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The Challenges Hinder Sales Promotion Activities in Companies in Tanzania

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Abstract:

Sales promotion comprises various marketing techniques which are often used tactically to provide added value to an offering with the aim of accelerating sales and gathering market in that particular segment. Sales promotion makes an impression and more important is to make an impression long lasting. In the current exceptional communication strategies for sales promotion by companies is needed. Most of companies understand the importance of sale promotion and therefore they straggled for it. However, companies fail to reach their set goals although much effort by such companies is made to ensure objectives are met. Reports have shown that not all companies succeeded to make effective sales promotion activities in companies in Tanzania. The purpose of the study was to review; why sales promotion failed, the ways it was implemented sales promotion and give recommendations in order to increase their market share and profitability.

Keywords: The Challenges, Sales Promotion Activities, Companies, Tanzania

1.0 INRODUCTION

Sales Promotion is a key ingredient in marketing campaign (Aaker, 1992). Promotion has contributed a lot to boost a better image of both major and minor companies. It does

communicate to its publics; the type of services it renders, and also believes in fair deals and considers the interest of its customers and various publics. Since sales promotion is a very vital tool of advertising of firms offerings, companies need to look for better ways to satisfy customers through use of sale promotion activities. According to Aaker (1992), Sales promotion is that something extra that can arouse interest, create a buying desire, spark an immediate reaction from customers, middlemen or company's sales force sales promotion consists of short term incentives designed to stimulate buying action. The essence of this study was to review in broad different challenges, types of sales promotion campaign used to achieve effectiveness. These challenges and types of sales promotion campaign were reviewed in the work of some writers and at same time view critically some of those write ups stated below:

1.1 The analysis of the Challenges Hinder Sales Promotion Activities

The challenges Hinder Sales Promotion Activities were explained by different researchers, Onyeke, (2001) pointed out that some consumers are not aware of the availability of numerous alternative solutions to their problems. It therefore makes no sense to build a better mouse trap and keep it secret. He opined that the awareness of the availability of better services pushes the consumers to work hard to earn enough income that will enable them afford the till then "Luxuries". He equally stated that "without advertising, people will leave very dull lifestyles and their standard of living would be static without hope of progress". Therefore, in the same vein, every company requires some process of information and need of informing the general public of its existence and merits. Most importantly it will not make any difference, if a nice company with well skilled and nature staff, as well as adequate amenities is well built and kept "secret". However, it is better to create the awareness to keep the name of the company in the mind of the public.

The income level of both customers and proprietors hinder the work of marketing promotion on hotels business. Low income earners, for example may find it difficult to cope with high prices of hotel services which happened as a result of marketing promotion carried out which habitually attracted high prices on them. This is reflecting larger company's activities that require having enough funds. Most of companies were reported to have failed to make sales promotion and therefore sales involves no promotions

A report by Kotler (1993) describes that there are also several classes of people in society. According to him those in the high classes are usually enlightened while those in the lower class are mainly illiterates. For instance, some advertising messages are produced by professional for high class people while non-professional produced the type we call below the line advertising for low class people. He also argued that some Culture consider some advertisement as taboo, while some people in a special class, like corporation may find it not necessary.

According to the study of Udeagha (1999) motivation challenge is a big challenge, most of the company its workers are not trained how to motivate and importance of motivation. The brand

should be strong enough and should have enough qualities to motivate the consumer to buy it again once the sales promotion activities have succeeded in enabling the customers to buy the brand. Bidemi (1999) sales promotion activities face is the challenge of maintaining the market presence of the brand. According to him it happens through the constant emergence of new sales promotion activities for short time periods that maintain the freshness of the brand. In his work he emphasizes that sales promotion activities also have a commitment of reminding the target market constantly about the brand through their frequent reminders and their innovative presence that also enhances the demand of the brand.

1.2 Analysis of sales promotion tools used in companies in Tanzania

According to the study by Okigbo,(1990) identified Sales promotion tools as follows a)Consumer promotion:(Coupons premiums, samples money refund, price of, contest, demonstration) b)Trade or dealer promotion:(Free goods, merchandise allowances, cooperative advertising buying allowances, dealer sales contest) c) Sales force promotion: (sales contests, special bonus sales meetings). Towards the study of Bruce Radio, Television, Personal contact, Hand bills. According to this perspective with this advertising/promotional strategy, the following were achieved: (a) Creation of awareness to potential customers. (b) Increase in the sales of their goods and services. (c) Generation of employment to people. (d) Increase patronage from the public (e) Additional or increase in their profit (f) Patronage by these selected hotels to the media house. (g) Improvement in the hotel industry due to competition among themselves. It is argued kinds of product attract customers. The coco-coal company in Tanzania uses many product offering which consists, of the following fanta, fanta tonic, fanta, ale, club soda, coke, sprite etc as a way to satisfy the needs and wants of its customer .This brought success to the company. This study discovered that promotion tools play roles in to satisfy the needs and wants of its customer .Therefore there is no doubt with instrument the major concern was, how,where ,who ,means (capital) and general poor application of promotion tools by those who were to do so.

2.0 METHODOLOGY

The investigation method adopted by the researcher was based on consulting relevant secondary sources of data. Such secondary sources include journals, magazine, newspapers, textbooks, statistical information etc. The analysis for the study is content analysis; content analysis by Holst, (1969) is entailed open coding line by line examination and axial coding identification of emerging pattern of narrative data as delineated. The information for this study was gathered through secondary data sources such secondary sources include journals, magazine, newspapers, textbooks, statistical information etc.

3.0 RESEARCH FINDINGS

In many studies it was found that there are the challenges hinder sales promotion activities in companies in Tanzania, whereby the research finding in Nigeria bottling company (NBC)

product reveals that sales promotional campaign stimulates the consumers purchase. This means that when challenges that hinder sales promotion activities in companies are dealt may improve performance of the companies.

4.0 RECOMMENDATIONS

For sales promotional programmes to be effective, the companies should improve on their budget allocation to sales department as well introduces other sales promotional devices which they have not practiced like trade contest, collateral sales materials, advertising specialties and slotting allowances this will go a long way to make sales promotion much effective . In addition, it is advised that adequate time planning and budget can be made and allocation should be made to sales department of the firm so as to carry out necessary arrangement for sales promotional programme in the right time. The proposal from this study is to conduct related study in more than one country.

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