopted in generation, presentation and interpretation of data gathered. Other aspects incorporated in the design include the population of study, the determination of sample size, the methods for questionnaire distribution, the methods for data analysis and the description of operational variables.

3.1 Area of the Study

The study area covers Nigeria Brewery, Kaduna located at No. 12 Abdulrahman Road, Kakuri Industrial area, Kaduna South Local Government Area, Kaduna.

3.2 Research Design

This study is based on descriptive research. The descriptive research method primarily focuses on describing the nature of a demographic segment, without focusing on “why” a particular phenomenon occurs

3.3 Population of the Study

The population of this study comprises of the entire staff of Nigeria brewery staff strength of seven hundred and forty five (745).

3.4 Sample Size and Sampling Techniques

The sample size for this research work is determined using the Morgan's formula. The Morgan's formula is as given below:

$$S = \frac{X^2 NP(1 - P)}{d^2(N - 1) + X^2 P(1 - P)}$$

Where:

S = required sample size

X^2 = the table value of chi-square for 1 degree of freedom at the desired confidence level (3.841)

N = the population size (745)

P = the population proportion (assumed to be 0.50 since this would provide the maximum sample size) d = the degree of accuracy expressed as a proportion (0.05)

By substitution,

$$S = \frac{3.841 \times 745 \times 0.50(1 - 0.50)}{0.05^2(745 - 1) + 3.841 \times 0.50(1 - 0.50)}$$

$$S = \frac{715.39}{2.82}$$

$$S = 254$$

Our sample size gives 254

3.5 Instrument for Data Collection

The instrument used for this purpose of data collection from sample respondents is questionnaire. The questionnaire was made up of five-point Likert scale ranging from 1 (strongly disagree with the statement) to 5 (strongly agree with the statement). Each variable had three items/elements. The questionnaire was self-development of items. Demographic data was part of the questionnaire. The validity and reliability of the questionnaire was measured using Cronbach's Alpha.

3.6 Administration of the Instrument

A comprehensive questionnaire was designed by the researcher. The questions were structured using the 5-point Likert scale format as: (a) strongly agree; (b) agree; (c) undecided; (d) disagree; and (e) strongly disagree. The researcher personally administered the questionnaire to the respondents, and as such, all completed copies were also retrieved by the researcher personally.

3.7 Methods of Data Presentation and Analysis

Frequency distribution table was used to present data collected. The researcher also adopts the mean statistical tool for analyzing data collected with the help of Likert five point rating scale of strongly agreed 5—points, agreed-4points, undecided three 3 points,-disagree, 2points, and strongly disagreed-1point respectively.

The decision rule is based on a cut-off point of 3.00. Variable mean of 3.00 and above is regarded as agreed, while points below a mean average of 3.0 are regarded as disagreed.

The mean (\bar{x}) is calculated as follows:

$$\bar{X} = \frac{\sum fx}{N}$$

where, F = frequency, X = rating scale and N=sample size

$$\bar{X} = \frac{\sum fx}{N} = \frac{5+4+3+2+1}{5} = \frac{15}{5} = 3.0$$

N = 5 Therefore X = 3.0

CHAPTER FOUR DATA PRESENTATION AND ANALYSIS

4.0 Introduction

This chapter focused on the presentation, analysis and interpretation of data generated through questionnaire.

4.1 Classification of Respondents Bio Data

A total of two hundred and fifty-four (254) questionnaires were distributed to the staff in the Marketing, Distribution and finance department of Nigeria Brewery. for the study. Out of the two hundred and fifty-four questionnaires administered, only one hundred and forty (140) questionnaires were retrieved and found useful for this study. This gave a response rate of 89.7 percent.

The demographic characteristics of the respondents are presented in table 4.1 to 4.6 below.

Table 4.1.1 Distribution of Respondents by Gender

Gender	Number of respondents	Percentage %
Male	95	67.9
Female	45	32.1
Total	140	100%

Source: Field Survey, 2022.

Table 1: above reveals that 95 of the sampled respondents are males while 45 of the sampled respondents are females. This shows that majority of the respondents are male with the highest number 67.9% of the population.

Table 4.1.2 Distribution of Respondents by Educational Qualification

Age Bracket	Frequency	Percentage
WAEC/GCE/SSCE	17	12.1%
OND/NCE	55	39.3%
HND/BSC	40	28.6%
MBA/MSC	28	20.0%
Total	140	100%

Source: Field Survey, 2022

Table 2 shows that 17 of the respondents are WAEC/GCE/SSCE holders while 55 of the respondents are OND/NCE holders, 40 of the respondents are HND/BSC holders then 28 respondents are MBA/MSC holders. This implies that, the majority of the respondents are OND/NCE holders with the highest population of 39.3%.

Table 4.1.3: Distribution of Respondents by Length of work experience

Length of work experience	No of Managers	Percentage
1 – 4 years	28	20
5 – 8 years	61	43.6
9 – 12 years	36	25.7
13 & above years	15	10.7
Total	140	100%

Source: Field Survey 2022

Table 3 shows that the length of work experience for 28 respondents is 1 to 4 years, 5 to 8 years for 61 respondents, 9 to 12 years for 36 respondents and 13 years and above for 15 respondents. This shows that, the highest population of respondents with the highest score of 43.6% has 5-8 years' work experience.

Table 4.1.4 Distribution of Respondents by level of management

Status	No	Percentage
Marketer	30	21.4
Sales rep.	20	14.3
auditor	15	10.7
Cashier	35	25
manager	40	28.6
Total	140	100%

Source: Field Survey 2022

As displayed in table 4. 40 respondents are managers, 35 respondents are cashiers, 15 respondents are auditors, 20 respondents are sales rep. while 30 are marketers. This

shows that, the highest population of the respondents are managers with 28.6 percent of the population.

Table 5 Distribution of Respondents by Department

RESPONDENTS	FREQUENCY	PERCENTAGE
Marketing Department	70	50%
Accounting Department	20	14.3
Auditing Department	15	10.7
Maintenance Department	35	25
Total	140	100

Source: field survey, 2022

The table above shows that, 70 of the respondents are in marketing department, 20 of the respondents are in accounting department, 15 of the respondents are in auditing department, and 35 of the respondents are in maintenance department. This shows that, the majority of respondents are in marketing department with the highest population of 50%.

4.2 Data Presentation and Analysis

Research question 1: What are the role of transportation in achieving effective product delivery of Nigeria Brewery, Kaduna?

Table 4.2.1

S/N	Variables		SA	A	UD	D	SD	$\sum fx / \sum f$	MEAN	REMARK
1	The organization would know the proper ways and the method of transportation system to use in achieving customer satisfaction!	F	37	36	34	23	10	486/140	3.5	Agreed
		X	5	4	3	2	1			
		Fx	184	144	102	46	10			
2	Transportation management helps Nigeria brewery to	F	50	90	0	0	0		4.4	Agreed
		X	5	4	3	2	1			

	effectively move her products from one place to another!	Fx	250	360	0	0	0	610/140		
3.	It assists in knowing the right method the organization could use in meeting consignment and how they break them into packages for delivery!	F	49	74	9	5	3	582/140	4.2	Agreed
		X	5	4	3	2	1			
		Fx	245	296	27	10	3			
4.	It will be of great help to business organization that intend to use for reference purposes!	F	21	88	14	9	8	525/140	3.8	Agreed
		X	5	4	3	2	1			
		Fx	105	352	42	18	8			

Source: field survey, 2022

In the table 4.2.1 above, respondents were ask to identify the role of transportation on achieving effective product delivery. The following responses were made: The organization would know the proper ways and the method of transportation system to use in achieving customer satisfaction! They also agreed that, Transportation management helps Nigeria brewery to effectively move her products from one place to another! They also agreed that, It assists in knowing the right method the organization could use in meeting consignment and how they break them into packages for delivery! Finally, they also agreed that, It will be of great help to business organization that intend to use for reference purposes!

Based on the above responses, it can be concluded that, transportation play a crucial role in achieving organizational objectives

Research question 2: What are the various factors that determines the selection of transportation channel?

Table 4.2.2

S/N	Option		SA	A	UD	D	SD	$\Sigma fx/\Sigma f$	MEAN	REMARK
1	Cost of	F	37	36	34	23	10		3.5	Agreed

	movement of product from one place to another determine the choice of transportation means!	X	5	4	3	2	1	486/140		
		Fx	184	144	102	46	10			
2	Delivery time determine the selection of transportation mode!	F	50	90	0	0	0		4.4	Agreed
		X	5	4	3	2	1			
		Fx		250	360	0	0	610/140		
3.	Nature of the product determine the selection of transportation mode!	F	49	74	9	5	3		4.2	Agreed
		X	5	4	3	2	1	582/140		
		Fx	245	296	27	10	3			
4.	Safety of the products determine the selection of transportation mode!	F	21	88	14	9	8		3.8	Agreed
		X	5	4	3	2	1			
		Fx	105	352	42	18	8	525/140		
5	Regularity of the product delivery determine the selection of transportation	F	49	74	9	5	3		4.2	Agreed
		X	5	4	3	2	1	582/140		
		Fx	245	296	27	10	3			

	mode!									
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Source: Field Survey, 2022

In table 4.2.2 above, respondents were asked to identify the various factors that determines the selection of transportation channel. The following responses were made: they agreed that, Cost of movement of product from one place to another determine the choice of transportation means! also, Delivery time determine the selection of transportation mode!, they also agreed that, Nature of the product determine the selection of transportation mode! So also, Safety of the products determine the selection of transportation mode!. And finally, they agreed that, Regularity of the product delivery determine the selection of transportation mode! in Nigeria Brewery, Kaduna.

Research question 3: What are the factors that affect channel of distribution of Nigeria brewery, Kaduna?

Table 4.2.3

S/N	Option		SA	A	UD	D	SD	$\sum fx/\sum f$	MEAN	REMARK
1	Product consideration	F	37	36	34	23	10	486/140	3.5	Agreed
		X	5	4	3	2	1			
		Fx	184	144	102	46	10			
2	Market consideration	F	50	90	0	0	0	610/140	4.4	Agreed
		X	5	4	3	2	1			
		Fx	250	360	0	0	0			

3.	Middleman consideration	F	49	74	9	5	3	582/140	4.2	Agreed
		X	5	4	3	2	1			
		Fx	245	296	27	10	3			
4.	Desire for control	F	21	88	14	9	8	525/140	3.8	Agreed
		X	5	4	3	2	1			
		Fx	105	352	42	18	8			

Source: field survey, 2022

Based on the respondents view in table 4.2.3 above, it was found that factors that affect channel of distribution of Nigeria brewery, Kaduna are: Product consideration, market consideration, middleman consideration and Manufacturer consideration are some of the identifies factors affect channel of distribution of Nigeria brewery.

Research question 4: What are the impact of transportation management on customer product distribution in Nigeria brewery, Kaduna?

Table 4.2.4

S/N	Option		SA	A	UD	D	SD	$\Sigma fx/\Sigma f$	MEAN	Remark
1	Transportation management reduce freight expenses	F	37	36	34	23	10	486/140	3.5	Agreed
		X	5	4	3	2	1			
		FX	184	144	102	46	10			
2	Transportation management track delivery in real time	F	50	90	0	0	0		4.4	Agreed
		X	5	4	3	2	1			
		FX	250	360	0	0	0			

								610/140		
3.	Transportation management improve customer services	F	49	74	9	5	3	582/140	4.2	Agreed
		X	5	4	3	2	1			
		FX	245	296	27	10	3			
4.	Transportation management improve efficiency and productivity	F	21	88	14	9	8	525/140	3.8	Agreed
		X	5	4	3	2	1			
		Fx	105	352	42	18	8			
5	Transportation management improve supply chain efficiency	F	49	74	9	5	3	582/140	4.2	Agreed
		X	5	4	3	2	1			
		FX	245	296	27	10	3			

Source: field survey, 2022

In table 4.3.4 above, respondents were asked to identify the impact of transportation management on customer product distribution in Nigeria brewery, Kaduna. It was agreed that, transportation management reduce freight expenses, they also agreed that, transportation management track delivery in real time. It was also agreed that, transportation management improve customer services they also agreed that, transportation management improve efficiency and productivity. Finally, it was found that, Transportation management improve supply chain efficiency.

Based on the above findings, it can be concluded that, transportation management impact on customer product distribution in Nigeria brewery, Kaduna.

4.4 Answer to Research Questions

Research question 1: What is the role of transportation on achieving effective product delivery of Nigeria Brewery, Kaduna?

In the table 4.2.1 above, respondents were asked to identify the role of transportation on achieving effective product delivery. The following responses were made: transportation help the researcher to know the proper ways and the method of transportation system to use in achieving customer satisfaction. They also agreed that, transportation help Nigeria brewery to know the right mode of transport to use in their distribution. They also agreed that, transportation channel help the organization to know the right method of the organization use in meeting consignment and how they break them into packages for delivery. Finally, they also agreed that, transportation is of great help to business organization that intend to use for reference purposes.

Based on the above responses, it can be concluded that, transportation play a crucial role in achieving organizational objectives

Research question 2: What are the various factors that determines the selection of transportation channel?

In table 4.2.2 above, respondents were asked to identify the various factors that determines the selection of transportation channel. The following responses were made: they agreed that, Cost of service, Speed of transport, Nature of commodity, Safety and Regularity of services have been identified as the determinant factors affecting the transportation channel in Nigeria Brewery, Kaduna.

Research question 3: What are the factors that affect channel of distribution of Nigeria brewery, Kaduna?

Based on the respondents view in table 4.2.3 above, it was found that factors that affect channel of distribution of Nigeria brewery, Kaduna are: Product consideration, market consideration, middleman consideration and Manufacturer consideration are some of the identifies factors affect channel of distribution of Nigeria brewery.

Research question 4: What are the impact of transportation management on customer product distribution in Nigeria brewery, Kaduna?

In table 4.3.4 above, respondents were asked to identify the impact of transportation management on customer product distribution in Nigeria brewery, Kaduna. It was agreed that, transportation management reduce freight expenses, they also agreed that, transportation management track delivery in real time. It was also agreed that, transportation management improve customer services they also agreed that, transportation management improve efficiency and productivity. Finally, it was found that, Transportation management improve supply chain efficiency.

Based on the above findings, it can be concluded that, transportation management impact on customer product distribution in Nigeria brewery, Kaduna.

4.5 Summary of Finding

Findings shows that, transportation management helps Nigeria brewery to effectively move her products from one place to another!

It was also found that, it assists in knowing the right method the organization could use in meeting consignment and how they break them into packages for delivery!

Findings also shows that, nature of the product determine the selection of transportation mode!

Finally, it was found that, safety of the products determine the selection of transportation mode!.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This chapter discuss summary, conclusion and recommendations as follows:

5.1 Summary

This study has examined the impact of transportation on consumer product delivered in Nigeria brewery, Kaduna. The study was carried out through study from past literature, textbooks, online journals, e-books, direct observation of the researcher, administration of questionnaires.

The chapter one of the study shows the statement of the problem, the objective of study and research questions, significance of study and definition of terminologies.

Chapter two of the study examines the conceptual framework and literature review. Related theories were highlighted and examined in relation to the work;

Chapter three of this work examines the research methodology, population, and sample frame, method of data collection and analysis which is Likert 5-point scale.

The chapter four shows the data presentation, analysis and interpretation gotten from the questionnaire administered to the marketers. The researcher reveal that, transportation play a crucial role in achieving organizational objectives.

5.2 Conclusion

The objective of the study was to assess the impact of road transportation on consumer goods pricing. The following assertions would be made in regards to this research:

The reason why many of the consumer goods in Nigeria brewery are expensive is due to economies of scale, many of the marketers are retailers no major wholesaler so the constantly increased fare is on the same quantity of goods. If there had been higher demand, supply would have been forced to increase, hence there would be reduced fare. Ignorance of many of the traders toward ride sharing (i.e. going in group) also increase their transport fares. Small scale retailers who go ahead to purchase from Kaduna Brewery plant, end up making their beverages more expensive because they have to share their transport cost over small quantity of beverages. Hence, they should purchase from the re-bagging company or the few wholesalers available. Marketers should try and come in group to be able to afford modern preservation system, or apply the measures to keep their goods available and in beverages condition at all time.

5.3 Recommendation

From the findings discovered in the course of this study, the following recommendations and suggestions are made for the impact of transportation on customers product delivery.

- i Nigeria brewery should maintain an effective means of product delivery in their organization
- ii Nigeria brewery should consider the factors affecting delivery channel in selecting their transportation channels
- iii Nigeria brewery should identify various factors affecting their distribution channels in their organization
- iv The company should ensure effective management of their distribution channels in their organization.

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APPENDIX

Department of Marketing,
CBMS,
Kaduna Polytechnic,
Kaduna.

Dear Respondents,

LETTER OF INTRODUCTION

I am a student of the above department undertaking a research on the topic “Impact
of Transportation on Product Delivery” (A study of Nigeria Brewery, Kakuri
Kaduna).

The questionnaire is to help the researcher acquire the necessary information for
the purpose of the project writing.

Kindly express your opinion by responding to the attached questionnaire by ticking (✓). Your responses will be treated in strict confidence and would be use only for the purpose of this study.

Thanks for your co-operation

Yours faithfully

MARY OKUNOYE
Researcher

APPENDIX

Instruction:

Please tick (✓) at the appropriate box in section A below. Respond to section B Question 1, 2 and 3 base on your opinion, using SA = Strongly Agree, A = Agree, UD = Undecided, D = Disagree and SD = Strongly Disagreed.

Section A: Questionnaire

General Information of the Respondent

1. Distribution of Respondents by Gender

a. Male []

b. Female []

2. Distribution of Respondents by Educational Qualification

a. WAEC/GCE/SSCE []

b. OND/NCE []

- c. HND/BSC []
- d. MBA/MSC []

3. Distribution of Respondents by Length of work experience

- a. 1 – 4 years []
- b. 5 – 8 years []
- c. 9 – 12 years []
- d. 13 & above years []

4. Distribution of Respondents by level of management

- a. Marketer []
- b. Sales rep. []
- c. auditor []
- d. Cashier []
- e. Manager []

5. Distribution of Respondents by Department

- a. Marketing Department []
- b. Accounting Department []
- c. Auditing Department []
- d. Maintenance Department []

SECTION B

Research question 1: What are the role of transportation in achieving effective product delivery of Nigeria Brewery, Kaduna?

Research question 1: What are the role of transportation in achieving effective product delivery of Nigeria Brewery, Kaduna?

S/N	Variables	SA	A	UD	D	SD
1	The organization would know the proper ways and the method of transportation system to use in achieving customer satisfaction!					
2	Transportation management helps Nigeria brewery to effectively move her products from one place to another!					
3.	It assists in knowing the right method the organization could use in meeting consignment and how they break them into packages for delivery!					
4.	It will be of great help to business organization that intend to use for reference purposes!					

Research question 2: What are the various factors that determines the selection of transportation channel?

S/N	Option	SA	A	UD	D	SD
1	Cost of movement of product from one place to another determine the choice of transportation means!					
2	Delivery time determine the selection of transportation mode!					
3.	Nature of the product determine the selection of transportation mode!					
4.	Safety of the products determine the selection of transportation mode!					
5	Regularity of the product delivery determine the selection of transportation mode!					

Research Question 3: What are the factors that affect channel of distribution of Nigeria brewery, Kaduna?

Table 4.2.3

S/N	Option	SA	A	UD	D	SD
1	Product consideration					
2	Market consideration					
3.	Middleman consideration					
4.	Desire for control					

Research Question 4: What are the impact of transportation management on customer product distribution in Nigerian brewery, Kaduna?

S/N	Option	SA	A	UD	D	SD
1	Transportation management reduce freight expenses					
2	Transportation management track delivery in real time					
3.	Transportation management improve customer services					
4.	Transportation management improve efficiency and productivity					
5	Transportation management improve supply chain efficiency					