

THE IMPACT OF ADVERTISING AND SALES PERFORMANCE IN MUKWANO
INDUSTRY KAMPALA BRANCH

BY

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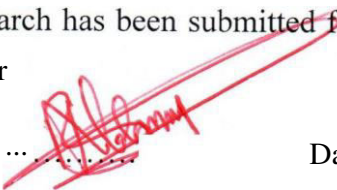
A RESEARCH REPORT SUBMITTED IN PARTIAL FULFILLMENT OF THE
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APPROVAL

This research has been submitted for examination with my approval as the university candidate supervisor

Signature ...

A handwritten signature in red ink, appearing to read 'N. Boaz', is written over a red diagonal line that crosses the signature and extends towards the top right of the page.

Date.

MR: NABIIMANY A BOAZ

ABSTRACT

The study aimed at assessing the effect of advertising on the sales performance of an organization, a case of Mukwano Industry in Kampala. The study was mainly looking at advertising and sales of the Mukwano industry, and this was effective for the organization. The researcher used cross-sectional research design with both qualitative and quantitative methods on a population of 150 people, out of which a sample of 50 employees was chosen. A stratified sampling design was used to divide the employees into strata, which were departments under which employees worked, and they included marketing, operational, production, and supply departments. Using simple random sampling, respondents were chosen from the different departments selected and questionnaires were distributed to the selected respondents from the four departments in the industry. Both the primary and secondary data were collected during the collection of data. Data was collected by the use of questionnaires and observation methods and analysed in the form of tables.

Findings revealed that Mukwano advertises most of its products and it uses different forms of advertising and media, but the level of Mukwano's sales was declining despite their frequent advertisements. There was a strong relationship between advertising and sales performance. The industry should use most of the local languages commonly used in Uganda to win customers from all tribes. The use of e-marketing should be adopted by the industry to reach most of the people who can access the internet than listen to radios and televisions. Finally, the researcher recommends the use of other forms of advertising, for example, sponsoring events and also the use of mobile phones to advertise.