

This project is written to discuss on advertising strategy in a competitive business environment, advertising by Nigeria Bottling company (PLC) as case study advertising consists of paid message designed to inform or persuade buyer or idea by the identified sponsor. Meanwhile, strategy can be seen as the technique used to perform activities. Advertising strategy is a philosophy designed to accomplish the stated advertising goals.

INTRODUCTION

It is important when discussing advertising to be fully aware of what advertising is all about Advertising definition are as numerous as the number of advertisement available in the mass media but there is yet to be a universally accepted definition. Advertisement is seen daily on television, Newspapers, Magazine, Radio and Posters e.t.c.

STATEMENT OF PROBLEM

In the project work, answer will be provided to the following research problem.

What is advertising?

What are the reasons for advertising?

What are the functions of advertising?

What are the function of advertising?

How do we budgeted for advertising?

OBJECTIVE OF STUDY

The objective of the study is to highlight the importance of many researches works to various groups what really brought about this topic is the challenge encounter during the course of study and again there has not been a real precision in the study of advertising strategy in a competition business environment.

THE SIGNIFICANCE OF STUDY

Nigeria Bottling Company that engages in planning an advertising strategy through various method will study will finds the research very useful in planning their day-day

operation. In a way the study is a crucial review of the role in advertising strategy in competitive business in the Bottling Industries.

ADVERTISING STRATEGY IN A COMPETITIVE BUSINESS ENVIRONMENT (A CASE STUDY OF NIGERIAN BOTTLING COMPANY PLC IBADAN PLANT)

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