

PRODUCT MARKETING ON ORGANIZATION'S PERFORMANCE UGANDA.

A CASE STUDY ON NTAKE BAKERY IN MBALE CITY

BY

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DECLARATION

I **KWEYE EMMANUEL**, declare to the best of my knowledge that this research dissertation is my original work and it has never been submitted to any other institution of higher learning for any academic award

Signature..... 

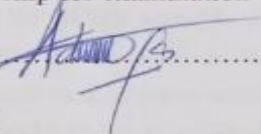
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APPROVAL

This is to certify that this research report by KWEYE EMMANUEL titled “**product marketing on organization’s performance, a case study of Ntake bakery in Mbale city**” has been done under my supervision and it meets the minimum standards for submission to the department of economics and Entrepreneurship for examination with my approval

Supervisor’s Signature..........Date.....29/01/2024.....

MR. MASUUD ADAIGA

DEDICATION

I dedicate this work to my parents who doubled to be my sponsors Mr. SAKWA GEOGE WILLIAM who is my father and Mrs. SAKWA LONAH who is my mother, My supervisor Mr. MASUUD ADAIGA for having guided me throughout my research. My elder brothers Mr. MAUSO BENARD, Mr. WEKESA FRANCIS AND Mr. NALWILISE EDDY who also supported me financially, all my sisters (Ms. KAKAI IRENE, Ms. NASONG MARY), my cousin KHAITSA DEVOLAH who gave out most of the necessary requirements to have me financially supported to undertake this course. My friends Mr. SAMALI JOSEPH WAMONO, Mr. KIRRYA ANDREW, Ms. NATABO PATRICIA, and Mr. CHELLENGAT CALEB who helped me acquire requirements that helped me. On the other hand, I also dedicate this book to Rev Fr. FRANCIS OKANYA for having guided me spiritually throughout this course.

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ABBREVIATIONS

RBV.	Resource based view
SEO.	Search engine optimization
MSMEs.	Micro Small Medium Enterprises
KPIs.	key performance indicators
SPSS.	Statistical package for social sciences
SMEs.	Small and medium enterprises
USPs.	Unique selling propositions
SOPs.	Standard Operating Procedures

ABSTRACT

The study examined the “Influence of product marketing on organization's performance a case study of NTAKE BAKERY located in industrial division of Mbale city in Uganda” the objectives of the study were; To identify the different marketing strategies practiced by Ntake bakery ltd in Mbale city, To examine the performance indicators of Ntake bakery ltd in Mbale city and To find out the relationship between marketing strategies and performance of Ntake bakery ltd. The study adopted cross sectional research design and both questionnaires and interview where used to collect data

The study showed the effective marketing strategies used by Ntake bakery such as **Promotional strategy** a vital component of marketing strategies for the bakery, **Product as a strategy** refers to the process of promoting a specific product or range of products to attract and retain customers, **Place as a strategy** in the context of marketing, refers to the geographical location or physical environment where the bakery operates. The performance indicators of Ntake bakery were sales growth, profitability and market growth. Marketing strategies were essential for Ntake bakery company to thrive in a competitive market. By implementing effective marketing techniques, a bakery attracted and retained customers, differentiated itself from competitors, and achieved sustainable growth.

Therefore, the influence of marketing on performance of the organization is evident, and that as far as this study is concerned promotion as a marketing strategy had the highest impact on the organization’s performance leading to high sales growth, market share and profitability. Ntake bakery Company Mbale should as a matter of urgency embark on more aggressive product marketing strategies so as to drive its products and services to the target market and to further improve the firm’s level of profit. Ntake bakery Company Mbale should invest more in promotional activities to create awareness of its products and services and enable the products sell in the market so as to increase the sales volume of the company

CHAPTER ONE: INTRODUCTION AND BACKGROUND

1.0 Introduction

In this study, the researcher had to explore how product marketing influences the organizations' performance. The study was prompted by the fact that organizations that carried out marketing for their products were growing marginally when compared to other organizations which were not doing product marketing in eastern region of Uganda.

The chapter composed of; the proposal presents; the background to the study, statement of the problem, purpose of the study, objectives of the study, research questions, conceptual framework, significance of the study, justification of the study, scope of the study, operational definitions of terms and concepts.

1.1 The background of the study

This section presented the background divided into three perspectives, the historical, theoretical and contextual.

1.1.1 Historical background

Pre-Industrial Revolution: Before the Industrial Revolution, traditional forms of marketing were primarily focused on local markets, relying on word-of-mouth referrals and limited advertising methods. Organizations largely targeted small, close-knit communities, and marketing strategies were often informal and localized.(Nath, Nachiappan, & Ramanathan, 2010)

Industrial Revolution (18th-19th century): With the advent of mass production and transportation advancements, organizations shifted towards mass marketing strategies. The emergence of newspapers, magazines, and billboards provided new channels for advertising products to larger audiences. This period saw the rise of more formalized marketing techniques, including the use of slogans and jingles.

Post-World War II (mid-20th century): Following World War II, economic growth led to increased consumer demand. This period marked the development of modern marketing principles, including market segmentation, targeting specific consumer groups, and product differentiation. Organizations began incorporating market research and data analysis to better understand consumer needs and preferences.

Digital Revolution (late 20th century onwards): The advent of the internet and digital technologies revolutionized marketing practices. Organizations shifted towards online advertising, email marketing, social media campaigns, and search engine optimization. Digital marketing allowed for more personalized and targeted approaches, enabling organizations to reach global audiences effectively.

Throughout these historical periods, product marketing had been instrumental in influencing an organization's performance. Effective marketing campaigns had the potential to increase brand recognition, generate leads, boost sales, and ultimately drive revenue growth. Additionally, successful product marketing helps organizations differentiate themselves from competitors, establishing a competitive advantage in the marketplace.

In recent years, the integration of analytics and big data has further enhanced marketing effectiveness. Organizations can now obtain valuable insights into consumer behavior, preferences, and trends, allowing for more informed decision-making in product development, pricing, and promotional activities.

It was important to note that the impact of product marketing on an organization's performance was highly dependent on various factors, including industry dynamics, target market, product quality, competitive landscape, and overall marketing strategy. Therefore, organizations must continually adapt their marketing approaches to stay relevant and effectively meet changing consumer demands.

Ntake bakery was started in 2002 as a depot, then opened officially as a bakery on 19th may 2011, its located in Eastern part of Uganda, Mbale city at central division, plot 74/76 along pallisa road

1.1.2 Theoretical background

Theoretical background plays a crucial role in understanding this topic. Several theoretical frameworks have been developed to analyze the relationship between product marketing and organizational performance. One such framework was the marketing mix, also known as the 4Ps of marketing (product, price, place, and promotion). This framework suggests that the success of product marketing depends on how well these elements are integrated and managed.

Another relevant theoretical background was the customer-based brand equity model, which emphasizes the importance of building strong brands through effective product marketing. This model suggests that strong brand equity leads to increased customer loyalty, trust, and willingness to pay higher prices, ultimately resulting in improved organizational performance. The Theory of the Growth of the Firm" laid the foundation for the RBV. This theory could be applied to study the impact of product marketing on organizational performance. This theory suggests that a firm's unique resources and capabilities, including its marketing strategies, can provide a competitive advantage and contribute to superior performance.(1993)

Furthermore, innovation theories, such as the diffusion of innovation theory ((1957)(James, 2020)), Disruptive Innovation Theory(Kaplan, 2009) provided insights into how product marketing affects organizational performance. These theories focused on how the adoption and acceptance of new products or technologies could enhance an organization's competitiveness and market success.

Overall, understanding the theoretical background of product marketing and its impact on organizational performance helped researchers analyze the various factors involved and provides a foundation for conducting empirical studies and developing effective marketing strategies that could lead to improved performance outcomes.

1.1.3 The contextual background

Product marketing was a critical aspect of any organization's success as it directly impacted its performance. Over the years, businesses had recognized the significance of effectively marketing their products to generate consumer interest, drive sales, and achieve overall organizational goals.

Historically, product marketing strategies had evolved alongside advancements in technology, changes in consumer behavior, and fluctuations in market trends. In the early days, organizations relied heavily on traditional marketing channels such as print advertisements, billboards, and televisions to promote their products. These methods were effective to some extent, but they lacked personalized targeting and direct interaction with consumers.

As the internet emerged and became more accessible, there was a paradigm shift in product marketing. Digital marketing techniques such as search engine optimization (SEO), social media marketing, and email marketing gained popularity. This allowed organizations to reach a wider audience, engage with potential customers in real-time, and collect valuable data for better targeting and personalization.

Furthermore, with the advent of e-commerce platforms, organizations started focusing on online product marketing to tap into the growing trend of purchasing products online. This led to the development of various online marketing strategies like influencer marketing, content marketing, and video marketing. These strategies aimed to create brand awareness, build trust, and drive traffic to the organization's website or online store.

In recent years, there has been a significant emphasis on data-driven product marketing. Organizations were leveraging advanced analytics, artificial intelligence, and machine learning to derive insights from large volumes of customer data. This enabled them to understand consumer preferences, behavior, and purchasing patterns, thereby allowing for more targeted and personalized marketing campaigns.

Overall, the contextual background of research on "product marketing on organization's performance" showcases the continuous evolution of marketing strategies over the years. From traditional methods to digital advancements and data-driven approaches, organizations have been adapting to the changing landscape to effectively market their products and positively impact their performance.

1.2 The problems statement

Product marketing played a crucial role in determining an organization's performance. It involved the activities and strategies used to promote and sell a product or service to customers. Many nations, both developed and developing exteriorized that product marketing was a useful vehicle for organization's growth and have been carrying out product marketing through various strategies in Uganda.

However, it has been found out that the performance of these companies is not to the expected level though many industries have tried to carry out product marketing frequently using many strategies Therefore, the research focused on poor performance of organizations which carries out product marketing, a case study on Ntake bakery in mbale city.

1.3 The purpose of the study

The general objective of this study was to examine how product marketing influences the organizations' performance of NTAKE BAKERY IN MBALE CITY

1.4 Specific objectives of the study

The objectives of the study are:

- I. To identify the different marketing strategies practiced by Ntake bakery ltd in Mbale city
- II. To examine the performance indicators of Ntake bakery ltd in Mbale city
- III. To find out the relationship between marketing strategies and performance of Ntake bakery

1.5 Research questions

The study answered the following research questions.

- I. Identify the different marketing strategies practiced by Ntake bakery ltd in Mbale city.
- II. What are the performance indicators of Ntake bakery ltd in Mbale city?
- III. What is the relationship between marketing strategies and performance of Ntake bakery ltd.?

1.6 The conceptual framework of the study

The conceptual framework for the study on the research topic "product marketing on organization's performance" was structured as follows:

I. Independent Variable: Product Marketing

- Product positioning and differentiation
- Target market segmentation
- Pricing strategies
- Promotion and advertising efforts
- Distribution channels and logistics

II. Mediating Variables:

- Customer satisfaction: Measures the level of satisfaction customers have with the marketed product, which in turn impacts their loyalty and repeat purchases.
- Brand awareness and perception: Examines the degree to which the marketing efforts have created awareness of the product and shaped customer perceptions about the brand.

III. Dependent Variable: Organization's Performance

- Financial performance: Includes indicators such as revenue growth, profitability, and market share.
- Sales growth: Measures the increase in sales volume and value over a specific period.
- Customer loyalty: Reflects the extent to which customers remain committed to the brand and make repeat purchases.

IV. Moderating Variables:

- Industry characteristics: Considers the unique features and dynamics of the industry in which the organization operates, which may influence the effectiveness of product marketing strategies.
- Competitive environment: Examines the level of competition and market saturation, which may impact the organization's ability to achieve desired performance outcomes through product marketing.

By examining the relationships between product marketing, customer satisfaction, brand awareness, and the organization's performance while considering moderating factors, the conceptual framework aims to provide a holistic understanding of how product marketing efforts influence an organization's overall performance.

1.7 The significance of the study

The study on the research topic "product marketing on organization's performance" holds significance in many areas.

To Policy Makers: This research provided insights into the impact of product marketing strategies on the overall performance of organizations. Policy makers use this information to formulate and adjust policies related to marketing regulations, market competition, and consumer protection.

To Academicians: Researchers and educators benefited from this research as it contributed to the existing body of knowledge related to marketing and organizational performance. It serves as a foundation for further academic exploration, leading to a deeper understanding of the link between marketing strategies and organizational success.

Other Stakeholders: Various stakeholders, including business leaders, investors, and employees, benefited from understanding the implications of product marketing on an organization's performance. This knowledge informed in decision-making processes, investment strategies, and overall business operations, ultimately contributing to the growth and sustainability of the organization.

1.8 The study scope

The section presented the scope of the study divided into three that was geographical scope, content scope and time scope.

1.8.1 The geographical scope

NTAKE BAKERY is located in Eastern part of Uganda, Mbale city at central division, plot 74/76 along pallisa road bordering Mt. Elgon Agro forestry communities in the East, Yammy chapatti and Jireh community media in the North, Jimmitex furniture and constructors co in the south and Ebenezer resort hotel-mbale in the North-West

1.8.2 Content scope

This study investigated the product marketing and critically analyzing its influence to the organization's performance in Uganda taking NTAKE BAKERY IN MBALE CITY.

1.9 Operational definitions of key terms

This subsection presented the definitions to key concepts as defined by other scholars and the way they have been operationalized in this particular study.

Product. According to product is the production of goods or services delivered to the market to fulfil the needs of consumers. (Neap, 1999)

A product is a tangible or intangible item that is offered to fulfill a need or want of a consumer.(P. K. a. K. L. Keller, 2015)

Performance was defined as an act of achieving organizational financial performance, social objectives and responsibilities from the perspective of judging individuals(Murphy, 1995).

For this study, performance was measured in terms of growth, expansion, level of capital, number of people employed, and ability to pay off debts, return on capital employed and return on investment of the organization.

Marketing: "Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.(Gundlach, 2009)

Market Research: "Market research is the process of gathering, analyzing, and interpreting information about a market, product, or service to be offered for sale in that market." (Halinen, 2012)

Organization: "An organization is a social unit of people that is structured and managed to meet a need or pursue collective goals." (Kaplan, 2009)

CHAPTER TWO: LITERATURE REVIEW

2.0 Introduction

This chapter presented conceptual review, theoretical review and contextual review of this study.

2.1 Conceptual review

Organization's performance. This study investigated the link in this variable in terms of expansion of the organization, reputation of the organization and demand of the product and also in terms of the level of output produced, profits, duration of the enterprises, nature and the amount of wages and salaries paid to the employees as the major components. NTAKE BAKERY was selected for the study because it had many brunches in different districts.

In the examining of the 4P's model of the marketing mix in relation to (Etiaba, 2018) investigations on the competitive benefits of business marketing. The findings were that for businesses to have a competitive advantage, managers must: (a) identify the different marketing strategies practiced by Ntake bakery ltd in Mbale city; (b) examine the performance indicators of Ntake bakery ltd in Mbale city; (c) find out the relationship between marketing strategies and performance of Ntake bakery ltd. Singh concluded that entrepreneurs could utilize the marketing mix as an effective method to achieve competitive advantage. Singh recommended that marketing managers become skilled in deciding marketing mix strategy by using the 4Ps as the marketing mix.

2.2 Theoretical review

Resource-Based View (RBV) The RBV theory suggested that a firm's performance is influenced by its unique resources and capabilities. According to this theory, product marketing can enhance an organization's performance by leveraging its distinctive competencies. (Foss, 1999). "Theory of the Growth of the Firm" laid the foundation for the RBV theory. Although she didn't explicitly use the term RBV, her work emphasized the importance of firm-specific resources and capabilities in determining a firm's competitive advantage and growth. Effective product marketing strategies can help organizations differentiate their offerings from competitors, create customer value, and achieve a sustainable competitive advantage. (Barney, 1991). His article "Strategic Factor Markets: Expectations, Luck, and Business Strategy" published in *Management Science* introduced the concept of firm resources as a source of sustainable competitive advantage. (Hamel, 1990): In their

influential article "The Core Competence of the Corporation," published in Harvard Business Review, Hamel and Prahalad expanded on the RBV theory by introducing the concept of core competencies. They argued that a firm's core competencies, which are unique and hard to imitate, can enable sustained competitive advantage. By effectively promoting and positioning their products in the market, organizations can attract customers, increase sales, and ultimately improve their overall performance.

Market Orientation Theory emphasizes the importance of customer-centricity in driving organizational performance. It suggests that organizations should align their product marketing efforts with customer needs and preferences to achieve superior performance. By conducting market research, understanding customer behavior, and tailoring their marketing strategies accordingly, organizations can develop products that meet customer expectations and gain a competitive edge.(Kohli, 1990) expanded on the idea of market orientation in their article "Market Orientation: The Construct, Research Propositions, and Managerial Implications" published in the Journal of Marketing. They proposed a more comprehensive framework of market orientation, highlighting three components: customer orientation, competitor orientation, and interfunctional coordination. Market-oriented product marketing helps organizations identify market opportunities, design compelling value propositions, and build strong customer relationships, leading to improved performance. They also expanded on the idea of market orientation in their article "Market Orientation: The Construct, Research Propositions, and Managerial Implications" published in the Journal of Marketing.(Allain, 2018) They proposed a more comprehensive framework of market orientation, highlighting three components: customer orientation, competitor orientation, and interfunctional coordination.

2.3 Contextual review

This section presented the detailed literature that was reviewed on the basis of the study objectives.

2.3.1 Influence on different marketing strategies practiced by Ntake Bakery Ltd in Mbale city:

Strategic market management: Global perspectives.(McLoughlin, 2010). This book provides a comprehensive overview of strategic marketing and explores different market strategies. This objective aims to examine and document the various marketing approaches utilized by Ntake Bakery Limited to promote its products. It will involve identifying the specific strategies employed, such as advertising campaigns, customer promotions, social media marketing, or any other methods used to reach their target audience in Mbale city.

"The Impact of Marketing Strategies on Market Performance: Empirical Evidence from Tunisian Firms" by(Allain, 2018): The study investigated the impact of various marketing strategies, including product differentiation, price differentiation, and promotion, on market performance in Tunisian firms. The authors found that firms that adopted multiple marketing strategies performed better in the market than those that adopted only one. The study highlighted the importance of taking a comprehensive approach to marketing that combines different strategies for maximum impact.

"Market Segmentation and Its Impact on Customer Satisfaction: Evidence from Banking Industry" by (Date, 2021) The authors examined the relationship between market segmentation and customer satisfaction in the banking industry. The study showed that banks that effectively segmented their market and tailored their offerings accordingly experienced higher levels of customer satisfaction. The authors emphasized the importance of understanding customer needs and preferences to develop effective market segmentation strategies.

"How Competitive Pricing Affects Business Performance: A Case Study of Online Retail Industry" by(James, 2020): The study analyzed the impact of competitive pricing on business performance in the online retail industry. The authors found that firms that employed competitive pricing strategies experienced higher levels of customer loyalty, repeat purchases, and overall revenue. The study highlighted the importance of staying aware of competitor prices and offering value to customers to remain competitive.

Marketing management. Pearson. This textbook covers various marketing strategies and examines how they can be applied in practice to achieve organizational goals and improve performance. (K. L. Keller, & Kotler, P., 2015)

2.3.2. Influence on the performance indicators of Ntake Bakery Ltd in Mbale city:

This objective focused on evaluating the performance indicators or metrics that indicate the success or effectiveness of Ntake Bakery Limited. These indicators may include sales revenue, market share, customer satisfaction levels, brand recognition, or any other measurable factors that reflect the bakery's performance in Mbale city (Lynch, 1991). Measure up - the essential guide to measuring business performance. Prentice Hall. This book provides practical guidance on selecting and implementing performance measures, with a focus on financial indicators and other non-financial measures.

"Development of Performance Indicators for Organizational Success" by (Kaplan, 2009) This seminal work introduced the concept of the Balanced Scorecard, which is a framework that includes financial and non-financial performance indicators to measure organizational success. The authors argue that traditional financial measures alone are insufficient to assess an organization's performance comprehensively. They propose a balanced approach that incorporates indicators related to customer satisfaction, internal processes, and learning and growth. This work has been influential in shaping performance measurement practices in organizations across industries.

"Key Performance Indicators: Developing, Implementing, and Using Winning KPIs" (Etiaba, 2018) Parmenter provides practical guidance on developing and implementing key performance indicators (KPIs) effectively. He emphasizes the importance of aligning KPIs with organizational strategy and objectives, ensuring they are measurable and actionable. The book offers a range of examples and case studies to illustrate how KPIs can be used to drive performance improvement in various areas such as finance, operations, and human resources.

"Aligning Key Performance Indicators to Business Strategy" by (Marr, 2015). Marr explores the process of aligning KPIs with business strategy to ensure they reflect the organization's performance priorities. The book emphasizes the need for a clear understanding of strategic

objectives and the identification of critical success factors. Marr provides insights into designing and implementing KPIs and offers practical recommendations for effective performance measurement and reporting.

These works highlight the significance of using a balanced set of performance indicators to evaluate organizational performance beyond financial measures. They emphasize the need for alignment between KPIs and strategic objectives, as well as the importance of actionable and measurable indicators. These resources provide organizations with valuable insights and practical approaches to apply performance indicators in practice.

2.3.3. Influence on the relationship between marketing strategies and performance of Ntake Bakery Ltd.

This research paper explores the dynamic relationship between technology strategy, organizational structure, and firm performance. It highlights the importance of aligning market strategies with other organizational elements. This objective aims to determine the correlation between the marketing strategies employed by Ntake Bakery Ltd and its performance over time. It will involve collecting data on marketing activities and performance indicators over a specific period, considering factors such as market conditions, economic situation, and any changes in the bakery's marketing approach.

"An Empirical Analysis of the Market Strategy Performance Relationship" by (Kalyanaram, 1995). This study examined the relationship between market strategy and performance in the context of the retail industry. The authors found that firms that aligned their market strategies with their organizational goals and capabilities were more likely to achieve superior performance. The study emphasized the importance of strategic alignment and highlighted the need for organizations to assess their internal capabilities before formulating and implementing market strategies.

"The Impact of Marketing Strategy on Firm Performance: Evidence from Small and Medium Enterprises in Nigeria" by (Etiaba, 2018) The authors investigated the impact of marketing strategy on the performance of small and medium enterprises (SMEs) in Nigeria. The study revealed that SMEs that adopted a proactive marketing strategy, including market segmentation, targeting, and positioning, were more likely to achieve higher performance outcomes. The authors

recommended that SMEs focus on developing a clear marketing strategy that aligns with their target market and organizational objectives.(McLoughlin, 2010)

"A Study on the Application of Market Strategies and Their Impact on Organizational Performance" by (Komanapalli, 2020)This study explored the application of market strategies and their impact on organizational performance in the Indian manufacturing sector. The authors found that organizations that implemented market strategies such as marketing research, product development, and customer relationship management experienced improved performance, including increased market share and profitability. The study emphasized the significance of adopting and implementing effective market strategies to enhance organizational performance.

CHAPTER THREE: RESEACH METHODOLOGY

3.0 introduction

This chapter encompassed the procedures to be followed when conducting the research study. It focused on the research design, population, and sample size and selection procedures, instruments for data collection and data analysis and presentation.

3.1 Research design

The researcher employed both primary and secondary techniques of data collection. The techniques involved use of qualitative and quantitative designs and much emphasis had to be put on descriptive survey since the study will focus on product marketing on Ntake bakery in Mbale city

Involving both sexes in the research avoids bias. Therefore, study population consisted of both male and female respondents.

3.2Study population

The information was gathered from various categories of people and the study population had 50 employees of which some are managers as they make most of the decisions for the company, and other employees from various departments

3.3 Sample size

Out of the 50 employees, the research took a sample size of 20 employees of which 2 where managers, 9 employees from production department, 7 employees from sales department and 2 from security department

3.4 Sample design

The study employed both simple random sampling technique and purposive sampling techniques as explained below

3.4.1 Sampling techniques

This is a sampling technique where every member in the population had equal chances of being selected as a respondent in the study.

The simple random technique was chosen because it was free from bias, classification errors and required minimum knowledge about the population advance. This was a sampling technique where members of the population had no equal chance to be selected as respondents in the study. This was because it looked at special attributes possessed by the member of the population that the researcher was much interested in.

3.5 Research instruments

The researcher had to use the following instruments for collect data from the respondents

3.5.1 Questionnaires

The researcher had to use tools that save time, cover a wider area and collect more information. Questionnaires for respondents were prepared in a simple language for all people to comprehend so that the feedback will be collected later for interpretation and analysis.

The questionnaires were administered to respondents such as, City council health officer/environmental officer, councilors and chairperson because most of them are assumed to be literates. The questionnaire were in form of multiple choices, open-ended and close ended questions.

3.5.2 Interviews

This involved a face-to-face discussion between the researcher and the residents of Mbale city to close any gap or bias in the filled questionnaires.

Using an interview guide, the researcher had to meet 10 members from each municipality among the 7 municipalities selected in city. Discuss with them orally on the influence of product marketing on performance of Ntake bakery in Mbale city and other question as per the objectives of the study.

This method had to be used because it had higher response rate, firsthand information was given, among others merits of the technique.

3.6 Data analysis and presentation.

Computer software such as the statistical package for social sciences (SPSS) and Micro-soft Excel were used based on study objectives and research questions to assist in analyzing the data.

Data was analyzed according to the objectives of the study the questionnaires were categorized, numbered and the data coded. Once the questionnaires were administered, the raw data obtained was organized systematically in a manner that facilitated analysis and any missing data was corrected.

Descriptive statistics such as the specific means, standard deviations and frequency distributions were used to analyze the data. The study findings were presented using frequencies, percentages distributions in tables, graphs and pie charts to make interpretations.

CHAPTER FOUR: DATA PRESENTATION, ANALYSIS AND DISCUSSION

4.0. Introduction:

This chapter contains the presentations of the research findings on the influence of product marketing on organization's performance. Discussion and analysis of the different responses rate out of the sample size of 20 respondents to some key questions is also in this chapter.

4.1. Background information of respondents.

4.1.1. Age bracket of the respondents of Ntake bakery.

The respondents were asked to tell their age and the following data was obtained.

Table 7: showing responses to age brackets of respondents

Age bracket	frequency	percentage
21-30	7	35
31-40	5	25
41-50	5	25
51 and above	3	15
Total	20	100

Source: Primary data (2023)

The table above shows the analysis of the age bracket of respondents at NTAKE BAKERY and the findings showed that 35% of the respondents were in a range of 20-30 years, 25% were in a range of 30-40, 25 % were in a range of 40-50 then 15% of the respondents are above 50. This implied that Ntake bakery has more people in a range of 20-30 as such information was obtained from interview which were given by the respondents.

4.1.2. Gender of respondents. Respondents were asked to state their gender and the following data was obtained.

Table 8: Showing responses to gender with respondents.

Gender	Frequency	Percentage (%)
Female	8	40
Male	12	60
Total	20	100

Source: Primary data (2023)

The above presentation shows that the gender sensitivity of the respondents in which 60% of the respondents were male and the female counterparts made the contribution of 40% towards the study. The major implication behind this was that the researcher was to express the gender sensitivity and offered opportunity to both genders to express their views. This information was collected using interview method.

However, the large male respondents could be attributed to the fact that there was more male in comparison with the female counterparts in the research study.

4.1.3 Marital status of Ntake bakery employees

Respondents were also asked to state their status of Marriage and below are the responses.

Table 9: Showing marriage status of the respondents

Marriage status	Frequency	Percentage
Married	11	55
Single	7	35
Divorced	2	10
Total	20	100

Source: Primary data (2023)

As seen from table 3, the company had the highest number of respondents who are married (55%), implying that the company has few employees who are single and divorced that is to say 35% and 10% respectively

Table 10: showing number of years some respondents have been working In Ntake bakery limited

Duration (years)	frequency	Percentage
1-2	5	25
3-5	10	50
6-10	3	15
11 and above	2	10
Total	20	100

Source: Primary data (2023). From the research made, it indicated that 25% of the employees worked for less than 2 years, 50% of the respondents had served in Ntake bakery for a period of 3-5years, 15% had served for 6-10 years and 10% had served for 11and above.

4.1.4. Departments to which the employed respondents belonged to.

Respondents were also asked to state the departments in which they belong.

Table 11: showing departments to which the employed respondents belonged to

Department	frequency	Percentage
Managers	2	10
Production department	9	40
Sales department	7	50
Security department	2	10
Total	20	100

Source: Primary data (2023)

4.2. Marketing strategies practiced by Ntake bakery ltd in Mbale city

4.2.0. Introduction.

The dynamic nature of the business environment constantly shaped the strategies employed, with businesses adapting to changing consumer behaviors, technological advancements, and societal trends. Start-up/Entry into a New Market (Early 2000s): When entering a new market, businesses focused on developing a market penetration strategy, aiming to gain market share

4.2.1 Responses on understanding company's product marketing strategies

Product marketing strategy was a valuable component of a company's overall marketing plan, as it focused on promoting and selling a specific product to the target audience. It involved understanding the target market, creating a unique value proposition, and effectively communicating the product's benefits to potential customers.

Product marketing strategy was a comprehensive plan that aimed to effectively promote and sell a specific product to the target market. It involved understanding customer needs, analyzing the competition, positioning the product, setting the right price, and executing marketing campaigns.

Table 12: Showing the scale from respondents on their understanding on company's product marketing strategies

Scale	Frequency	Percentage (%)
Strongly disagree	0	0
Disagree	1	5
Agree	7	35
Strongly Agree	12	60

Source: Primary data (2023)

Many respondents do agree that they have some knowledge on marketing strategies practiced by Ntake bakery with 12%, its of great value to the company that non of the employees doesn't know about product marketing strategies

4.2.2 Effective marketing strategies used by Ntake bakery company

A company employed various marketing strategies to attract and retain customers, increase brand awareness, and drive sales.

Table 7: showing responses on the most used marketing strategies used by Ntake bakery

Marketing strategy	frequency	Percentage (%)
Price	6	30
Promotion	8	40
Product	2	10
Place	4	20

Source: Primary data (2023)

4.2.2.1 Pricing strategy

It was revealed that pricing strategy is a critical component of the marketing mix for Ntake bakery. By using pricing strategies such as competitive pricing, high-end products, bundling, seasonal pricing, and price skimming, the bakery attracted and retained customers, increased profitability, and gained a competitive edge in the market. Successfully the bakery understood its target customers and was able to use pricing strategies that align with their needs and preferences.

Competitive Pricing:

The study revealed that Competitive pricing was a strategic approach to setting prices for products that takes into consideration the prices set by competitors in the market. It involved analyzing and understanding the pricing strategies of other companies within the same industry in order to position a company's prices in a way that was competitive and attractive to customers. This approach requires the company to constantly monitor and adjust its pricing strategies to maintain a competitive edge while also ensuring profitability. Competitive pricing played a crucial role in the success of the bakery, as it directly impacted on sales, market share, and overall revenue.

Premium Pricing:

Premium pricing involved setting a relatively high price for products or services to convey the image of exclusivity and high quality. In the context of a Ntake bakery company, premium pricing was applied to specialty items such as artisanal bread, gourmet pastries, or custom-designed cakes. These products were positioned as unique and of superior quality, justifying the higher price point. By leveraging premium pricing, the bakery targeted a specific segment of customers who were willing to pay more for exceptional baked goods. This strategy helped the bakery differentiate itself from competitors and build a strong brand image associated with luxury and excellence.

Penetration Pricing:

Penetration pricing was a strategy where the bakery sets a relatively low initial price for its products to quickly gain market share. This approach was particularly effective when the bakery was entering a competitive market or launching new products. For instance, a bakery introduced a new line of bread or pastries at an attractive price point to entice customers and encourage trial purchases. Once the bakery had established a customer base and gained traction in the market, it

gradually adjusted its pricing to reflect the actual value of its offerings. Penetration pricing helped the bakery rapidly acquire customers and create awareness about its products, paving the way for long-term success.

Bundle Pricing:

Bundle pricing involved offering multiple bakery items as a package deal at a discounted price compared to purchasing each item individually. For example, a bakery could create breakfast bundles consisting of assorted pastries and coffee at a lower combined price than if each item were bought separately. This strategy encouraged customers to buy more items at once while feeling they were getting a good deal. Bundle pricing not only increased the average transaction value but also enhanced customer satisfaction by providing convenience and value for money.

From the research made, it indicated that competitive pricing was the most used because it took the bigger percentage (50%), followed by penetration pricing which takes 30% and the last two are bundle pricing taking 13% while premium pricing takes 7

4.2.2.2 Promotional strategy

It was a vital component of marketing strategies for the bakery, as it raised awareness, influenced consumer behavior, and ultimately derived sales. By employing various promotional tools and techniques, such as advertising, public relations, personal selling, and sales promotions, Ntake bakery effectively enhanced their product marketing and reach a wider audience.

Advertising as a Promotional Tool

Advertising was a powerful tool for promoting Ntake bakery products. It was done through various media channels, such as television, radio, newspapers, magazines, and online platforms. One effective advertising strategy for Ntake bakery is highlighting their unique selling points, such as the use of fresh, local ingredients, or traditional recipes.

For example, Ntake bakery Specialized in artisanal bread and advertised their products on a local radio station (step FM), emphasizing the quality and taste of their bread, as well as the benefits of supporting small businesses.

Table 8: Showing percentage increments in sales before and after advertising in 3 years

Year	Percentage sales before advertising (%)	Percentage sales after advertising (%)
2023	60	95
2022	30	90
2021	70	85

Source: Primary data (2023)

Personal Selling and In-Store Promotions

Personal selling and in-store promotions were essential for creating a direct connection with customers and encouraging them to try new products. This involved offering product samples like half cakes, hosting in-store events, or providing staff training on the benefits and features of bakery products.

For example, Ntake bakery offered a “tasting station” in their store, allowing customers to try a variety of products and learn more about their ingredients and flavors from knowledgeable staff.

Sales Promotions and Loyalty Programs

Sales promotions, such as special offers, discounts, and loyalty programs, were effective in encouraging customer engagement and driving repeat purchases. This involved offering a “buy one, get one free” promotion on a particular product line or implementing a loyalty card program that rewards customers for their continued patronage.

For example, a bakery Offered a 10% discount on a customer’s first purchase, followed by a loyalty program that rewarded customers with points for every purchase, which were to be redeemed for future discounts or exclusive offers.

4.2.2.3 Place as a strategy

In the competitive world of businesses, using place as a marketing strategy significantly impacted a company's success. Place, in the context of marketing, referred to the geographical location or physical environment where the bakery operates. This strategy focuses on promoting the Ntake bakery within its local community, attracting customers from the surrounding areas, and establishing a strong presence in the market.

Using place as a marketing strategy was highly beneficial for Ntake bakery company by building a local brand, targeting specific demographics, leveraging local amenities, encouraging word-of-mouth marketing, and utilizing online platforms. By focusing on these key aspects, Ntake bakery created a strong presence in its community and attract loyal customers who will keep coming back for more delicious treats.

4.2.2.4 Product as a strategy

Product as a marketing strategy referred to the process of promoting a specific product or range of products to attract and retain customers. This strategy was crucial for the business to succeed and maintain a competitive edge in the market.

Below is what should be done while using product as a marketing strategy

- Identifying the Target Market
- Product Development and Innovation
- Branding and Positioning
- Pricing
- Distribution and Retail Channels
- Advertising and Promotion
- Customer Relationship Management

4.3. Performance indicators of Ntake bakery

Performance indicators are essential measures used to evaluate the effectiveness and efficiency of an organization's operations. By assessing various metrics such as revenue growth, customer satisfaction, and operational efficiency,

In order to assess the performance of a bakery company, it was essential to consider various performance indicators. These indicators helped in understanding the company's financial health, efficiency, and overall success.

Table 9: showing the most important performance indicators of Ntake bakery

Performance indicator	Frequency	Percentage
Sales growth	8	40
Market share	5	25
Profitability	6	30
Employee productivity	1	5

Source: Primary data (2023)

4.3.1 Profitability

Profit was a financial gain especially the difference between the amounts earned and amount spent in buying, operating, or producing something. Profit was also seen as surplus remaining after total cost are deducted from total revenue and the basis on which tax is.

Profit was the difference between a company's revenue and its expenses. It was a key financial metric that reflected the overall efficiency and effectiveness of a bakery business. In the context of a Ntake bakery company, profit was calculated as follows:

$$\text{Profit} = \text{Total Revenue} - \text{Total Expenses}$$

Profit was an essential performance indicator because it Provided insights into the financial health of a company. It helped in identifying areas of strength and weakness, as well as assisting in decision-making processes.

4.3.2 Market Share

Market share was the percentage of an industry or market’s total sales that was earned by a particular company over a specified time period. Market share was calculated by taking the company’s sales over a period and dividing it by total sales of the bakery over the same period. Market share was a key indicator of market competitiveness that is, how well Ntake bakery did against its competitors. "This metric, supplemented by changes in sales revenue, helped managers evaluate both primary and selective demand in their market. That is, it enabled them to judge not only total market growth or decline but also trends in customers’ selections among competitors.

Generally, sales growth resulting from primary demand (total market growth) was less costly and more profitable than that achieved by capturing share from competitors. Conversely, losses in market share gave signal to serious long-term problems that requires strategic adjustments. Market shares below a certain level was not considered to be viable. Similarly, within a bakery's product line, market share trends for individual products were considered early indicators of future opportunities or problems. However, discouraged making market share an objective and criterion upon which to base economic policies.

Table 10: showing percentage increase of market share quarterly in 2023

Period	Percentage increase
1 st Quarter	50
2 nd Quarter	65
3 rd Quarter	80
4 th Quarter	85

Source: Primary data (2023)

By comparing the bakery's market share to that of the competitors, the company gained a clearer understanding of its relative strength in the industry. Since the bakery's market share was increasing, it indicated that the company is gaining traction and capturing a larger portion of the market. On the other hand, declining market share could signal increased competition or challenges in maintaining its position.

Analyzing market share trends also helped the bakery identify opportunities for growth, such as expanding into new market segments or introducing products that resonate with a larger customer base.

4.3.3 Sales growth

Sales growth was a crucial indicator for the success and performance of a bakery company. This metric reflected the company's ability to increase its revenue over time, which was essential for its long-term sustainability and expansion. By analyzing sales growth, investors, stakeholders, and management gained insights into the company's market position, product offerings, pricing strategies, and overall business performance.

4.4.0 Relationship between marketing strategies and the performance of Ntake bakery

Marketing strategies played a crucial role in the performance of any business. The relationship between marketing strategies and the performance of a bakery can be examined through various aspects such as product, price, place, promotion, and people—often referred to as the 5 Ps of marketing.

Table 11: showing frequency on the relationship between marketing strategies and the performance of Ntake bakery

		Strongly agree	Agree	Disagree	Strongly disagree	Total
Product strategy, High-quality products that meet customer preferences leads to repeat business and positive word-of-mouth, which are essential for performance	Frequency	10	08	02	00	20
Price Strategy. Pricing affects both profitability and customer perception	Frequency	08	05	05	02	20
Place Strategy The location of Ntake bakery impacts foot traffic, visibility, and overall sales.	Frequency	15	05	00	00	20
Promotion Strategy Effective promotion helps raise awareness about the bakery and its offerings	Frequency	12	07	01	00	20

Source: Primary data (2023)

4.4.1 Product Strategy. For Ntake bakery, the product strategy involved deciding what types of bread, pastries, cakes, and other baked goods were to be offered. This was critical because it determined the bakery's niche and appeal. High-quality products that met customer preferences led to repeat business and positive word-of-mouth, which are essential for performance.

4.4.2 Price Strategy. Pricing affected both profitability and customer perception. A bakery balanced competitive pricing to attract customers while ensuring sufficient margins to cover costs and generate profits. Premium pricing was used if the bakery positioned itself as offering gourmet or artisanal products.

4.4.3 Place Strategy. The location of Ntake bakery impacted foot traffic, visibility, and overall sales. An ideal location was easily accessible to target customers. Additionally, an online presence extended the bakery's reach and improve performance by offering online ordering and delivery services.

4.4.4 Promotion Strategy. Effective promotion helped raise awareness about the bakery and its offerings. This included advertising campaigns, social media marketing, email newsletters, local events participation, or loyalty programs. Promotions like discounts or special offers drove sales during slow periods.

CHAPTER FIVE: DISCUSSION OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS.

5.0. Introduction:

This chapter presents the summary of the findings of the study for the previous four chapters. It also includes the conclusions, recommendations for the study.

5.1 Discussion of findings.

5.1.1 Marketing strategies practiced by the company

Based on the research findings, it was observed that 60% of the respondents understood the meaning of company's product marketing. Employee respondents who understood were better equipped to serve customers and contribute to the overall performance of the business. They can provide information about the products, recommend suitable items bases on customer preference and even suggest seasonal or promotional offers.

On the otherhand 5%of the respondents did not know anything about product marketing of the company. They aired out some the challenges they face which makes them not to understand the concept, which include; lack of formal training, limited access to marketing materials, communication barriers and time constraints.

Promoting sales was the most selected with 65% of the respondents as the effectiveness of product marketing in Ntake bakery company. It was found out that various factors contribute to the effectiveness of product marketing in the bakery including the quality of products, branding, advertising channels and customer engagement.

The frequency of messages delivered to customers by bakery companies has evolved significantly over the past few decades. The transition from traditional communication methods to digital platforms has enabled Ntake bakery to engage with customers more frequently and in a more personalized manner. With the use of CRM systems, companies can now send targeted messages based on customer preferences and purchase history, further increasing the frequency of their

interactions. This shift in marketing strategies has helped bakery companies strengthen their brand identity and create a more loyal customer base.

80% of the respondents said to a very large extent marketing efforts has played a crucial role in helping the bakery company differentiate itself from competitors. By implementing various marketing strategies, the bakery was able to differentiate its self in the following ways;

Product Differentiation, Expansion into New Markets, and Reputation Management

The study showed that effective marketing strategies, such as product differentiation, promotion, and brand positioning, played a crucial role in enhancing the company's performance in terms of sales, market share, and customer loyalty. Most of the respondents (40%) chose promotion as the most used marketing strategy used by Ntake bakery, however 30%, 20%, 10% of the respondents said price, place and product respectively

Over the years, Ntake bakery industry has become increasingly competitive, requiring companies to adopt comprehensive marketing approaches to stand out in the marketplace. The findings revealed that the implementation of targeted marketing campaigns, including social media marketing, product packaging, and in-store promotions, positively affected the bakery's performance by attracting new customers and retaining existing ones.

Product marketing was essential for Ntake bakery to achieve its goals and objectives. It helped in creating brand awareness, generating leads, and increasing sales. Effective product marketing lead to increased customer loyalty, higher customer retention rates, and improved brand reputation. Additionally, it allowed organizations to differentiate their products from competitors, making it easier to capture a larger market share.

5.1 2 Performance indicators of Ntake bakery company

As seen from table 13, respondents how that sales growth as the key important performance indicator of the bakery with 40% of the respondents followed by profitability with 30%, market share with 25% and lastly employee productivity with 5% of the respondents

Sales manager defined Sales growth as the increase in a company's revenue over a specific period. This metric is crucial for Ntake bakery because it reflects the company's ability to attract new customers, retain existing ones, and improve profitability. As for Ntake bakery company, sales growth was influenced by factors such as product quality, pricing strategy, marketing efforts, and customer satisfaction.

Sales growth is vital for the bakery company because it reflects the company's overall success. A growing sales figure indicates that the company is meeting customer demands and maintaining a competitive edge in the market. In addition, sales growth can lead to increased profitability, which can be reinvested in the business to improve operations, expand product offerings, and enhance marketing efforts.

While the bakery company saw an increase in revenue, its profitability has been fluctuating. In 2018, the company achieved a net profit of \$2 million, which decreased to \$1.5 million in 2019 and further declined to \$1 million in 2020. This decline in profitability can be attributed to increased competition, rising input costs, and the company's investment in new product development.

The bakery company has maintained a steady market share in the highly competitive baked goods industry. In 2017, the company held a 6% market share, which remained consistent at 6.5% in 2020. The company's strong brand recognition and product quality have contributed to its ability to retain its market share.

The use of performance indicators has a significant impact on internal collaboration within a bakery company. By setting clear goals and targets as seen from table 15, was the most supported effect due to performance indicators with 40% of the respondents followed by continuous improvement with 30%, improved communication with 20% and lastly Accountability with 10%. Regular reviewing of performance indicators leads to open communication and willingness to share ideas and feedback, which can further enhance internal collaboration.

5.1.3 Relationship between marketing strategies and the performance of Ntake bakery

“Marketing strategies are essential for a bakery company to thrive in a competitive market. By implementing effective marketing techniques, a bakery can attract and retain customers, differentiate itself from competitors, and achieve sustainable growth” said by marketing officer

Digital marketing techniques, such as social media, email marketing, and search engine optimization (SEO), have become increasingly popular in many companies. These strategies offer Ntake bakery company a more targeted and cost-effective way to reach the target audience. By leveraging digital marketing techniques, Ntake bakery built a strong online presence, engage with customers, and derived sales.

Traditional marketing techniques, such as print advertisements, billboards, and radio commercials, have been widely used by bakery companies in 2023. These methods have proven to be effective in reaching a broad audience and raising brand awareness.

The following are the ways the company managed collaboration between departments; Establishing clear goals and objectives, encouraging open communication, Creating cross-functional teams, Providing training and education, and Recognizing and rewarding collaboration

The level of communication and coordination between departments is a crucial aspect of any organization’s success. Poor communication can lead to missed opportunities, decreased productivity, and a decline in overall performance

In the past, communication and coordination between departments were not as effective as they are today. There were several factors that contributed to this, including the lack of technology, outdated communication tools, and a hierarchical structure that made it difficult for employees to collaborate.

Management played a vital role in fostering communication and coordination between departments. By encouraging open dialogue, providing training on communication tools, and creating a culture that values collaboration, management can help to break down the barriers that once hindered communication.

5.2 Conclusion

The findings of the study have indicated that product marketing is important in the enhancement of the business of any organization. In addition, we have noted that marketing is a profession just like other professions such as medicine, accounts and so forth. Therefore, while we appreciate the vitality of marketing in making possible for the business to improve in terms of the performance, we equally emphasize on the knowledge pegged to the practitioners of the business to intelligently, utilize the components of the marketing instruments. We have noted also that, the extent to which marketing is employed depends on the level of competition. We therefore conclude that the influence of marketing on performance of the organization is evident, and that as far as this study is concerned promotion as a marketing strategy had the highest impact on the organization's performance leading to high sales growth, market share and profitability. The study further suggested that, assessing marketing strategies is critical since not all are worthy in all situations.

Product marketing plays a significant role in determining the performance of an organization. By understanding the importance of product marketing and its influence on performance indicators, organizations can develop effective marketing strategies to achieve their business goals and objectives. However, measuring the impact of product marketing on performance indicators can be challenging due to various factors such as external influences, lag time, and data availability. Despite these challenges, organizations must continue to invest in product marketing to remain competitive and drive business growth.

5.3 Recommendations

In view of the findings, the following recommendations are made:

- I. Ntake bakery Company Mbale should as a matter of urgency embark on more aggressive product marketing strategies so as to drive its products and services to the target market and to further improve the firm's level of profit.
- II. Ntake bakery Company Mbale should invest more in promotional activities to create awareness of its products and services and enable the products sell in the market so as to increase the sales volume of the company.

- III. Engage with Customers through Social Media. By actively participating in online communities and responding to customer feedback, the company can build a loyal customer base and gather valuable market intelligence.
- IV. The company should Create Unique and High-Quality Products. This can be achieved through innovation, experimenting with new ingredients and flavors, and ensuring that products are consistently of the highest quality.

5.4 Areas of further study

There is need for more research studies on;

Market Segmentation and Targeting: Exploring various market segments and identifying target customers can help bakery companies tailor their marketing efforts more effectively. This may involve examining demographic, geographic, and psychographic factors to create specific customer profiles.

Advertising and Promotional Strategies: Investigating the effectiveness of various advertising and promotional techniques, such as print ads, digital marketing, and in-store promotions, can help bakery companies determine the best channels for reaching their target audience.

Distribution Channels: Evaluating different distribution channels, including retail stores, online platforms, and direct-to-consumer models, can help bakery companies identify the most efficient and cost-effective methods for getting their products to market.

Customer Relationship Management (CRM): Exploring ways to improve customer relationships through personalized communication, loyalty programs, and customer feedback can help bakery companies retain existing customers and attract new ones.

Social Media and Digital Marketing: Researching the role of social media and other digital marketing channels in promoting bakery products can help companies develop targeted, cost-effective marketing campaigns that reach a wider audience.

Market Trends and Consumer Behavior: Staying up-to-date with the latest market trends and consumer preferences can help bakery companies adapt their marketing strategies to stay competitive and relevant in the ever-changing market landscape.

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APPENDICES.

APPENDIX I. A LETTER TO THE GENERAL MANAGER

A LETTER TO THE GENERAL MANAGER NTAKE BAKERY MBALE CITY TO ALLOW
ME DO MY RESEARCH WITHIN NTAKE BAKERY COMPANY

KWEYE EMMANUEL

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17th/12/2023

TO:

GENERAL MANAGER

NTAKE BAKERY

Dear Sir,

RE: PERMISSION TO CONDUCT MY RESEARCH WITH NTAKE BAKERY

EMPLOYEES UNDER THE TOPIC “THE INFLUENCE OF PRODUCT MARKETING ON
ORGANISATION'S PERFORMANCE A CASE STUDY OF NTAKE BAKERY INDUSTRIAL
DIVISION OF MBALE CITY IN UGANDA”

I hereby submit my letter to your office for the above-mentioned reason due to take place on 25th
Jan 2023.

My name is KWEYE EMMANUEL a student of Busitema University pursuing a bachelor's degree
in science and education. I request to be permitted and protected to undertake my research in
NTAKE BAKERY in coordination with NTAKE BAKERY EMPLOYEES

The research will involve a sample of ten (20) selected purposeful members who have stayed in NTAKE BAKERY COMPANY for more than a year on which I would like to turn up positively to support my research.

I will be grateful when my letter is put under consideration.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Kweye Emmanuel', is placed over a grey rectangular background.

KWEYE EMMANUEL

0760459595/0754122675

APPENDIX II.

A LETTER TO HUMAN RESOURCE MANAGER

A LETTER TO HUMAN RESOURCE MANAGER OF NTAKE BAKERY COMPANY LIMITED IN MBALE CITY TO ALLOW ME DO MY RESEARCH WITH KAKIRA SUGAR EMPLOYEES

KWEYE EMMANUEL

0760459595/0754122675

kweyeye.emmanuel@gmail.com.

17th/12/2023

TO:

HUMAN RESOURCE MANAGER,

NTAKE BAKERY

Dear Sir,

RE: PERMISSION TO CONDUCT MY RESEARCH WITH NTAKE BAKERY EMPLOYEES UNDER THE TOPIC “THE INFLUENCE OF PRODUCT MARKETING ON ORGANISATION'S PERFORMANCE A CASE STUDY OF NTAKE BAKERY INDUSTRIAL DIVISION OF MBALE CITY IN UGANDA”

I hereby submit my letter to your office for the above mentioned reason due to take place on 21/12/2023.

My name is KWEYE EMMANUEL a student of Busitema University pursuing a bachelor's degree in science and education. I request to be permitted to undertake my research in your company in coordination with your employees.

The research will be conducted during working hours therefore I request you to give me a sample of ten (20) selected purposeful employees who have worked for at least a year to turn up positively to support my research.

I will be grateful when my letter is put under consideration.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Kweye Emmanuel', is placed over a grey rectangular background.

KWEYE EMMANUEL

0760459595/0754122675

APPENDIX III. INTERVIEW GUIDE.

TOPIC: THE INFLUENCE OF PRODUCT MARKETING ON ORGANIZATION'S PERFORMANCE A CASE STUDY OF NTAKE BAKERY INDUSTRIAL DIVISION OF MBALE CITY IN UGANDA

TO; NTAKE BAKERY EMPLOYEES COMPRISING OF ALL DEPARTMENTS WITHIN RHE COMPANY

Hello am KWEYE EMMANUEL, a student of Busitema university faculty of science and education pursuing bachelors in education and currently undertaking a research work on “influence of product marketing on organization's performance a case study of ntake bakery industrial division of Mbale city in Uganda" Therefore you have been selected to take part in this research by answering these questions.

All answers provided in this study shall be kept confidential.

1. What is your name?
2. How old are you?
3. What is your marital status?
4. Do you work with NTAKE BAKERY company limited?
5. For how long NTAKE BAKERY company limited has been in existence?
6. How long have you been working with NTAKE BAKERY COMPANY limited?
7. Which department do u work in?
8. Do you know anything about product marketing?
9. How has product marketing impacted NTAKE BAKERY COMPANY?
10. How has product marketing impacted you as an individual employee?

11. what are some of the marketing strategies does the company use?
12. How do those marketing strategies influence the organization's performance?
13. Are there some of the performance indicators in the company?
14. If yes, then what are they?
15. what are the effect of this performance indicators to both the company and you the employee?
16. How is the collaboration between the marketing the team and other departments in the company?
17. Is there any relationship between the marketing strategies and the performance of the company?

APENDEX IV: QUESTIONNAIRE
QUESTIONNAIRE TO RESPONDENTS OF NTAKE BAKERY EMPLOYEES ABOUT
THE TOPIC “PRODUCT MARKETING ON ORGANISATION'S PERFORMANCE” A
CASE STUDY OF NTAKE BAKERY IN MALE CITY

Dear respondent,

I am KWEYE EMMANUEL, a student of Busitema University pursuing a bachelor’s degree in science education and currently undertaking my research work on “INFLUENCE OF PRODUCT MARKETING ON ORGANISATION'S PERFORMANCE A CASE STUDY OF NTAKE BAKERY IN MBALE CITY ALONG PALLISA ROAD

Please you have been selected to contribute towards this research study. All the information you give in this study will be kept confidential and will be used for academic purposes only.

Instructions

Please tick/circle on the response correctly; A, B, C, D.

Give short answers for the structured questions

Demographic information

1. Gender

A. Male B. female

2. Age:

A. 21-30 yrs. B. 31-40 yrs. C. 41-50 yrs. D. 51 yrs. and above.

3. Marital status.

A. Single. B. married. C. Divorced D. widowed

4. How long have you been working in the company

- A. 1-2yrs. B. 3-5yrs. C. 6-10yrs D. 11yrs and above

5. Department

- A. production department B. sales department. C. security department. D. others

Perception of Product Marketing:

1. "On a scale of Strongly Disagree to Strongly Agree," please rate your understanding of the company's product marketing strategies:"

- Strongly disagree. B. Disagree. C. Agree. D. Strongly agree

2. Which one is the most effectiveness of product marketing in the company

- A. Generating customer interest B. promoting sales. C. Brand awareness

3. How often do the company deliver its marketing messages to customers.

- A. Every day. B. Twice in a week. C. Once in a month D. Twice in a month

Impact on Performance

1. "On the scale of very large to very small" rate on how marketing initiatives have contributed to improved profitability and market share.

- Very large. B. Large. C. Small. D. Very small

2. To which extend have marketing efforts helped the bakery company differentiate itself from competitors.

- Very Large extend. B. Large extend. C. Small extend. D. Very small extend.

3. In your opinion, what role does effective product marketing play in improving Bakery Company Ltd.'s overall performance?

.....,

Feedback on Marketing Strategies:

1. Which effective marketing strategy does the company currently employ. (Select all that apply)

- A. Promotion B. Price C. Place. D. Product

2. Which one of the following is the most important performance indicators in Company.(select all that apply)

- A. Sales growth B. Market share. C. Profitability. D. Employee productivity

2. How effective do you perceive the marketing strategies employed by Bakery Company Ltd in enhancing the following performance indicators? (Rate on a scale of 1-5, with 1 being not effective and 5 being highly effective).(write at the back of the performance indicator)

- Sales growth
- Customer satisfaction
- Brand awareness and recognition
- Market share
- Profitability
- Employee productivity

3. Which suggestions do you have for improving product marketing strategies in the company.

.....
.....
.....

Internal Collaboration

1. How does the performance indicators of the company affect the internal collaboration. (select all that apply)

A. Clarity on goals B. Accountability C. Improved communication D. Continuous improvement

2. Please rate the level of collaboration between marketing teams and other departments, such as production department.

A. Very high. B. High. C. Low. D. Very low

3. What is the level of communication and coordination between these departments for successful product marketing.

A. Very high level. B. High level. C. Low level. D. Very low level

Thanks for your participation in this research and be assured that your insights are importance in shaping the organization's future marketing strategies.

Below is contact information for any additional questions or clarifications

0760459595/0754122675

Thank you and God bless you.

END