

## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 BACKGROUND OF STUDY**

Marketing refers to those activities involve in flow of goods and services from production to consumption involving buying, selling, advertising, standardizing and the need for marketing in banking.

Traditionally, the need for marketing in banking was not recognized because for a very longtime, banking has been a seller market while most customers had the impression that they were privileged to enjoy the service of a bank. Another reason that marketing as a discipline has a strong good inclination because services possess some characteristics which limit, the extent to which techniques of marketing could be applied.

Services cannot be inventoried and there can be no standardized specification. This is not possible to put services on display for appeal to the sense of taste, smell, sight, or touch. Utility is in performance rather than in possession and utility does not lie in any physical characteristic where samples could be shown to attract patronage in the modern business world the word marketing is controversial for instance it is said to be a reducing agent to a unit cost of a product by the creation of mass demand while on the other hand, it is seen to be wasteful in the sense that consumers pay more for product that is advertised.

Marketing is not a science that if strictly applied will definitely lead to a predictable result at the time. It is not an instrument that can restore a poor product

or services and it is not so designed to rejuvenate a declining market. In essence it plays significant role toward the growth and development of services, if contributes positively towards the up liftmen of the image of a business.

Marketing among others, play the following may or roles in the life of any business. If is designed to make know to the public that a particular product or service or product that particular product or services is actual available by giving more detail technical native of a service or product, such as specification and use of the product

- if is designed to make known to the public that a particular product or services is actually available by giving more detail technical native of a service or product, such as specification and use of the product.
- it is used to persuade the public about any companies product or services. the objectives of the persuade is to be included in the market.
- strategic to exercise a preference for the service or product being pit in the market as against competing product or services.

This is equally achieved by uncovering the composition, the usefulness and the benefit of the product or services of a particular company to the public.

The advertising remains the dominance from the strategy by acquiring the consumer with the value of a product or services, advertising writers the market and improves the acceptance of the product or services.

The rate of whiten new product are being developed is another exciting aspect of the Nigeria banking system today. Most especially first bank of Nigeria plc

introduced mobile banking in terms of carrying banking facilities to the customer and attracting the unbanked.

So, marketing executives must develop strategy in satisfying customers' wants and generating profit for their banks. An attempt to know the most satisfying services, right channel to be adopted and the promotional strategy to apply leads to measuring the degree of effectiveness of these strategies.

Ever since its establishment the Nigeria deposit insurance corporation (NDIC) has been consistent with its mandate as provided in Nigeria deposit insurance corporation decree, continued to ensure the sound banking system the sanitization of the banking sectors has remained the primary forces of the corporation activities through the adoption of appropriate failure resolution option and effective implementation of various laws promulgated by the government to stem the tide of distress in the system.

## **1.2 STATEMENT OF THE PROBLEM**

In the area of competitive and dynamic business environment, an organization tends to face some problem in training and development of manpower resources. The problems are inevitable and mostly the cause of operational expansion in an organization and its vital in the banks in attainment of their objectives.

In the recent changes in business circles human resources department (HRD) have come to stay. This department is usually responsible for handling matters on training and development while personnel and administrative department which have

been in existence are still in charge of all other matters. This is done to ensure that all employees are assisted with programmes to enable them acquire additional knowledge, skill and attitude with which to perform their jobs.

It is common knowledge that most companies recognize that most of their principle asset lies within the skill of their employee at all levels. Therefore, this research work is aimed at finding answer to questions relating to the impact of operational expansion on banking system.

Thus are some of the problems militating against the distressed banks in Nigeria.

- i) Incompetent bank management: most at the management terms at problem banks not competent enough to address the issues of distress squarely.
- ii) inadequate debt recovery process: the legislative provision is sluggish, cumbersome and does not encourage speedy recovery of bank debts
- iii) political factor: the harmful effect of the toll on business enterprises as well as on the banks. A politically stable economy is necessary for effective performance of Nigeria banking industry.
- iv) Macro-economic recession: The depressed condition has continued to adversely affect the operation of most banks especially the distressed ones.

### **1.3 RESEARCH QUESTIONS**

Research questions would be addressed by the research work includes the following.

- i) What is banking system?
- ii) Why does Nigeria banking system need to be expanded?

- iii) What are the impact of operational expansion in Nigeria banking industry?
- iv) What are the various problems feed by Nigeria banking industry during/before their expansion.

#### **1.4 OBJECTIVES OF THE STUDY**

Objective of the study explains what the researcher intends to achieve at the completion of the study, that is the principal aim of study, on how to test the expansion of operation of banking industry in Nigeria through training and development of the staff/ employee in the bank industry.

In addition, it carefully outlines the stages of marketing strategies as:

- 1) Identifying
- 2) Planning on the marketing objectives and mix to appeal to this target group, with due regard to internal circumstances.
- 3) Attention to external forces.
- 4) To make a policy recommendation on the findings.

The research is f importance at determine the rationale behind customers

Preference for certain services, so that marketing executive will be able to manipulate the marketing mix which are product (service) price promotion and channel distribution.

## **1.5 RESEARCH HYPOTHESES**

In an attempts to achieve a thorough analysis of this study, hypothesis are needed to give forces and direction to study.

A hypothesis is a specific declarative statement of tentative nature whose validity is to be established by resources of empirical findings. For proper analysis of the study, the following hypothesis has been formulated to assist in giving forces and direction to the resources work.

HO: represent null hypothesis

H1: represent alternative hypothesis

HO: the operational expansion does not have any impact in the regulation of Nigeria banking sector.

## **1.6 SIGNIFICANCE OF THE STUDY**

The significance of this study is to improve employee's performance and provide a suitable trained staff to meet the present and future needs of banks.

Employee's knowledge and skills have to be improved and his attitude and behaviour modified.

Training and development of employees therefore is directed at improving the quality of work for better and effective executives of corporate programmes and realization of individual objectives.

Further research is needed in this study to know the cause, effect and implication of failed expansion of Nigeria banking industry as well as appraisal of the impact in Nigeria Deposit Insurance Corporation (NDIC) till date in the management

of distressed and failed banks operation expansion.

## **1.7 SCOPE OF THE STUDY**

This study is intended to cover the main operations used in the expansion of banking operations, the relevance of training and development programme? How such activities could be improved upon now and in the future and constraint, encountered in the process of carrying out the activities are the focus of this study.

## **LIMITATION OF THE STUDY**

During the course of this research work, the researcher encountered number of constraint which almost increase the successful conduct of this project.

- i. **FINANCIAL CONSTRAINTS:** Research was handicapped with inadequate financial resources. The fund regulated for this research-transportation cost, typing and binding of the project work-all these made the research effort seriously demanding.
- ii. **LACK OF THE CORPORATION OF THE RESPONDENTS:** The respondents' responses in most cases did not give true and appropriate responses while some said they have no comment to give.
- iii. **LACK OF NECESSARY TEXT BOOK:** Only few textbooks were available. Some of the sub material in most cases were on loans. This posed a service challenge to the researcher.

## **1.8 DEFINITION OF TERMS**

Operations strategy: This refers to the process of managing resources to meet long-term goals within an organization. For a business undertaking a product expansion, goal are likely to include a expanded costumer base, increased revenue and higher profits.

Deposit: A sum of money of other asset given as an initial payment, to show good faith, or to reserve something for purchase.

Institution: An organization especially one dedicated to public service or the case of the destitute.

Monetary: This economic business that produce goods as opposed to services. This is term used to describe item like calendar, pencils, pens, key, shopping bags and memo pads that an advertiser gives to target, prospect without charge and then repeated by exposing the prospect to the advertisers name and message.

Insurance: This is an indemnity against a future occurrence of an uncertain event.

Distree: A seizing of property without legal process to force payment of a debt.

Corporation: A group of individual created by law or under authority of law, having a continuous existence independence of the existence of its member.

Establishment: This is a state of being founded.

License: This is a state of being permitted to do something

Integrity: this quality or condition of being completely pure.

Target market: This is the term often used to describe the part of total market comparising the most product, willingness to buy it and the ability to pay for it.

Demographic: These are the characteristics of a population including sex, age,



income level, marital status, geographic location, occupation and statistical classification into which people can be separated and used for advertising purpose.

Comprehensive: This term refers to advertising layout chosen to be presented to look as much like the finished advertisement as possible.

Marketing channel: This is a method of organizing the work to be stored to move goods from producers to consumers.

Marketing mix: This particular blend of controllable marketing variables that firm uses to achieve objectives in the target market.

Marketing segmentation: The act of dividing of market into distinct and meaningful group of buyers who might merit separate products and or marketing mix.

Marketing strategy: The fundamental marketing logic by which the business intends to achieve marketing objectives. It consist of coordinated set of decision on; target market, marketing mix and marketing expenditure level.

Marketing : The human's activities directed at satisfying needs and wants through exchange process.

## **1.9 PLAN OF THE STUDY**

For clarity and better understanding of this research work, the content of this study will be divided into five (5) chapters.

Chapter one of the study contained general introduction, statement of the problems, objectives of the study, scope of the study, research question, hypothesis, limitation and constraint of the study, and lastly the definition at related terms.

Chapter two focus on the literature review, conceptual framework, theoretical

framework and empirical review.

Chapter three focus on the research methodology, research questions, methods of data analysis, population of the study, research instruments, and research designs.

Chapter four focuses on presentation and analysis of data been collected from the above chapter. Chapter five entails summary of findings, conclusion and lastly the recommendations.

## CHAPTER TWO

### LITERATURE REVIEW

#### 2.0 LITERATURE REVIEW

The literature review on this topic are many but the most important aspect is the rationale behind the need for marketing by our commercial banks and other financial institutions for productive services. According to professor Bangbola (2019) must be introduced with suitable marketing campaign to arouse the interest in it. The path for expansion in output must be paved by suitable expansion in marketing budget.

Bank in Nigeria are now adopting the full marketing concept and are now bringing into focus, the need for application of the complete marketing mix, Afolabi, Y.O (1938) Philip Kotler (1980) define marketing as human activities with directed process. Marketing is also "the set of activities by which the demand structure for goods, ideas and services is managed in order to facilitate the exchange process satisfactorily (Bucall U.P and Heyeie, 1970)

According to Alhaji. I.O. (1998) Marketing was defined as " all business activities aimed at planning, pricing, promotion and distributing good and services to the benefit of present or potential consumer or user at a profit. Marketing therefore implies findings out what consumers wants and meeting their need through satisfactory product or services at profit"

There are characteristics which limit the extent to which technique of marketing could be applied in banking industry. The absence of middle lemn most

service industries ( e.g banking industry is perhaps another major reason for delay in the application of marketing techniques to service persistent because in that case, the marketing effort at the various stages of the chain at distribution would be lacking, (Afolabi Y.O 1988).

Sorunke S. (1989) said bank marketing was first development in the United State of American and was defined as “part of management activity seeking to direct the flow of banking services profitably through select customers”.

The need for marketing in banks stems from intense competition, not just from outer banks, but also financial companies, loan associations, credit unions insurance company society's e.t.c. all competing for customer's funds and their financial services needs. The recent increase in capital base to 25million for all commercial banks in Nigeria has however changed the situation. Officers from various banking establishments now queue either to be a prospective customer or to retain existing ones. Competition is the new key word in the industry and banks strewing hard to get a fair share of whatever good business there is. The packaging of financial services, has subsequently changed for better and new avenue gradually being explored to satisfy customer requirement; Usman, D.R.S. (1996). To cap it all, Afolabi Y.O (1988) said “ however, not even a causal observer will find it difficult to notice the tremendous changes that has taken place in the banking industry in the few decade.

## 2.1 CONCEPTUAL FRAMEWORK

For proper functioning of any organization, we must understand the concept of planning in that very organization and planning in every organization and what planning entails.

Planning – concept meaning and scope: This serves as the base or foundation chapter of this study; it aims to bring out different dimensions of the concept of planning and discuss its scope and application as an important instrument for professional, and personal growth and development of an individual. Hopefully. Our discussion will attend to your concern and question the concept of planning and clear your thought on the other issues related to it. It is imperative that we come to an understanding on certain fundamental about planning before we take the process forward to consider more areas at a planning

Planning is an organized programmed, designed to aid the employee's performance through the imposition at job skills and knowledge, failure of most organization was attributed to lack of employee planning and development as the job activities remain boring to untrained personal employee. Development refers to teaching managers and professional skill needed for both present and future jobs.

Faring and mangers' development are therefore a mixture of activities aimed at improving the performance at personnel in organization for the attainment of continuous improvement in productivity in the organization. One of the factor, militant against the good performance of employer is adequate. Planning is the

systematic planning and development of analysis of its contribution to the effectiveness and efficiency at an organization.

Nwachukwu (1988) sees planning as organization effort aimed at helping the employee acquire basic skills. In some cases (1996) see planning as consistent planned program designed to improve performance of the individual group in related work. Aina (1992) sees planning as the acquisition of the technology which permit employee to perform according to standard.

To Banjoko (1996), planning is an organization procedure by which people learn knowledge and skill for a learning purpose; that is, it is a process for equipping the employee particularly the non-managerial employee.

Planning in view of Dewettre and Robbins (1996) is a learning experience in that it seeks relatively permanent change in an individual that will improve his ability to perform job.

To Dresler et al (1999), planning is the process of teaching employee the knowledge or skills they need to better perform than current jobs. That is, planning aims to help employee meet the goals of the company as well as their own goals.

To Nankervis, et al (1999) planning is any procedure initiated by an organization to foster learning among organization member.

To Ofodart (1988), development refers to teaching manager and professionals the skills need for both present and future job.

The focus at aspects of human resources development is on developing the most superior workplace so that the organization and individual employees can

accomplish their work goals in services to customer. Organization have many opportunities for the workplace.

Human resources development has been define as empowering people by fostering the contribution capacities that they can bring to the improvement of their own quality of life and that of their families, communities enterprises and societies.

A comprehensive cross senatorial and integrated human resources development approach that is sensitive to gender considerations and attended to specific needs of vulnerable populations would be adopted, incorporating multiple vital areas such as population, health nutrition, sanitation, employment e.t.c. effort should be made not to confine these dimension of human resources.

The process of learning the skill you needs to do regarding a particular job are actively the process or routine at is teaching or developing in oneself or others any skills and knowledge that relate to specific useful competences.

Planning has specific goal of improving capability, capacity, productivity and performance. Its from the care of apprenticeship that provide the back bone of content at institutes at technology also known as technical colleges or polytechnics. In addition to the basic planning requires for trade =, occupations or profession observes the labor market recognized as of 2008 the need to continue beyond initial qualification to maintain upgrade and update skill through working life.

Planning can be defined as an ongoing of teaching new employee the basic skill, they need to perform their task effectively and efficiently is a start term skills development campaign intended to impact the basic skill. Therefore, it can be said

that planning rate to systematic procedure to improve performance in case of FIRST BANK PLC. Which is a leading banking institution in Nigeria with many years of banking experience, the former name of the bank was Barelays bank of Nigeria ltd, but because of government law that all foreign forms should be indigene if a name was change to First Bank Of Nigeria Plc.

The bank commenced operation, in Nigeria, in 1917 when it was incorporated to a public limited liability company. It was converted to a public company in 1970 today bank was diversified into a whole range of banking activities and services including commercial merchant and international banking through an efficient information management system has been introduces into banking operation in order to facilitate rapid response to customers.

However dynamic and progressive organization must be kept and technique especially now that the emphasis is on automation. So, organization can meet with the success, it must identify and analysis problem factors surrounding it and where training and development of human resources can solve them economically, it should plan and carry out their task.

## **IMPORTANCE OF PLANNING AND DEVELOPMENT**

Planning presents prime opportunity to expand the knowledge base of all employees but many employer find, the development opportunities expensive. Employees also miss out on work time while attending planning sessions which may delay the completion of project. Despite the potential draw back planning and development provide both the benefits that make the cost and time a worthwhile



investment.

### **ADRESSING WEARNESS**

Most employee have some weakness in their workplace skills, a planning programmed allows you to strengthen these skills that each employee needs to improve. A development program brings all employee to a higher level to reduce any weal links within the company who rely heavily on other to complete basic work task; providing the necessary planning creates an overall knowledgeable staff with work on terms or work improved employee performance.

An employee who receives the necessary planning is better able to perform her job because he is more aware of safely practices and proper procedures for basic tasks.

### **REASONS FOR PLANNING**

Knowledge and skill development is vital to the health of organization. We live in a knowledge and information age; Organization are routinely valued not just on their physical but on their intellectual capital. Planning is one of the chief methods of maintaining and improving intellectual capital, so the quality that if viewed as an investment matter than as an expense can produce high returns.

Planning affects employee retention and is a valuable commodity. Organization effort aimed at helping employee to acquire the basic skills required for the efficient situations of functioning for which they are hired. Development on the other hand, deals with activities duties and assumes positions of importance in the organizational hierarchy

Planning and development are often initial for employee or a group of employee in order to:

1. Relevantly remain in business
2. Create a pool at readily and adequate replacement for personal who may leave or move upon the organization.
3. Enhance the company ability to adopt and use advance in technology because at a sufficiently knowledgeable staff.
4. Building a more efficient and highly motivated team which at enhance the company competitive position.
5. Ensure adequate human resources for expansion new programs.

### **STRATEGIC PLANNING PROCESS**

The most discussed concept in management is the strategic management under which there is strategic planning. According to Owolabi (2001), strategic management is a management process by which policies are formulated and strategies are selected to achieve the goal and objective of an organization. He further stated that the concept management and strategic planning is that component of the strategic management system concerned with clarifying goal and objectives. Determine policy for the acquisition and distribution of resources. Establishing a basis for translating policies and decision into specification commitment.

He concluded that, strategic planner identify the long range need of community or organization explore the ramification and imprecation of policies and

programmed designed to meet those needs and formulate strategic to maximize and minimize the native aspect at the foreseeable future. Strategic planning has been described by writer as the fountain head of all corporate progress.

Also, standard research institute in 1992 extolled strategic planning as a systematic means by which a company can become what it wants to become.

Bozemen Galen and Nphartak (1999) described strategic management as process by which policies, are formulated and achieved the goal and objective at an organization.

They further stated that the concept of strategic management and strategic planning is composed interchangeably. Strategic planning is the component of strategic management system concerned with clarifying goal and objectives.

Earlier before, the managers manage their business without future plan. At that time they are interested only in today's world, with time, however, they began to set the need to anticipate the future and preparation for it by first preparing system and procedure for decision that must be used repeatedly, hereby creating time for important decision. For the purse of this study, the strategic planning will be used together with strategic management serve as the intelligence of organizational management which raise the level consciousness in management and provide valuable insight both to evaluate he parameters of efficiency that are attainable. Strategic planning of an organization and corporate planning in it's own deals with plans which are developed for the effective, efficient and dynamic management of an organization.

Conclusively, the banks in the finance system should evolve a measure of strategic planning as a survival strategy. As a strategy planning make difference between success and future. Evidence has shown that most banks with strategic planning make difference between success and failure, and are most unlikely to fails things been equal the corporate plans usually, would integrate the short range medium and integrate manager and thus, provide a working document for ensuring growth, profitability and managing charge in the exogenous environment.

The method start with enterprise profile to determine where company is and where it shall go. The profile is shaped by people especially top management. The purpose and objective are the point towards which enterprise activities are directed. The environment, that is the present and the future must be assessed in terms of opportunity and threat. Also as an adult of the internal environment and evaluation with respect to company must take strategic alternatives are then developed on the basis of internal and external environment medium and short range plans and lastly, test the plans for consistence and prepare contingency plans.

### **STRATEGIC MANGEMENT VARIABLE**

Strategic management is selected bank established that there is positive correlation between strategic management and organization performance is come banks. According to Adeyemi (1992), here are three parameters that are considered in trying to investigation the relationship strategic planning and performance. They are:

- i. The organization environment

ii. The structure of the organization and

The strategic decision making which includes mission and objectives, since the issue that concern the literature reviews on strategic planning and organization performance, a number of studies have proved that those companies that plan usually perform creditably well than those without firmed plan. In the study Wadna, D. and Malik A.Z (1955:10), raised the question that does long many planning improve company performance? Found that planners significantly out to informal planners.

### **STRATEGIC DECISION MAKING**

These aspects of strategic management deals with who participate in decision making regarding strategic planning and those that do not. It also discusses the formulation of mission and objectives in the organization so, many management writers believe that participation decision making produce commitment and mission statement (a statement of organizations purpose in the environment) give directions to all member of the organization.

Iresanmi (1997): strategic decision process is characterized by novelty, complexity and open selfless. He also stated that decision that, decision. Another writer Ansoff (1998) stated that for corporate planning to work effectively, it should be developed as an inter-organization and process to include relationship with outer organization and interest groups within the organization whose action decision are likely to have an impact on the firm. This is a consensus approach and suggests that employee should be consulted and involved in various stage of corporate planning. This may be ideal but involved at of time and could be delayed by multiplicity of the

external environment and conflicting problems and opinion.

He also assumes that the employees could make meaningful contribution to corporate planning.

## **PORTFOLD DIVERSIFICATION AS A STRATEGIC PLAN FOR GROWTH**

Plans for business portfolio are very important in an organization. This is because of different types of risk that are present around the business environment. A rational investor is expected to control risk to the barest minimum and maximum return. In respect of this, in defining the best business portfolio, you must first analyze strength and weakness to environmental opportunities.

Hence, a firm can diversify portfolio in form of growth strategy. According to Hall and Salsa (1998), a firm should be cognizant of the potential benefit of diversification of investment to achieve the best combination of not present value and minimum risk. The firm can diversify either through external acquisition. Capital should be allocated so as to increase shareholders' wealth. An optimal combination of internal and external investment should be one that which maximizes the value at the firm to its shareholders.

Latane and Tuttle (1962) went further to demonstrate that the strategy of investment in a portfolio with the highest geometric mean return is almost certain to result in higher terminal wealth position than any significant different strategy would in taking of portfolio.

## **2.2 THEORETICAL REVIEW**

The earliest planning effort revolved around the job experience, if you were

lucky you worked with at least one seasonal veteran who took you under his wing and guided you in proper technique and the tricks of the trade, if you weren't lucky, well planning was probably a matter of trial and error and your best protection against injury, was common sense in either case, before world war II the types of normal workplace planning programs that are common were may rare.

#### Challenge 1: Different learning styles

Most of us are now familiar with the term visual and auditory learner. When presented with important information, some people must see it to truly understand it once they have seen everything fall into place

### **HUMAN RESOURCES MANAGEMENT**

Human resources development lips at the heart of economics social and environmental development, it is also a vital competent for achieving intentionally a greed sustainable development goals and for expanding opportunities to all people, particularly the vulnerable groups and individual in society human resources development (HRD) is the framework for helping employee develop their personal and organized skills, knowledge and abilities, human resources development include such opportunities as employee planning employee carrier development, performance management and development coaching mentoring, succession planning key employees identification tuition assistance and organization development.

### **ORGANIZATION STRUCTURE**

Organizational structure of First Bank of Nigeria Plc is the diagrammatical

representation of how the bank look like, the working system at the bank as well as how information is moving within the entire system.

The structure reveals that apart from top management department the bank has at present ten departments each having at least for job sub section inducting legal department, inspection department =, corporate banking, commercial banking, investment banking , banking operation, credit risk management, management service, finance and performance management, retail banking , support services.

### **MARKETING MIZ IN BANKING SERVICE**

Marketing management is the efficient (optimal) utilization of the marketing mix which consist of four components namely; products or services, price, place of distribution and promotion. These component are often referred to as constitute the care at a bank's marketing system.

- 1) PRODUCT (SERVICE): Product which are taken to be service in the case of banking many generally be defined as a set of tangible and intangible attributes, including packaging manufactures and retailers services, which satisfaction.
- 2) PRICE: Price can be supply defined as a figure that equate a given amount of money to some total bundle of satisfaction or expectation. There are many things that determine the price of a product or service.

These include pricing objectives such as achieving target return on investment, to stabilize price, to maintain or improve share at the market, to meet and to prevent competition and to maximize profit.

There are also factors influencing price determination, namely manufactures



cost, demand for the product target share of the market, competition reaction.

3. PLACE OF DISTRIBUTION: Hence, the available channel of distribution of banking services in Nigeria remain in the traditional bank branches area and head office. Most banks have more than one outlet (branch) of service, in fact the tending is towards a large network of services points through which the establishment at branches reaches the vast market in the country.

At the branch level, the banks provide retail banking service. The area offices (commercial bank) serve as intermediate co-ordination and consummations of branch operations are affect at the head office.

4) PROMOTION: Promotion in the company attempt to stimulate sales by directing persuasive communication to buyers, it is difficult to promote intangible services benefits because it is easier to tell something that can be seen, felt and demonstrated (product). However, the difficulties, which the characteristics features at services pose to channel at distribution of channels, it can still be resolved by an effective promotional strategic promotional programme in a service oriented.

#### **ORGANIZATION CONSISTS OF:**

- 1) Portray the service benefit in a peasant and appearing manner:
- 2) To differentiate its offering from those of competitions.
- 3) To build a good corporate image and regulations. Promotional setting, publicity and sale promotions. All these are components of promotion, that are used different organization at one time or the other depending on their peculiar circumstances or corporate objectives.

However, the “promotions” frequency found in banking services promotion model

- A) Space advertising
- B) Television advertising
- C) Speeches (lecture)
- D) House publication (journals)
- E) Corporate publicity through the media
- F) Trade exhibitions
- G) Corporate identification programmed such as sponsoring conferences sports, consists and social.

### **2.3 EMPIRICAL FRAMEWORK**

In the empirical literature, studies have shown that testing of the correlation among the variables of estimates would make the researchers to detect whether the variable have high multicollinearity among themselves. As a result the parameter estimates could be contradictory with what be expected, because of the unpredictable effect of multicollinearity (Agung, 2009; et al, 2006). However, lyoha (2004) argued that multicollinearity among variables occurred when the result of the correlation coefficient is above 0.95. in line with this explanation, we conducted a correlation matrix among the variables used in this study and detected that there was strong correlation between EDHE i.e. government expenditure in education and health ( $r=0.98$ ). In order to avoid multicollinearity among the independent variables, we then dropped government expenditure an education in our analysis as shown in

the result at the fully modified OLS (Ordinary Least Square).

A rational investor is expected to control risk to the bearer minimum and maximum return. In respect of this, in defining the best business portfolio, you must first analyze strength and weakness to environmental opportunities. A bank can diversify portfolio in form of growth strategy. According to Hall and Salsa (1998), the firm should be cognizant of the potential benefit at diversification of investment to achieve the best combination of net present value and minimum risk. The firm can diversify either through external acquisition. Capital should be allocated so as to increase shareholders' wealth.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.0 RESEARCH METHODOLOGY**

This explain how data were collected and processed together with the strategies employed in the research to obtain data from various project and how to give the data collected a further processing so that it can reveal the true picture of the situation

#### **3.1 RESEARCH DESIGN**

A common research design for studying the impact of operational expansion in the banking industry is a descriptive survey design. This approach involves collecting data through questionnaire or interviews to understand the current state and perception of various factors related to the expansion, such as efficiency, profitability and customer satisfaction. Other method like quasi experimental design or time series analysis, can also be used depending on the specific research question

**Elaboration:**

##### **DESCRIPTIVE SURVEY DECISION**

The design is often used when the goal is to describe the characteristics of a population or phenomenon. In the context of banking, it can involve collecting of data from bank manager employee and customers to understand their experience and perception related to operational expansion

##### **TIME SERIES ANALYSIS**

This approach involves analysis of data collected over a period of time to identify trends and patterns. For instance, you could trace the performance of a bank over time after an expansion to see how its efficiency, profitability and customer satisfaction have changed.

The choice of research design will depend on the specific research question, the available resources and the desired level of detail. For example, if the goal is to identify the general opinion of bank customers about a new branch a descriptive survey might be sufficient. However, if the goal is to measure the impact of expansion on a bank financial performance, time-series approach might be more appropriate.

### **3.2 POPULATION OF THE STUDY**

In the way of gathering timely information on the research work, the survey was conducted and it was aimed at enabling the researcher to determine a particular situation from their action of their subject concern with the study. The reason of defining the population in research work is not just to identify the element but to enhance the measurement of certain characteristics which can be eliminated and classified according to the requirement of particular survey. Furthermore, this research work on the entire staff and management of first bank plc. The staff of case study were sub divided into two are senior staff from data available from the case study, there are fifteen senior staff and thirty five junior staff given to total population of fifty.

### **3.3 SAMPLE SIZE AND SAMPLING TECHNIQUE**

A sample size is examining the impact of operational expansion. In the banking industry, it can vary depending on the study's scope and methodology. Some studies use a sample of all listed banks within a specific region or country, while other focus on a subset of banks or specific branches. For example, one study focused on 15 listed deposit money banks in Nigeria, while customer included to observation from 7 listed commercial banks.

### **EXAMPLE**

- i. One study used a sample size of 15 listed deposit money bank in Nigeria
- ii. Another study utilized 70 observation from 7 listed commercial banks
- ii. A study focused on the impact of E-banking on operational efficiency used 138 customer questionnaire

### **Factor to consider when determining sample size statistical significance**

A sufficiently large sample size is necessarily to achieve statistical significance, meaning that the result are not likely due to random size.

### **GENERALIZABILITY**

A large sample size increase the generalizability of the findings to the broader population.

### **POWER OF THE TEST**

Sample size is crucial for the power statistical test, which is the ability to detect a true effect if it exist. In conclusion, there is no one size that fits all sample size for studies on the impact of operational expansion in the banking industry. The

appropriate sample size depends on the specific research question, methodology and resources available to the researchers.

## **SAMPLING TECHNIQUE**

Several sampling techniques can be used in a study on the impact of operational expansion in the banking industry, including stratified sampling, simple random sampling and purposive sample. These techniques help researcher select a representative sample from the effect of operational changes on various aspect like profitability, customer satisfaction and efficiency.

## **EXAMPLES**

### **Stratified Sampling**

This method divides the population (e.g all banks in a region) into subgroups or strata based in characteristics like size, location or type of banking services offered. A sample is then selected from each stratum, ensuring that all group are proportionally useful when there are significant differences between different types of bank.

### **Simple Random Sampling**

Every bank population has an equal chance of being selected for the study. This method is straightforward and can be used when a detailed list of the population is available.

### **Purposive Sampling**

Researcher use their judgment to select specific bank that are representative of the

population or that are particularly relevant to the researcher question. For example, if the study focuses on the impact of a specific expansion strategy, purposive sampling might involve selecting banks that have implemented the strategy.

### **3.4 SOURCE OF DATA COLLECTION**

The source of data collection in this research work were mainly PRIMARY & SECONDARY collection. Primary source of data collection exclusively is made used in the questionnaire in gathering information from the staff of the company. This primary data collection from the research work survey carried out on First Bank PLC. The instrument used for collecting primary data is mainly questionnaire on the other hand, second source data collection is available data gathering for the use of solving important and related problems in research work and source as future purpose secondary source of data collection was from senior presentation journals and literature review from banks.

### **3.5 RESEARCH INSTRUMENT**

To research the impact of operational expansion in the banking industry, a variety of research instrument can be used, including questionnaires, interviews, cost studies and statistical analysis of financial data. These instrument allows researchers to gather both quantitative and qualitative data on the effects of expansion of factors like efficiency, profitability, risk management and customer satisfaction.

Here is a more detailed look at potential research instruments

#### **1. QUESTIONNAIRES**



**PURPOSE:** To gather data from a large sample of individual including bank employees, customers, and stakeholders, to access their perception and experience related to operational expansion.

**CONTENT:** Questions can cover a range of topics such as, the impact of expansion on customer service, the effectiveness of new technologies, the challenges faced during expansion and the overall impact on bank performance

**ADMINISTRATION:** Questionnaires can be administered online through mail, or in person.

## **2. INTERVIEWS**

**PURPOSE:** To gain deeper insight into the experiences and perspective of individual involved in the operational expansion process.

**CONTENT:** Interview can explore the challenges, suppressing and lesson learned during expansion, as well as the impact on employees, customers and stakeholders.

**ADMINISTRATION:** Interview can be conducted individually or in focus groups.

## **3. CASE STUDIES**

**PURPOSE:** To examine the operational expansion of specific banks in details analyzing the factors that led to success or failure.

**CONTENT:** Case study can include information on the expansion strategy, the implementation process, the challenges faced and the outcome achieved.

**DATA COLLECTION:** Data can be gathered from various sources, including bank records, interviews with personal and analyses of financial data.

## **4. STATISTICAL ANALYSIS OF FINANCIAL DATA**

**PURPOSE:** To access the impact of operational expansion of a financial performance such as profitability, efficiency and risk management

**CONTENT:** Financial data can be analyzed to identify the trends and pattern related to expansion, such as change in revenue, cost and market share.

**TOOLS:** Statistical software can be used to analyzed the data and draw conclusion about the impact of expansion.

By combining these research instruments, researchers can give a comprehension understanding of the impact of operational expansion in the banking industry, helping banks to improve their strategies and achieve their goals.

### **3.6 METHOD OF DATA ANALYSIS**

To study the impact of operational expansion, in the banking industry, researchers often explore a combination of data analysis and methods including description statistics inferential statistics and regression analysis. These methods help qualify the effects of expansion on key performance indicators like profitability, efficiency and market share.

#### **1. DESCRIPTIVE STATISTICS**

**PURPOSE:** Summarize and describe the characteristics of the data related to the expansion such as changes in revenue, expenses, customer base and breach network.

**Examples:** Calculating the average growth rate of key meters, identifying trends in customer acquisition costs and company performance before and after expansion.

#### **2. INFERENTIAL STATISTICS**

**PURPOSE:** Draw conclusion about the population based on a sample of data related to expansion.

**Examples:** Conducting T-test or ANOVA to compare the performance between different expansion strategies or regions, and using statistical models to determine the significance of observed changes.

**Examples:** Using regression models to assess the impact of new branch openings on revenue, customer acquisition, or market share while controlling for factors like population density, competition and economic conditions.

### **3.7 LIMITATION TO METHODOLOGY (OPTIONAL)**

Operational expansion in the banking industry can positively impact financial growth and economic development. However, it can also lead to increased operation risk and potential inefficiencies.

A study methodology limitation could include a small sample size, relevance on secondary rate or a lack of diverse perspectives which may affect the generalizability of the findings.

Limitation to methodology (optional)

**Small Sample Size:** A study may rely on a limited number of banks or financial institutions, potentially limiting the ability to draw broad conclusions.

**Reliance on Secondary Data:**

Using data from existing reports and studies can be useful but it might not capture the insurance of individual banks' experiences.

**Lack of Diverse Perspectives**

A study may focus solely on quantitative data or one specific region, potentially overlooking the diverse experiences and perspective of different stakeholders.

**Methodological Choices:** The choice of statistics method, data collection techniques or analytical approaches can impact the validity and reliability of the findings.

**Ethical consideration:** If a study that involved customer data or sensitive information, ethical consideration and privacy concerns must be addressed to ensure responsible data handling.

By understanding the potential impact and limitation of the methodology, researchers can more effectively analyze the effect of operational in the banking industry and contribute to inform decision-making in the sector.

## CHAPTER FOUR

### DATA PRESENTATION, ANALYSIS AND INTERPRETATION

#### 4.1 DATA PRESENTATION

This purely deals with the breakdown of the data collected that is under analyses of data, we are interested dissecting the obtain data from decision making purpose are.

##### a) HYPOTHESES

That increase in customer patronage is dependent on effective marketing in reaction to the hypothesis, the table below summaries the answer given by the respondents.

	<b>SAMPLE</b>	<b>YES</b>	<b>NO</b>
Director	4	2	2
Principle / Senior Manager	6	4	2
Officers / Supervisor	10	8	2
Customers	30	26	4
Total	50	40	10
Percentage	100%	80%	20%

Source: Research survey 2025

#### SOURCE INTERVIEW

The summary of the above table indicates that proportion of these who answer yes to hypothesis is greater than who give a negative answer to hypothesis.

Hence, the hypothesis that customer a patronages a function of effective

marketing accepted.

That marketing improves awareness of the general public and the bank services.

The table below summarizes the answer provided by the respondents to the hypothesis.

	<b>SAMPLES</b>	<b>YES</b>	<b>NO</b>
Director	3	2	1
Principle/ Senior Manager	5	4	1
Officer/ Supervisors	31	8	3
Customers	11	27	4
Total	50	42	9
Percentage	100%	82%	18%

Source: Research Survey 2025

In this hypothesis it is discovered that the proportion of those who said “yes” is greater than who say “No” hence, marketing improve awareness of then general public bank’s services.

In reaction includes advertising communication, promotion and publicity about their services of the banks services.

### **HYPOTHESIS III**

That marketing includes advertising communication, promotion and publicity

about the bank services.

In reaction to the hypothesis, the table below summarizes the answer provided by the respondents.

**TABLE IV**

	<b>SAMPLES</b>	<b>YES</b>	<b>NO</b>
Director	6	4	2
Principle / Senior manager	4	3	1
Officers/ Supervisor	14	9	5
Customer	26	21	5
Total	50	37	13
Percentage	100%	74%	16%

Source: Research Survey 2025

That marketing helps in determining the customer behavior, attitude and segmentation toward bank services.

#### **HYPOTHESIS V**

That marketing for the basis of profitability and reliability of a successful bank. The following table summarizes the answer to hypothesis

	<b>SAMPLES</b>	<b>YES</b>	<b>NO</b>
Director	8	5	3
Principle / Senior manager	7	5	2
Officers/ Supervisor	20	17	3

Customer	15	13	2
Total	50	40	10
Percentage	100%	84%	20%

TABLE V

Director	8	5	3
Principle / Senior Manager	7	5	2
Officers/ Supervisor	20	17	3
Customers	15	13	2
Customers	50	40	10
Percentage	100%	84%	20%

Sources: Research Survey 2025

In the above table it was discovered that the percentage of those who accepted the hypothesis is more than who disagree hence the hypothesis true.

## 4.2 INTERPRETATIONS OF DATA

These are result obtained so far from earlier calculation in each hypothesis, in hypothesis “one” for instance one will see that the proportion of those who agreed that increase in customer, patronage is dependent of effective market is 80% while



the proportion of those that regarded the statement is 70% the implication of this is that increase in customers patronage to the bank is largely depend at on marketing as it affects, the first Bank of Nigeria plc which over years has been able to increase the number of the customer and maximize it is profit through effective marketing. In hypothesis two, where it tested whether marketing creates awareness's. it could be seen that the proportion of those who accepted that hypothesis 8% while those who rejected is 12%. This reveal that marketing improves awareness of the general public to the bank services.

In hypothesis three, where this diagnosed whether marketing include, advertising communicating, promotion and publicity of those that give positive answer it 849 while the proportion of those who reject it is 16%. Hence, the result obtained in that large number of people support the statement and therefore marketing involves the use of advertising communication, promotion and publicity of bank services at all time.

In hypothesis four, it was observed that the percentage of those who agreed that profitability and mutability of any bank depend largely on effective marketing is 74% while those who rejected it is 44%, this implies that majority accepted the hypothesis while minority rejects it.

This implies that the hypothesis is accepted.

In hypothesis five where it is tested whether marketing from the basis of the bank profitability and reliability it is noted that the percentage of those who support the statement is 80% and those who oppose it 20%. This implies that marketing is

truly

The basis of the profitability of any bank.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 SUMMARY**

The recent competition among the banks in Nigeria really called for efficient training and development of staff as well as marketing structure and strategies. These marketing strategies involve four stages such as identification of target marketing objectives, marketing mix and external forces. In addition, what the marketing strategies used in a bank they are grouped under two broad categories that is growth strategies made up of market leader strategy. Market challenge strategies market follower strategy and market nuclear strategy. The application of a full range of different operation strategies will surely result in efficient marketing programme. As such banks was able to come out with reasonable charges for the creatures services.

#### **5.2 CONCLUSION**

Based on the data collected from the field survey and various literature reviews on the project topic, it is highly significant to draw conclusion based on the findings. The average success and failure of any organization depends mostly on the effectiveness of bankers and accountant.

It has been established that most bankers lack basic training and the best motivated technique therefore the management and government have to direct their resources and time forward.

Human capital Development in the Banking industry and its effect on

profitability is a knowledge and personality attributes embodied in the ability to perform labour so as to produce economic value in the banking industry.

### **5.3 RECOMMENDATIONS**

Based on the result of the findings, the following recommendations are made by the researcher;

- i. Workers in the organization irrespective of their status are better motivated by training and development activities. Remuneration packages should be attractive to further motivate the staff for optimum performance.
- ii. The researcher appreciates the management commitment to manpower training and development is a candid opinion that training activities should cost across all the sections that make up the organization selection for training should be based purely on merit and on thorough favoritism.
- iii. The researcher suggests that a correspondents training schedule should be introduced to complement the existing one
- iv. The importance of identifying both organizational and individual training needs for effective and result oriented training programme cannot be over-emphasized. The organization should device a better means of identifying training needs for her workers. There should be constant communication between the training officials and human capital management department.

### **REFERENCES**

Abdalla, (2021). "Comparability and Comparison Levels Used in Choices among Consumer Products." *Journal of Marketing Research* 28 (August): 368-74.

Altunbas, Y.; Gardener, E. P. M.; Molyneux, P. and Moore, B. (2023) Efficiency in European banking. *International Review of Retail, Distribution and Consumer Research*, Vol. 10 No.1.

Aguilar, F.J. (2020), *Scanning the Business Environment*, Macmillan, New York, NY.

Ansoff, H.I. (2020). "Strategies for Diversification." *Harvard Business Review* 25 (September - October): 113-124.

Auster, E. and, Choo, C.W. (2022), "How senior managers acquire and use information in environmental scanning", *Information Processing and Management*, Vol. 30 No.5,

Bartlett, C.A. and Ghoshal, S. (2019), *Managing across Borders: The Transnational Solution*, Harvard Business School Press, Boston, MA.

Benito, G.R.G. (2023), "Seen through the lens of international business strategy", Keynote Lecture at the International Conference on Divestment: Corporate Strategies, the Regions and Policy Responses, Lisbon.

Berger, A.N (2024). The profit-structure relationship in banking: test of market-power and efficient structure hypotheses. *Journal of Money, Credit and Banking*, v. 27,

Westfall, and S.F. Stasch, (2024). *Marketing Research*. Delhi: Richard D. Irwin Inc, AITBS 7th edition.

Easter by-Smith (2021). "An Analytical Approach for Evaluating Sales Territory

- Performance." *Journal of Marketing* 36 (January):31-37.
- Constable and McCormick (2023). "Market Orientation and Company Profitability: Further Evidence Incorporating Longitudinal Data." *Australian Journal of Management*. 25/ 2: 173-99.
- Beddowes, K (2021). *Marketing*, New Delhi: Tata McGraw Hill 13<sup>face=Superscript</sup>; the face <sup>Superscript</sup>; edition.
- Capar, N. and Kotabe, M. (2022), "The relationship between international diversification and performance in service firms", *Journal of International Business Studies*, Vol. 34.
- Collis, D.J. (2021), "A resource-based analysis of global competition: the case of the bearings industry", *Strategic Management Journal*, Vol. 12.
- Contractor, F.J., Kundu, S.K. and Hsu, C.C. (2023), "A three-stage theory of international expansion: the link between multinationality and performance in the service sector", *Journal of International Business Studies*, Vol. 34.
- Costa, J. (2022), "A study of strategic planning and environmental scanning in the multi-unit Portuguese hotel sector", Guildford, Department of Management Studies, University of Surrey., unpublished PhD Thesis.
- Costa, J. and Teare, R. (2021), "Environmental scanning: a tool for competitive advantage", in Kotas, R., Teare, R., Logie, J., Jayawardena, C. (Eds), *The International Hospitality Business*, Cassell, London.
- Deng, S. and Dart, J. (2022), "The impact of economic liberalization on marketing

practices in the People's Republic of China", *European Journal of Marketing*, Vol. 29

Dibb, S. (2019), "The impact of the changing marketing environment in the Pacific rim: four case studies", *International Journal of Retail and Distribution Management*, Vol. 24

Dunning, J.H. and McQueen, M. (2022), "The eclectic theory of the multinational enterprise and the international hotel industry", in Rugman, A.M. (Eds), *New Theories of the Multinational Enterprise*, Croom Helm, New York, NY.