

**MAKERERE**



**UNIVERSITY**

**AN EVALUATION OF THE PROMOTIONAL MARKETING**

**STRATEGY USED BY MOVIT PRODUCTS LIMITED**

**BY**

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## **ABSTRACT**

The purpose of the study was to evaluate the promotional marketing strategy of Movit Products Limited. The objectives of the study were: to identify the promotional marketing strategies used by Movit Products Limited, to establish the challenges of promotional marketing strategies used by Movit Products Limited and to propose strategies to improve the promotional marketing strategies of Movit Products Limited

The study used cross-sectional survey research design adopting both quantitative and qualitative approaches. The researcher used a sample of 80 from a population of 100 respondents from a target population comprised of all staff of all Departments of Finance, Operations, Administration, and Sales and Marketing who are still working with Movit Products Limited. Simple random sampling and Purposive sampling were used. Methods of data collections were questionnaires and interviews guides. Quantitative data was analyzed using SPSS whereas qualitative data was analysed, using formal approach where content analysis approach was used.

The study established that Movit Products Limited applies a number of promotional marketing strategies which included use of coupons, use of rebates, use of sales contests, use of fliers, use of street advertising, use of event sponsorship, use of T.V advertising and use of radio advertising. It was also found out that Movit products limited face a number of challenges in their promotional marketing strategies which included limited resources and, inadequate sophisticated sales people, expensive sales people, expensive media, poor understanding of the message and inadequate entrepreneurs.

The study recommends that there is need to design promotions as per the nature of services to be promoted and advertising must only be undertaken for a specific purpose(s)