

PDF - MARKETING SKILL AND PROMOTION OF SMALL AND MEDIUM SCALE ENTERPRISE IN ILORIN SOUTH LOCAL GOVERNMENT AREA - researchcub.info

CHAPTER ONE

1.1 Background to the Study

Small scale businesses are those businesses which are independently owned and operated requiring limited capital with few employees and non-sophisticated technology and which is not dominant in its field of operation. Small businesses are small in operations. Types of small business include those engaged in trade and commercial activities, services, and small scale manufacturing. Examples include service or retail operations such as delicatessens, hairdressers or convenience stores, small grocery stores, bakeries tradespeople (e.g., carpenters, electricians), very small-scale manufacturing, and Internet-related businesses. Small business can be started with very minimal capital and without any formality. Many small businesses are operated as family business and can be combined with regular employment. The promotion of small and medium scale enterprise requires essential marketing skills. Due to the nature of small and medium scale enterprise, Personal selling is an aspect of salesmanship, which involves person to person interaction between a seller and the buyer to effect exchange of facts for making buying decision. The salesperson has to communicate to the buyer by persuading and creating awareness for the product to be desired. The product so advertised has all the potential to satisfy the need of the customer more than the competing brand in the market. Personal selling has the advantage of communicating personally with potential customer about the unique feature of the product which provides the customer the option to inspect the product before buying to meet his expectation for the product. It is through personal selling therefore that this products and services are communicate and sold to the customers at an agreed price and terms of sales. Personal selling is a face-to-face communication, which has the potential to convince the buyer and demonstrate the workability of the product. Personal selling enables marketers to make their presentation to fit the needs, wants, motives and behavior of individual customer. Personal selling is an effective tool used by organizations to receive the desired response from its customers and prospects. Effective personal selling includes effective communication, education of customers on product usage, problem solving stimulating and motivating and ultimately soliciting for favorable response. Most SMES must adopt personal selling as its number one promotional tool. due to its traditional nature and cost effectiveness. Håkan Håkansson & IMP Group. (1982).The research therefore seeks to investigate Marketing skill and promotion of small and medium scale enterprise in Ilorin South local government area

1.2 Statement of the Problem

The management and operations of small business is confronted with some challenges which include effective marketing skills and promotion thereby limiting the growth of small business in Nigeria. Small business can be started with very minimal capital and without any formality. Many small businesses are operated as family business and can be combined with regular employment. Some of that problem includes lack of huge capital to expand or take advantage of business opportunities. This also affect the salary of the salesmen who may not be motivated to perform ultimately. Also the lack of managerial skill also affects the smooth and successful operation of small businesses. Lack of planning skill, communication skills and salesmanship often leads many small businesses into failure. Poor decision making and improper accounting also constitute the problem confronted by Small businesses among her things. This combined together impedes on the performance of the salesmen. Many SMEs lack both the finance and the promotional strategy to implement for the development of SMEs. The problem confronting the research is to

proffer an appraisal of the Marketing skill and promotion of small and medium scale enterprise in Ilorin South local government area

1.3 Objectives of the Study

To determine the impact of Marketing skill on the promotion of small and medium scale enterprise in Ilorin South local government area

1.4 Research Questions

What constitute marketing skill?

What is the role of marketing skill in the promotion of small and medium?

What is the role of marketing skill in the promotion of small and medium scale enterprise in Ilorin South local government area?

1.5 Significance of the Study

The study shall proffer an appraisal of the role of marketing skill in the promotion of small and medium scale enterprise in Ilorin South local government area

1.6 Research Hypothesis

Ho The impact of marketing skill in the promotion of small and medium scale enterprise in Ilorin South local government area is low

Hi The impact of marketing skill in the promotion of small and medium scale enterprise in Ilorin South local government area is high

1.7 Scope of the Study

The study focuses on the appraisal of the impact of Marketing skill in the promotion of small and medium scale enterprise in Ilorin South local government area

1.8 Limitations of the Study

The study was confronted by some constraints including logistics and geographical factor.

1.9 Definition of Terms

MARKETING DEFINED

Marketing is defined as the process of facilitating exchanges through products and services. It involves carrying out plans and implementing them from product conception to ultimate sale of the product or service.

SALESMANSHIP DEFINED

Personal selling is an aspect of salesmanship, which utilizes a direct face to face interaction between a seller and the buyer to effect exchange of facts for making buying decision.

SME DEFINED

Small scale businesses are those businesses which are independently owned and operated requiring limited capital with few employee and non-sophisticated technology and which is not dominant in its field of operation.

PERSONAL SELLING DEFINED

Personal selling is an aspect of salesmanship, which involves person to person interaction between a seller and the buyer to effect exchange of facts for making buying decision.

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