

ABSTRACT

The impact of advertising on the sales of an organization's products and services cannot be overemphasized; having noticed the incessant problems faced by Nigeria Bottling Company (NBC) Ado-Ekiti. In the recent times including and introducing its product to the market or the targeted audience such problems has been figured out to be insufficient, inadequate and poor advertisement techniques about a product in the market, therefore due to the survey and research work carried out at the regular interview, it was observed that there is no budget for advertisement which has severally coursed or create a vacuum between the Nigeria Bottling Company and the market. Such vacuums has been traced to be low patronage, low sales turnover and a rate of turnover which has affected the overall income of the company. It's therefore recommended that the Nigeria Bottling Company has it may be show complement its advertising with other promotional tools to affect better sales of the product and services. On this note the advertising on the sales of an organizations products and services should be carried out at a regular time to ensure customers satisfaction, goodsales note and to arouse customers interest towards purchasing the product. The objective is to determine which of the identified advertising strategy is most effective of all the possible application. Finally, base on the result of the researcher study, one rightly say advertising has a positive impact for continuous patronage, attention should be paid to product modification such as packaging, branding sizes, color etc. in order to make the product attractive and appealing to customers.

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CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Advertising is an essential activities used by most organizations in their desire to increase sales and overall profit of the company. The developments of a product as well as its pricing and distribution are not only important factors that contribute to how a product sales,

other factor that contribute to its sales include adequate advertising and sales promotion. Advertising is a communication process that informs the consumers about the product, for seller to have improved sales, buyer have to be informed about the product, persuading them to buy the product.

The aims of advertising as a sales strategy is to bring existing and potential customers from different environment or relatively to know the awareness of the company product to a state of high awareness vis-à-vis desirability for the product. The choice of advertising objectives should be based on analysis of the current sales situation. This is in order to ascertain either to undertake the info in meeting advertising, persuasive advertising, comparison advertising or reminder advertising.

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