



**THE IMPACT OF MARKETING STRATEGIES ON THE GROWTH OF SMALL
MEDIUM ENTERPRISES IN PALLISA TOWN COUNCIL**

BY

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**A RESEARCH REPORT SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF A DEGREE OF
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DECLARATION

I **AKELLO JACKIE ANNA**, REG NO **BU/UP/2023/1210** hereby declare that contents of this work are my original work and that no other study has been conducted on the topic. To the best of my knowledge, this work has never been submitted before in any other university or higher institution of learning for any degree or related qualification.

NAME : AKELLO JACKIE ANNA

Signature.....

Date.....13th Jul 2026.....

APPROVAL

This is to certify that this report has been submitted in partial fulfillment of the requirement for the award of Bachelors Degree of Business Administration with my approval as a university supervisor.

ACADEMIC SUPERVISOR

Mr. OKIROR ISMAEL

Signature.....

Date.....13th July 2026.

DEDICATION

Every challenging work needs self-efforts as well as guidance of elders especially those who were very close to our heart. This work is dedicated to my parents **Mrs. APIO EUNICE OTIM** and **Mr. OTIM ISAAC**, and to my siblings for their moral support, encouragement and understanding. To all my friends, course mates, lecturers and the Almighty God for His unceasing blessings without which it is impossible to ensure the proposal submission a reality.

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LIST OF ABBREVIATIONS

ANOVA- Analysis of Variance

BBA - Bachelor of Business Administration

DV- Dependent Variable

GS- Growth strategy

IV- Independent Variable

PS- Product Strategy

PRS- Pricing Strategy

PMS- Promotion Strategy

Sig- Significance

SMEs –Small Medium Enterprises

SPSS- Statistical Package for the Social Sciences

UBOS- Uganda Bureau of Statistics

ABSTRACT

This study examined the effect of marketing strategies on the growth of Small and Medium Enterprises (SMEs) in Pallisa Town Council, Uganda. Specifically, the study sought to determine the influence of product strategies, pricing strategies, and promotion strategies on SME growth. A descriptive research design employing both quantitative and qualitative approaches was adopted. Primary data were collected from 66 owners, managers, and sales personnel of SMEs using structured questionnaires. The data were analyzed using the Statistical Package for Social Sciences (SPSS Version 20). Descriptive statistics were used to summarize respondent characteristics, while Pearson's correlation and multiple regression analyses were used to establish the relationship between marketing strategies and SME growth. The findings revealed that marketing strategies have a strong positive and statistically significant influence on the growth of SMEs. The regression model showed a strong relationship between the independent and dependent variables ($R = 0.802$), with marketing strategies explaining 64.4% of the variation in SME growth ($R^2 = 0.644$). The overall regression model was statistically significant ($F = 37.345$, $p < 0.001$), confirming that marketing strategies collectively have a significant effect on SME growth. Among the predictor variables, product strategy emerged as the strongest determinant of SME growth ($\beta = 0.480$, $p < 0.001$), while pricing strategy and promotion strategy also had positive and statistically significant effects. The study concludes that effective implementation of product, pricing, and promotion strategies significantly enhances the growth of SMEs in Pallisa Town Council. The study recommends that SME owners prioritize product development, adopt competitive pricing policies, and strengthen promotional activities to improve business performance and achieve sustainable growth.

CHAPTER ONE

INTRODUCTION

1.0 Introduction

This chapter presents the background of study, the problem statement, and the purpose of the study, the objectives of the study, research questions, scope, significance, and the conceptual framework that guides research.

1.1 Background of the study

Small and Medium Enterprises (SMEs) are widely recognized as engines of economic development, job creation and innovation. SMEs contribute up to 90% of businesses and more than 50% of employment worldwide (Bank, 2020). SMEs refer to businesses that form the backbone of many economies. Effective marketing strategies have been identified as key drivers of SME success enabling businesses to attract customers, increase sales, and remain competitive in dynamic markets (Kotler, 2016). In developed and emerging economies, the adoption of both traditional and digital marketing strategies has significantly improved business growth and sustainability (Chaffey, 2019). In addition, SMEs globally are often the main source of innovation through the introduction new products and services, adopting the new technology, and exploring niche markets that larger firms might overlook. Their flexibility allows them to respond quickly to market changes, consumer trends, and technological advancements making them crucial for maintaining competitive and resilient economies ([OECD], 2021). The growth

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