

# **EFFECT OF MARKETING PLANNING STRATEGY ON BUSINESS PERFORMANCE**

**(A CASE STUDY OF TUYIL PHARMACEUTICAL ILORIN)**

**BY**

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**BEING A PROJECT SUBMITTED TO**

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STATE POLYTECHNIC, ILORIN.**

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(HND) IN MARKETING.**

**MAY, 2025**

## CERTIFICATION

This project has been read and approved by the undersigned on behalf of the Department of Marketing, Institute of Financial and Management Studies as meeting the requirement for the award of (HND) Higher National Diploma in Marketing.

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**Dr. (Mrs.) OYEBODE A.O**  
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**EXTERNAL EXAMINER**

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**DATE**

## **DEDICATION**

This research is dedicated to God for His mercy and protection throughout my program and also dedicated to my lovely parent Mr. and Mrs. Abdulraheem may God be with you forever.

## **ACKNOWLEDGEMENT**

All praise is due to Almighty God the Lord of universe. I praise him and thank him for giving me the strength and knowledge to complete my HND programme and also for my continued existence on the earth.

I appreciate the outmost effort of my Dr. (Mrs.) A.O Oyebode whose patience, support and encouragements have been driving behind the success of this research work. She took time out of her tight schedules to guide me and go through this project. She gave useful corrections, constructive criticisms, comment, recommendation, advice and always ensures that excellent research is done.

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## ABSTRACT

*The research is an assessment of the impact of marketing planning on business organization which is divided into five chapters. Chapter one introduced the study, it states how marketing has been an important tool for determine the success rate of a new product generating more revenue for the entire success of the organization. It also consists of the statement of the study, research question, research hypothesis, definition of terms. The objective of the study of the study was to examine the contribution and the importance of marketing planning on business organization, and examine circumstances under which marketing planning is more likely to be used in the stage of new products development and impact of marketing planning on the profitability. The chapter two explains the conceptual reviews, theoretical review and empirical review of the history of the case of study Tuyil plc), research in marketing and types of research that exist in the field of marketing such as product research, primary and secondary research, uses of marketing planning, stage of product development e.t.c. The chapter three explain the research design of the study, sample frame, sample size determination, method of data collection, the chapter explain how the research came about. How the data was collected and how the data was analyzed to help solve the problem at hand. The chapter four dealt with the analysis of the relevant data collected for the research, also dealt with test of hypothesis and discussion of findings. Chapter five is just the summary of all this is contained in the first chapters, it contains the summary, conclusion and recommendation.*

*Keywords: Marketing Planning Strategy, Business Performance, Tuyil.*



# **CHAPTER ONE**

## **INTRODUCTION**

### **1.1 BACKGROUND TO THE STUDY**

This research was designed to address the benefits of marketing planning, in terms of its association with business performance, which appears to be inconclusive in the marketing literature. Although the overall benefits of marketing planning are acknowledged, in principle

(Chae and Hill, 2000; Pulendran, Speed and Widing, 2000; McDonald, 2296a), there is little empirical evidence available on the measured association of marketing planning and business performance. It has been suggested (McDonald, 2296b) that marketing planning can play a role in the transformation of the internal capability mix of an organisation to seek environmental intelligence and to use the insight gained from it, to respond effectively to market dynamics. It may, therefore, facilitate the long-term provision of superior value to the customer and the achievement of a sustainable competitive advantage in the market (McDonald, 2296b).

Engaging in a marketing planning process, potentially, stimulates an organisation to adopt a formal approach to looking inwardly in the context of the future operational environment and to facilitating the emergence of an intended ideal future for the organisation (Pulendran and Speed, 2296). There have also been suggestions that marketing planning provides greater benefits if it is used as an antecedent to a market orientation strategy (Pulendran, Speed and Widing, 2000). However, this notion may be considered somewhat as reverse logic, since an organisation, arguably, needs to be market oriented before it would consider marketing planning as a tool of reacting to market

dynamics. This appears to be an expected outcome, as marketing planning may be considered as a manifestation of being market oriented.

Additionally, it may be suggested that marketing planning transcends market orientation, since it provides for a reaction to trends in the market and in anticipation of market dynamics in the short and long-term future, given the duration of the plan. In comparison, market orientation (Kohli and Jaworski, 2290; 2293), is intelligence management directing organisational response mechanisms on a more frequent basis.

Marketing planning represents a managerial process that facilitates the marketing function's concentration on its capabilities and the suitability of marketing objectives (Chae and Hill, 2000). Furthermore, the marketing planning process necessitates an organisation adopting a disciplined approach to an orderly and purposeful management of marketing. On the otherhand, there appear to be some negative aspects to marketing planning. These may, at times, include process restrictions and dictated strategies from the head office or from the distant corporate planning authority without providing adequate implementation directions (Campbell and Alexander, 2297; Wilson and McDonald, 2001). Additionally, the strategic planning literature regarding the relationship between planning and organizational performance appears to be inconclusive (Miller, 2294). This inconsistency may be attributed to the exclusion of certain influential market factors that can moderate the association between marketing planning and business performance in the studies conducted. Mintzberg (2290; 2291) suggested that adherence to rigid [strategic] planning may stifle creative thinking denying the firm from exploring those opportunities that may not vividly present themselves. Miller

(2294) suggested that this may be due to the level of turbulence in the market.

It has been suggested that company growth and anticipated growth potential may increase the motivation for a company to formalise its marketing planning, while some smaller companies may be able to conduct business successfully without the need for a formal planning process (Chae and Hill, 2000). Additionally, a formal marketing planning process, potentially, may result in improvements in planning through setting standards, encouraging better preparation, stimulating employees' involvement, and elevating the skills gained in planning due to periodic practice. Therefore, the benefits of marketing planning would, arguably, be in direct relation to the achievement of the intended marketing objectives and the contribution that it may have to the realisation of the company's growth potential. At the same time, it should be indicated that since marketing objectives are designed to facilitate the overall organizational performance, it is expected that marketing planning would be associated directly with nonmarketing overall organisational performance as well as with marketing performance (Wilson and McDonald, 2294). The question that arises is whether this harmony of objectives is being realised. Additionally, the literature lacks any reference to the demographic characteristics of companies that adopt formal marketing planning. It would be informative to address this issue and identify if there are demographic differences between those that plan formally and those that do not. These differences could be in terms of some common corporate demographics, including company background, company size, and the education of the senior marketing personnel.

## **1.2 STATEMENT OF THE STUDY**

Marketing planning is a crucial aspect in business organization it's the very first step to which determines the success of any product. It acts as the foundation and cornerstone of any product.

Unfortunately, the impact of marketing planning is the aspect that receives the least attention, business need not only reply on promotional strategies, but have to fine tune their marketing planning programme with view of improving the quality of the product.

To obtain the desired and appropriate result from marketing planning on organization must be guided by certain plans to satisfy all or least most of the company objectives for it to be worthwhile.

Thus, marketing planning, if well defined and formulated has an impact on business organization of an organization and extent to which the firm put marketing planning into practice or effect in solving their marketing problems is what this study intends to examine.

## **1.3 OBJECTIVE OF THE STUDY**

The following are the general objectives of the study:

- To investigate the importance of marketing planning on business organization
- To examine circumstances under which marketing planning is more likely to be used in the state of business organization.
- To examine the effect of marketing planning contribution to business organization
- To identify the factors that influence marketing planning on business organization.
- Also recommends as the need arises in order to create customer satisfaction.

## **1.4 RESEARCH QUESTIONS**

In the case of the research work answers will be provided to the following research questions.

- Does marketing planning inevitable for business organization
- Does business organization enhance sales or cash flows
- To what extent does the companys new product quality or benefit strength is competitive stand in the market?

## **1.5 RESEARCH HYPOTHESIS**

### **HYPOTHESIS I**

Ho: marketing planning has no significant relationship with business organization

Hi: marketing planning has significant relationship with business organization.

### **HYPOTHESIS II**

Ho: Marketing planning has no significant relationship on the business organization

Hi: Marketing planning has significant relationship on stage of business organization.

## **1.6 SCOPE OF THE STUDY**

This study is analytical in nature to business organization found in production companies, the reason behind this delimitation is because the study intends to access the impact of marketing planning in business organization.

The scope of the study is limited in four respects the unit of measure for this research, the classification of the firm, the type of technology of the firm and identification of firms for the study.

First, consider the unit of measure for this research from the literature, it can be seen that the product, however, a different

approach is taken for the purpose of this research that the unit of measure is the firms, the rationale for this approach is that unlike larger and established firms where an individual business organization product is usually one amongst a number of products in the case of this, it is more common that there is no single business organization upon which the firm is based. Therefore, business organization success or failure can be measured in terms success or failure.

## **1.7 SIGNIFICANCE OF THE STUDY**

The importance area focused by the study is the impact of marketing planning on business organization, it is intended to achieve two aims, to contribute to both theory and practice of marketing in Nigeria.

Also, the need re-examine other tools which could be used to reduce the high rate of product development like promotion, price, distribution and marketing planning but most organizations are not interested in research as it is said to be expensive not only looks outwards to existing and potential markets, the customers (or market place), competitive environment but also inwards at the ways in which the organization respond to the demands of the market place.

Survival is the key objectives of the most organizations today's world is characterized by major changes market and economic conditions coupled with rapid advances in technology.

## **1.8 LIMITATION AND CONSTRAINT TO THE STUDY**

Some constraints were encountered during this project, these limitations do not suggest that it is an unfulfilled activity, it only suggests that the activity is meaningful and result oriented

- Miscellaneous limitations problem developed due to changing environment

- Uncertainty of conclusions customer is the focal point, buying motives are difficult to judge precisely and accurately which bring some sort of uncertainty.
- Complexity of the subject, if fails to give complete and correct guidance to the management on marketing issues.
- Also cost expensive and time consuming activities, it take longer period for completion and finding when available may prove to be outdated due to fast changing market environment and cannot study all new marketing product.

## 1.9 DEFINITION OF TERMS

The term use in the study may carry slightly different meaning, we therefore consider it necessary to define item to suit the context to which they are used in the study.

**Marketing planning:** Marketing planning is the function that links the consumer and public to the marketer through information. Information used to identify and define marketing opportunities and problems generate, refine and evaluate marketing actions, monitor marketing performance and improve understanding of marketing as a process.

It is very necessary in an industry as it provide the entrepreneurs the necessary information before any serious decisions are made.

**PRODUCT:** Product is very important elements of the marketing mix. It is bundle of utilities consisting of various product features and accompanying services which made up to set of tangible and intangible attribute.

**NEW PRODUCT:** new product is items really innovation, truly unique in which there is real need but for which there is no existing substitute is generally considered satisfaction. Replacement for

existing production involving a significant differentiation from articles. Initiative product which are new to your company but not new to the market.

**WANTS:** Wants are desires for specific satisfies of needs which are peoples culture and the way he is bought up.

**PRODUCT PLANNING:** This is the ongoing process of identifying and articulating market requirements that defines a product feature set.

**MARKETING:** This is the performance of business activities which direct the flow of goods from the producer to the consumer or users.

In other to satisfy customers and accomplish the company's objectives.

**PRICE:** This is the amount of money which is needed to acquire and exchange some combined assortment of product and its accompanied services.

**DISTRIBUTION:** This is concerned with the activities involved in transferring the goods from the producer to the final buyer and users. These activities could be classified as physical, legal, promotional and financial all performed in the course of transferring ownership.

**PACKAGING:** This is the general group of activities in product planning which involves designing and producing container paper for a product.



## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0 INTRODUCTION**

This chapter deals with literature review i.e the review of past work or outflows ideas. Therefore, it consist of conceptual review theoretical review and empirical review.

#### **2.1 CONCEPTUAL REVIEW**

Manufacturing business in Nigeria has witnessed on enormous growth over the years which lead to coat-threat of competition in terms of services and product provide by the banks. Thus, through marketing operation and process are provided.

Kotler (2012) define marketing planning as the systematic design collection, analysis and reporting of data and finding relevant to a specific marketing situation facing the company.

Also Adodo Abdulraheem (2012) define marketing planning as the system and methodical search for collection and analysis of the information relevant to the problem being considering. In other word, it is imperative for marketing activities these might be consumer market, product distribution services.

Social – cultural, pricing, political and economic change in an environment through marketing planning limitation is provide for the planning of marketing variable, more so important question like what product features are popular? What interest rate are acceptability to customers.

Crisnall (2280) define marketing planning as a procedure concerned with development and analyzing the fact that help

marketing manager to do a better job of planning, executing and controlling by investigating the facts rather than the subjective method of intuition and guessing.

Nickel (2283) defined marketing planning as a discipline approach to marketing problems of various kind with development of sophisticated business organization and behaviours there problems tends to become more complex and decision to solve them here for reacting effects.

Green (2292) made his own contribution according to America marketing association (AMA) New approved definitions of marketing planning concepts. He says, marketing planning is the function which links to consumer and public to the marketer through information used to identify and define marketing opportunity and problems, generate refine, and evaluate marketing actions monitor marketing performance.

Kotler held a different view from the above author, in his own idea about marketing planning concept in 2280m as it was defined by America Marketing Association( AMA) marketing planning concept is the systematic gathering, recording and analyzing of data about problems relating to marketing of good services.

The British journal of management (2282) edition defines concepts of marketing planning as the objective gathering recording and analyzing all goods and services from producer meaning with PHILIP KOTLER'S in the sense that they but mentioned how they are transferred.

Through what medium or means the customers are lively to be reached in recent time marketing planning has steadily explained its

items of activities and techniques. According to Rother, the most marketing activities are:

- Determination of market activities: number of people, the disposable income in the market segment, numerical figure of the market potentials.
- Measurement of market activities: economic factors disposable income price acceptability. In the market, interest rate to consumer services provided.
- Market share analysis: The percentage of a firm's control in a market maintaining its market share
- Sales on cash inflow analysis: Consider the report of your marketing officers which area they are facing competition
- Studies of business trend: Consider the report of your marketing officers which area they focusing competition.
- Short – range forecasting  
Long – range forecasting
- Competitive product study
- Pricing studies
- Testing of existing product performance of the product in the market.

Generally, marketing planning activities irrespectively of the product involve for instance in tourism the important of marketing organization cannot be ruled out. Infarct the need to accurately, effectively and efficiently meet the demand of the above mentioned common, marketing activities make research paramount in marketing.

### **2.1.1 MARKETING PLANNING**

Marketing planning is the systemic combination of logical and data to define and solve important problem in the field of marketing.

The logical of cost, must be based on sound premises and the consistent in its development. While the data must appropriate to the nature of the problem and significant in quality, note that, analysis of the problem is important if data are later to be selected and organized for it, we defined a problem as an objectives to attained, the solution implies to at least a step towards objectives by improving the marketing decision, the result might be increased in profit sales and advertisement, leadership, perhaps decrease in selling time or making cost for basic problem a solutions implies a contribution to knowledge.

According to Brow and Belk (2008) that since the definition to marketing planning is consistent with a board definitions of scientific methods and alternative definition will be that marketing planning is the use of scientific methods, in the solution of marketing problem for an applying field, use off available combination of method and data will be provided an opportunity. To improve decision whether or not the immediate result approach the executive growth of scientific knowledge, as decision are improve and generalization tested by application in a variety of contexts marketing planning gradually contribute to marketing knowledge. Although, marketing decision requires many judgment elements asking to an art rather than science, the fact does not preclude improving judgment through use if scientific techniques wherever appropriate.

The above definition trends to agree with one given by (Nagel 2261) in the philosophy of science. According to the marketing planning association (2000). Marketing planning is the function which links the consumers, and public to the marketer through information used to identify and define marketing opportunities and problems and problems, generates refine and evaluate marketing actions, monitor

marketing performance and improve understanding of marketing as a process.

Marketing planning specifies the information required to address these issues, designs the method of collecting information, manages and implements the data collection process, analysis the result and communication the findings, recommendation and their implication.

Research identifies market segment estimate market potential, measure have analyzed sales data and forecast sales in conducted essentially to answer two question.

- Are the target markets identifying the appreciate one
- Is the level of sales and profit in each product and for each distribution channels is as high as it should be? If the owners to either of these questions are known their marketing problem has been identified although research in marketing could be based on:
  - Market measurement: which is aimed towards obtaining quantitative data on potential and sales potential.
  - Influences of controllable: it appraises the effectiveness of current product distribution, promotion and pricing policies and practice to plan for future.
  - Influences of uncontrollable: if focus on factors such as the level of consumer credit, business expansion plans e.t.c they are seldom carries out by marketing planning.
  - Competitive situation are specifically designed to delive into competitors marketing practices and policies.

Research in marketing provides information to organization about their product, their product, their market, competitors e.t.c thereby making feasible accurate forecast about the future. It should be noted that the adoption of marketing planning should be with caution.

## **TYPES OF MARKETING PLANNING**

As a field of endeavor, marketing planning is relatively young and certainly expanding, although researchers in various by kinds conducted earlier studies which we will today call marketing planning. The earliest example of formal recognition in the organization structure of a firm was in (2211), in that year the city publishing company set up what is called their commercial research department.

Marketing planning could be qualitative and qualitative primary and secondary and basic and applied.

## **QUALITY AND QUANTITATIVE**

Qualitative research to explore and whoever answer to problem that are generic in nature or not well defined. It usually involves open ended questions its lack of structure. The most common method for qualitative research are focus groups with small, non-random sample. Qualitative research can be time consuming, with focus groups running well over an hour. Qualitative research, on the other hand, is used when there are already significant finding regarding the research problem. It is usually defined by structure and formally and can include people telephone and mail surveys with a large random sample.

## **PRIMARY AND SECONDARY**

Primary research involves collection data via surveys, focus groups and interview directly from your target respondents. This method is typically difficult and time consuming. However gathering data directly from your source will help you get firsthand accounts that are free bias. To gather reliable data, you must prepare open ended question that allow you to delve into your respondents views, secondary research involves gathering data from sources other than your target respondents. These sources may include government agencies, textbooks, magazines and internet publications compared primary research, secondary research consumer less time. However, not all data collected may be suited to your research problem.

Varieties of marketing planning could be identified on any of several base classification for example, product research for market purpose is calculated or provide a product, or to identify features having special value to customers generally, customers in special segment of the marketing planning on price and packaging. If not given separate classification. It may fall into this group along with production design.

## **ROLES OF MARKETING PLANNING**

We examine the role of marketing planning in business organization in industry. Inter-functional coordination can add a marketing orientation of business organization and planning. Perhaps most importantly marketing planning can bring in customer view stronger role in marketing planning should translate into these elements contribution to more successful new product in particular, we show that marketing planning should translate into these elements contributing to move

successful new product in particular, we show that marketing planning should translate into these elements contributing to more successful new product. In particular we show that marketing planning is critical in such a market driven industries we use statistical methods to demonstrate the broad applicability, rather than the frequently used qualitative and case study approach.

The role of marketing planning provides information useful in making marketing management decision.

Market research is one of the vital components of marketing: it plays its parts before one makes research can defined as the implementation of subjective and objective research method, where aims are to collect information and analysis it.

This information constitutes the basis that enable marketers to (re) defined and evaluate their strategies. This information is generally concerning behavior, attitudes and motivation of a particular target group, market research is the step before any decision are taken.

As a supplier of information its role is only effectively if it enable companies to make useful marketing decision. Research is conducted throughout the marketing process: at each stage the action of the target public, after being analyzed, enable one to review the policies, which are confronted with problems conducted with marketing goals, strategies, tactics and acting that marketing organization unit, try to attain by identify items.



We can see that marketing goals to sales, marketing cost, consumer and other aspect of marketing planning information, so do accurate estimate does organization performance can on the goals.

## **USES OF MARKETING PLANNING**

Another way of describing the uses of marketing planning (and thus this management information), is in term of marketing management function. Marketing management function are separated into four categories:

The planning consist of present day activities and future performance. Resulting plans may apply to need week next quarter, next year, five year and even to the next twenty years. To prepare such plans require using of marketing planning information and market analysis.

The organization function in marketing management consists of analysis and decision about tactics that people perform in the firm. For example, one firm might define marketing responsibilities by product line allowing managers to operate such like a one project firm. Another may define responsibility by customer's class, allowing each manager to take decision on all products solid top account in his or her own class.

The learning function in marketing management: Involves getting organization to accomplish through other learning activities, including establishing reward system deterring the nature by direction and guidance should take for each subordinate and making operating decision.

The controlling function in marketing determines differences between plans and actual performance. Most control activities in the firm regularly provide performance information as monthly sales figures, quarter market share estimate and like.

We can see that planning, organization learning and controlling really describe rather than universal management function.

For marketer, research is not only used for the purpose of learning, it is also a critical company needed to make good decisions.

Market research does this by giving marketers a picture of what is occurring (or likely to occur) and, when done well, offers alternative choice that can be made for instance, good research may suggest multiple options for introducing new products or entering new markets. In most cases marketing decisions proveless risky (through they are never risk free) when the marketer can select from more than one option.

One final point is that assumption that mangers and researchers face well defined problems however, quite often, they much less solution as they need explanatory. Marketing planning such research helps to identify and understand the problem to determine alternative solution to do or do both thus, a more complete description of marketing planning information is that it helps either to identify or solve marketing management problems.

### **2.1.2 PERFORMANCE**

Business performance is a complex and multi-faceted concept. In this study, three financial indicator including

Q-tubin, ROA, AOE indices were used to assess profitability and market added value of sample companies.

The average of industry was defined as middle point and the rate above average as good performance and the rate below average as weak performance were measured, respectively.

### **2.1.3 BUSINESS PERFORMANCE**

The two main approaches to state what performance are outcome and behavioral approaches. The behaviors approaches explain job performance as the behaviours in which the employee should and should not do in the workplace. An outcome approach explains job performance as the outcomes attained, like number of new consumers, amount of sales and so on. Both the outcomes and behavioral approaches to explaining and analyzing the job performance have the merits and demerit (Cardy, 2004) these two approaches could signal to the employees what is necessary and what requires to be done in the workplace. The type of job analysis plays a crucial role in determining how performance is stated. In a nutshell, the process and method of analysis could influence the outcomes that are identified.

### **2.1.4 TUYIL PHARMACEUTICAL PLC**

Tuyil Pharmaceuticals is a burgeoning name in the pharmaceutical industry, distinguished for its commitment to innovation and quality healthcare solutions. Founded on the principles of scientific excellence and ethical practices, Tuyil has rapidly carved a niche for itself in the global market.

Driven by a mission to enhance human well-being, Tuyil prioritizes research and development, continually striving to bring forth novel therapies and medications to address unmet medical needs. Their state-of-the-art facilities adhere to stringent regulatory standards, ensuring the safety, efficacy, and purity of their products.

Beyond their dedication to product excellence, Tuyil fosters a culture of integrity and social responsibility, engaging in various initiatives aimed at improving healthcare access and supporting communities worldwide.

In essence, Tuyil Pharmaceuticals stands as a beacon of innovation and compassion in the pharmaceutical landscape, poised to make significant contributions to the advancement of healthcare for years to come

Certainly! Tuyil Pharmaceuticals has earned recognition not only for its cutting-edge research and development but also for its dynamic approach to collaboration and partnerships within the healthcare ecosystem. By fostering strategic alliances with academic institutions, research organizations, and other industry stakeholders, Tuyil leverages collective expertise and resources to accelerate the pace of innovation and bring transformative therapies to patients more swiftly.

Moreover, Tuyil's commitment to sustainability and environmental stewardship sets it apart as a responsible corporate citizen. The company invests in eco-friendly practices throughout its operations, from sourcing raw materials to manufacturing processes, minimizing its carbon footprint and environmental impact.

Tuyil also places a strong emphasis on talent development and employee well-being, recognizing that its people are central to its

success. Through comprehensive training programs, career advancement opportunities, and a supportive work culture, Tuyil nurtures a diverse and skilled workforce dedicated to achieving its mission.

Furthermore, Tuyil's global reach extends beyond product distribution, as it actively engages in philanthropic endeavors and corporate social responsibility initiatives. By partnering with NGOs and healthcare organizations, Tuyil contributes to initiatives that promote health education, disease prevention, and access to healthcare services in underserved communities.

In summary, Tuyil Pharmaceuticals is not just a pharmaceutical company but a multifaceted healthcare leader committed to scientific excellence, ethical business practices, sustainability, and social impact. Through its holistic approach to innovation and corporate citizenship, Tuyil is poised to continue making meaningful contributions to the advancement of healthcare and the betterment of society

## **2.2 THEORETICAL REVIEW**

The purpose of this form is to concretely examine the corpus of theory that has accumulated in regard to an issue, concept, theory, or phenomena.

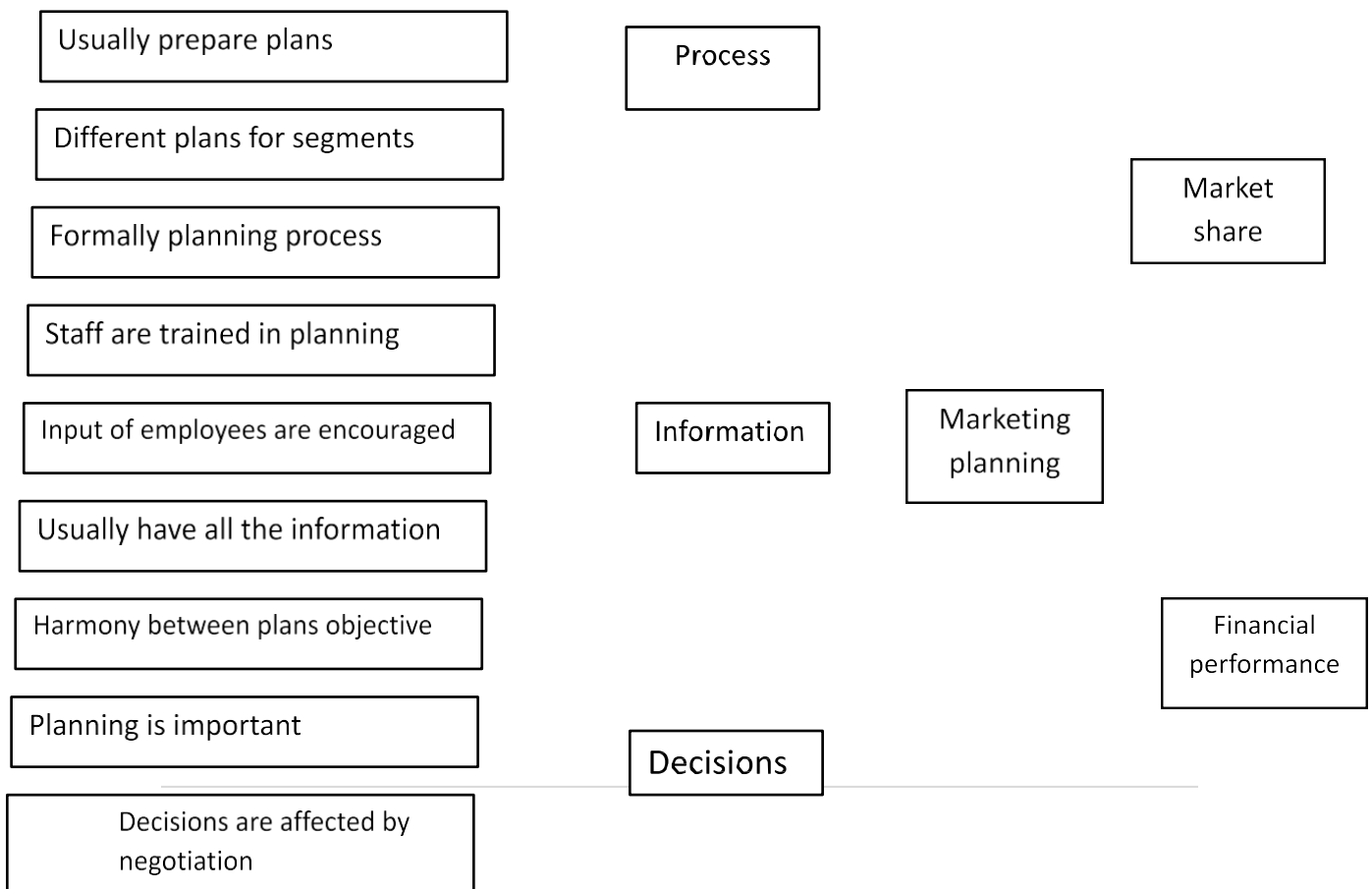
The theoretical review helps to establish what theories already exist, the relationship between them, to what degree the existing theories have been investigated and to develop new hypotheses to be tested, often this form is used to help establish a lack of appropriate theories or reveals that current theories are inadequate for explaining new or emerging research problems. The unit of analysis can focus on a theoretical concept or a whole theory or framework.

### 2.2.1 MARKETING PLANNING MODEL

Marketing planning model in considering that a marketing plan is prepared by the marketing department in support of the organization objectives, it was expected that marketing planning would be related to the overall financial performance as strongly as it is with the market share measure of performance that appears not to be the case. One conclusion from this result could be that the marketing objective are not related closely to the overall financial objectives, which could be a major concern.

This aspect need to be investigated further as this situation may, potentially, create confusion about marketing role and legitimacy in organization.

#### MARKETING PLANNING MODEL



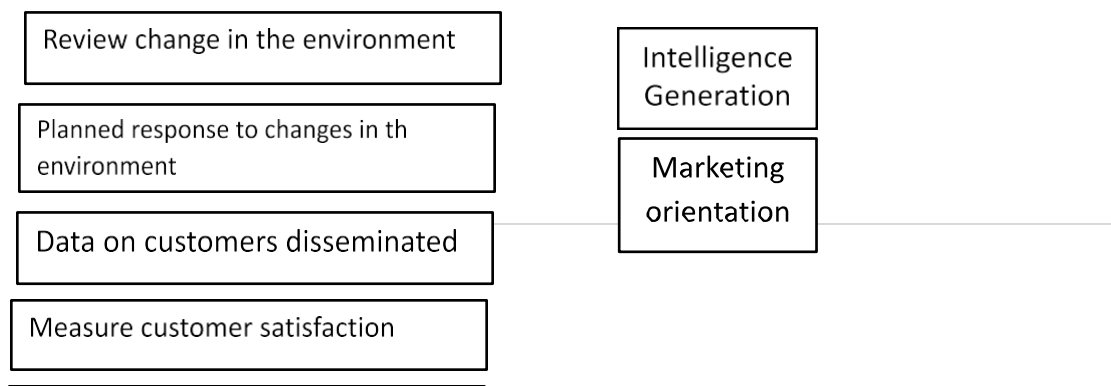
The fit statistics indicate an acceptable model ( $\chi^2 = 90.80$  df=50  $P=0.00$ , (M150/df= 1.82, RMR = 0.11, GFI = 0.94, AGFI = 0.90, CFI = 0.94, TLI = 0.93, RMSEA = 0.06).

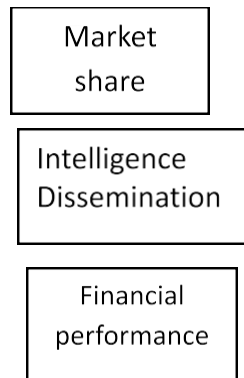
### 2.2.2 MARKET ORIENTATION MODEL

Research into market orientation has been a remarkably fertile area over the past decade. The research output has been substantial, and can be conceptually divided into two streams, depending on its analytical focus.

The first key research examines the market orientation business performance (MO.BP) relationship from the outset, research conducted in this area has generally supported the proposition that market oriented organization achieved better outcome than do less market oriented ones (Jaworski and Kohli, 2293, Narver and Slater, 2290 Kumar et al, 2298) this has also been found in an Australian context (Dawes, 2000, Farrell, 2000, Pulendran et al, 2000) A key aspect to this research is that it has examined the strength of this relationship in various environmental conditions (typically varying competitive intensity technological turbulence and market turbulence) and found some moderating influences (Jaworski and Kohli, 2293), Slater and Narver, 2294, Dawes, 2000).

### MARKET ORIENTATION MODEL





The fit statistics indicated an acceptable model ( $\chi^2 = 543.00$ ,  $df = 28$ ,  $p = 0.00$ ,  $CMIN/df = 1.93$ ,  $RMR = 0.12$ ,  $GFI = 0.95$ ,  $AGFI = 0.90$ ,  $CFI = 0.95$ ,  $TLI = 0.92$ ,  $RMSEA = 0.07$ ).

## 2.3 EMPIRICAL REVIEW

Business organization process phases in manufacturing organization

- i. Discovery phase: Defining marketing opportunities, collection and analyzing customer requirement, generating product ideas, product concept testing and setting budgeting and schedules.
- ii. Development phases: formulation execution and synchronization of product launch, production ramp up, distribution and sales force training and development of promotional messages.

No department own any one phase, in addition to cooper's (2008) observations are made in this content. Firstly, business organization process phases are interdependent i.e the success of phase depend on the success of its preceding one (im et al .... 2003). Secondly business organization process phase are effected by factors exogeneous to



business organization process (durumusogly and Barizak, Zou, Laggrosen, 2005).

### **2.3.1 MARKETING PLANNING AND ORGANISATIONAL PERFORMANCE**

Matt el al (2010) are of the opinion that marketing planning (promotion and placement) and customer loyalty. To them, the 4ps jointly and independently predict customer loyalty. However, the marketing mix in their study was considered from a traditional perspective of the 4ps in decision making. Although the study employed various statistical tools such as correlation coefficient and multiple regressions, yet. It has not taken into account the cross functional decision on the marketing mix. The manufacturing sector advocates for marketing planning mix, necessitating strategic decision in order to achieve the stated objectives. Akinyele (2007) is of the opinion that marketing planning is a driver of organizational positioning in a dynamic environment. Analysis of variance, Pearson moment correlation and factor analysis were employed in his study. The study concludes that marketing planning is a driver of organization performance.

### **2.3.2 STRATEGIC PRODUCT AND CUSTOMER SATISFACTION**

From the perspective of David (2007) a product is anything that is capable of satisfying customer needs while to Schwartz (2001), product is regarded as something a firm markets which will satisfy personal want or fulfill a business or commercial needs. It is necessary therefore for a product to match the needs and wants of consumers in its markets. Hence developing the right product for the target market is very important sharing the same view with Schwartz and Bilsky (2000), Bamigboye (2007) see product as the needs satisfying offering

of a firm. He views product policy as of paramount and fundamental strategic importance in marketing.

Lui and Yen (2010) view customer satisfaction as how customers can get more benefits than their cost. In comparison with other traditional performance measures, customer satisfaction is probably less sensitive to seasonal fluctuations, changes in cost, or changes in accounting principles and practices (Kotler, 2006).

Yeung, et al (2002) are of the opinion that delivering customer satisfaction is at the heart of modern marketing theory. Moreover, they believe that there is a growing research on firm's financial performance is found to be sensitive to countries under study. They looked at some key strategic concepts. Market orientation and innovation orientation on business performance. On business performance, these relationships were studied in three European engineering countries. Austria, Finland and Germany.

Akinleye (2010) was of the opinion that organizational structures and strategies adopted by oil and gas marketing companies affect market share positively. The results show that marketing planning has positive correlation with firm's performance.

Adejare (2014) opinions that marketing mix plays an effective role in achieving organizational objectives. The four (4Ps) of marketing which are product, price, promotion and place were considering the strategic perspective of the marketing mix, aside from this, the tools employed in the field of methodology were descriptive in nature. It would have been more suitable if inferential statistics such as correlation analysis were considered.

Owomoyela et al (2013) are of the opinion that there is a strong relationship between marketing mix element (product, price evidence

of the beneficial effects of customer satisfaction in terms of both behavioural outcomes such as loyalty, and performance outcome such as profits.

### **2.3.3 STRATEGIC PRICING AND ORGANIZATIONAL SALES**

The issue of marketing planning is not only vital to private organization but also to the public as well. In fact the trend now is the adoption of marketing planning view.

However, Francis and Stephen (2006) were of the opinion prices is the value that is placed on something, measured in money and must priced, it may devalue the product (s), thereby affecting. They are of the view that if price is not strategically priced, it may devalue the product(s), thereby affecting negatively on the performance of the organization. They also went further say that a flexible element of the marketing mix. It should not be rigid. View this point, one can agree that the environment is dynamic in nature, therefore the prices of products should move in line with the dynamic environment. Bamigboye (2001) saw prices as the mechanism through which a firm communicates to the market, its intended positioning of its products. He stated the fact that the price which is communicated to the larger market is a vital tool and should be strategically looked into because it also shows the image of the organization and the sales of products.

### **2.3.4 EFFECTS OF MARKETING PLANNING ON BUISNESS PERFORMANCE**

#### **i. PRODUCT**

It is of prime advantage of the firm to possess the ability of consistent and planned to meet and exceed customer preferences and value that can be regarded as customer

performances. This customer performance is achieved by the firm regardless of the approach of marketing pursued meaning either undertaking standardization or adaptation.

In order for a company to securely adapt to varying international market the marketing planning should take into consideration the internal and external business environment that affects a company positively to revel in greater performance.

However, the export product marketing mix for companies is usually of a narrower range than that offered domestically, because of financial constraints and operational difficulties associated with global marketing activities (Aremu and Lawal, 2012), first it significantly reflects a customer – oriented posture because the firm engaging in global marketing systematically evaluates consumer and buyer behavior and host market characteristics that improve the firms performance (Douglas and Wind, 2287). Second, product adaptation strategy can lead to greater financial performance such as profitability, as a quality product market. Third, pressures associated with meeting a great degree of specific market requirements on international level often demand creative and innovative marketing planning, which may bring about additional products for a firms domestic and international markets.

This far, product adaption is a suitable strategy toward market responsive as it offers the development of new products that meet the needs of a changing market place.

## **ii. PROMOTION**

Many researchers have emphasized the importance of promotional mix to business markets as a valuable tool for achieving performance sales, financial and customer

performance is achieved through promotional mix by gaining experience in the opportunities and problems arising in specific export markets boosting communication. Personalizing relationships and cultivating a team spirit with customers abroad, and providing timely responses and immediate support to the export ventures needs. The study by Ambler and Puntoni, (2004) examined six promotion related variables, i.e advertising, sales promotion, personal selling trade fairs, personal visits, and promotion related variable were found to be positively researched variable of promotional mix. Based on the notion that with sound advertising procedures the firm can communicate information, constantly remind, and persuade foreign customers to buy the products and therefore generate more sales.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.0 INTRODUCTION**

This chapter explain the theoretical part of effect of marketing planning on business performance. This provide a general background and information on the topic the accuracy of any research report depends largely on the accuracy and the purpose of the study, therefore the population for the study will comprise marketers and other staff of Tuyil pharmaceutical plc.

#### **3.1 RESEARCH DESIGN**

A research design is the step by step guide of the research procedure.

The design adopted of the study is exploratory survey design permits the use of a well structured research instrument for obtaining primary data that was used for this study.

The design follows accordingly.

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

Research population can be defined as the total number of this organization specified geographical area. For the purpose of this research work, the population consist of 50 consumer of tuyil food plc, from Jan 2025 to june 2025.

#### **3.3 SAMPLE FRAME**

The study adopted random, all members of the population were represented equally.

### **3.4 SAMPLE SIZE DETERMINATION**

The sample size refers to the number of elements from the numbers or population that was selected to form part of the study. The statistical formula adopted is  $n = \frac{Z^2 O^2}{D^2}$  where n= sample size

Z = the research population

S = Standard deviation

D = tolerance limit or allowable error

### **3.5 METHOD OF DATA COLLECTION**

There are various sources of data which could be categorized into the main sources namely; the primary data and secondary data. The methods of data collection used for this study are both primary data and secondary data. The primary sources of data were structured interview and self administered structured questionnaire which avoided manipulation and increase the quality of research. A total of 13 questions were used for the survey question are.

### **3.6 METHOD OF DATA PRESENTATION AND ANALYSIS**

Method of analysis involved descriptive and inferential statistics. The descriptive statistics described the properties of the data to show the variation in responses and opinions using frequencies and percentages and other descriptive items such as mean and standard deviations the inferential analysis was done using chi-square statistical tools.

## **CHAPTER FOUR**

### **DATA PRESENTATION AND ANALYSIS**

#### **4.0 INTRODUCTION**

This chapter is concern with the analysis of the data collection during the course of investigation of the study.

No matter the quantity of the data collection for particular study, no much meaningful result can be obtained unless proper and adequate analysis tools mentioned in chapter three are adequately applied in other to obtain the necessary information required to achieve the set objective of the study.

In other to answer the research questions, two section of questionnaires were administered. One step was distributed to company's management and the other one was administered customer's management and the other one was administered on of the customer's of products. This was done with a view to getting balanced information from all parties concern in the subject matter.

The data collection from this study through the administration of questionnaire, conduct of the interview is elaborately analysis using the appropriate techniques of analysis.

A total of 130 questionnaires were administered out of which 106 were received from the respondents, 52 from the staff and 54 from customers, fifty of each set off returned questionnaires are used for ease of computation.

The analysis therefore is done on the questionnaire received all cases and it centered on such issue as impact of marketing planning on Business organization.



Data collection form described in chapter three is analyzed according to how they relate to the questionnaire stated below which this study set out to answer.

#### 4.1 Data Presentation

Table 4: What affect the buying habit of customers?

Variable	No of respondent	Percentage
Belief	-	-
Custom	15	30%
Value	5	10%
Social	30	6%
Total	50	100%

Source: Field survey 2025

This table show that 60% of the respondents signify that social culture affects the buying habit of the customers while 30% says is the custom and 10% says its value.

Table 4.2: What do you think/ consider is the important attribute of a new product

Variable	No of respondent	Percentage
price	5	10%
Quality	43	86%
Company	2	4%
Quality	-	-
Total	50	100%

Source: Field survey 2025

The table above show that majority of our respondent representing 86% feel that quality is what consider in new product 10% feel that it price, while only 4% feel that the company is what they consider.

Table 4.3 Do you buy any brand of a new product?

Variable	No of respondent	Percentage
Yes	-	-
No	3	6%
Sometimes	45	90%
Not all the time	2	4%
Total	50	100%

Source: field survey 2025

From the above table, it could be deducted that 90% of our respondents positively that they sometime buy any brand of a new product, 6% responded “NO” while 4% say not at all time

Table 4.4: What factors affect/ influence your buying habit of a new product?

Variable	No of respondent	Percentage
Belief	-	-
Norms	5	10%
Quality	45	90%
Taste	-	-
Total	50	100%

Source field survey 2025

The table above give information on the extents of which factors influenced their buying habit of new product, majority of the respondents constituting 90% suggests quality, while only 5% suggest norms.

## SECTION B

Table 4.1: Does your company's organizational structure have a marketing planning department of its own.

Variable	No of respondent	Percentage
yes	-	-
No	50	100%
Total	50	100%

Source: field survey 2025

From the above table, its show that all the 50 respondents i.e 100% said the company does not have a marketing planning department of its own.

Table 4.1.1: If “NO” which of these departments handles marketing planning for your company?

Variable	No of respondent	Percentage
Marketing/sales department	-	-
Accounting department	-	-
Admin / personal	-	-
Production department	50	100%
Total	50	100%

Source: field survey 2025

Table 4.1.1 above show the organizational structure which indicates that all the 50 respondents, that is, 100% agreed unanimously that the production department of the company is solely responsible for marketing planning activities even through there is no separate departments.

Table 4.1.2 : Does marketing decision of the management depend on the outcome of the market research activities

Variable	No of respondent	Percentage
Most time	43	86%
Often	3	6%
Seldomly	4	8%
Rarely	-	-
Total	50	100%

Source: field survey 2025

Table 4.1.2 above show the influence of marketing planning outcomes on marketing decision of the management. Its clearly seen that marketing planning outcomes are utilized most time in the rating of marketing decision of the management as testified by 43 respondents respecting 86%, while 3 respondents representing 6% of the total say often times and 4 respondents representing 8% believe that marketing planning outcomes are seldomly use in marketing decision of the management.

Table 4.1.3 How often does your company undertakes planning?  
Assessing the statistics of research undertake in some company.

Variable	No of respondent	Percentage
annually	3	6%
Semi-annually	2	4%
Quarterly	-	-
Occasionally	45	90%
Total	50	100%

Source: field survey 2025

Table 4.1.3 above reviews the frequently of marketing planning undertaken in company. It shows that marketing planning undertaken

in most companies is an occasional event as testified by 45 respondents representing 90% of the total.

This assertion is vividly support by 3 respondents that is, 6% of total reaffirm the claim by ranting marketing planning activities in most as a semi-event.

Table 4.1.4 How can one rate the performance of research activities in your company? The performance of marketing.

Variable	No of respondent	Percentage
yes	-	-
No	2	4%
Sometimes	40	80%
Not all the time	8	16%
Total	50	100%

Source: field survey 2025

Table 4.1.4 above indicate the performance of marketing activities it completely reveals that only 2 respondents representing 4% of the total indicates that the performance of marketing planning activities is high.

The performance of marketing planning activities was rated average as clearly revealed by 40 respondents representing 80% while the performance was believed to be low by 8 respondents representing 16% of the total.

Table 4.1.5 How would you rate the personal responsible for carry out marketing planning for the company?

Evaluation of marketing planning personnel

Variable	No of respondent	Percentage
Most time	40	80%

Some time	6	12%
Not at all	4	8%
Not all the time	-	-
Total	50	100%

Source: field survey 2025

The table above reveals that respondents representing 80% feels that most times marketing planning impact on business organization 6 respondents representing 12% feels that sometime while 4 respondents representing 8% suggest that not at all therefor we conclude that it has impact.

Table 4.1.6: Does your company invest in marketing planning

<b>Variable</b>	<b>No of respondent</b>	<b>Percentage</b>
yes	40	80%
No	6	12%
Sometimes	4	8%
No idea	-	-
Total	50	100%

Source: field survey 2025

The above table shows that majority of our respondents representing 80% suggest that their company adopt marketing planning on new product which is significantly high 8% suggest “sometimes” while 12% consider “NO”

Table 4.1.7: What is your opinion relating to the possibility of marketing planning on business organization?

<b>Variable</b>	<b>No of respondent</b>	<b>Percentage</b>
Absolute possible	45	90%
Partially possible	4	8%

Impossible	1	2%
Absolutely impossible	-	-
Total	50	100%

Source: field survey 2025

The above table reveals that 45 respondents representing 90% feels that it is absolutely possible to conduct marketing planning on business organization 4 respondents representing 8 feels that it is partially possible while 1 respondent representing 2% suggest that it is impossible. Therefore we conclude that is absolutely possible.

Table 4.1.8 : Marketing planning has no significance in our company

Variable	No of respondent	Percentage
Strongly agree	-	-
Agree	-	-
Strongly disagree	50	100%
Neither	-	-
Total	50	100%

Source: field survey 2025

The above table indicate the significance of market research in most company. It revealed that the 50 respondents which are 100% disagree strongly that marketing planning has no significance in company.

Table 4.1.9: Marketing planning finding usually help in proper utilization of our company resources.

Variable	No of respondent	Percentage
Strongly agree	44	88%

Agree	-	-
Strongly disagree	2	4%
Neither	4	8%
Total	50	100%

Source: field survey 2025

The above table indicate poor utilization of marketing planning findings, were 44 respondents represent 88% of the total strongly agree, 2 respondents represent 4% strongly disagree and 4 respondent represent 8% neither.

Table 4.1.10: Budgetary allocation to marketing planning is inadequate.

<b>Variable</b>	<b>No of respondent</b>	<b>Percentage</b>
Strongly agree	-	-
Agree	40	80%
Strongly disagree	5	10%
Neither	5	10%
Total	50	100%

Source: field survey 2025

The above table show the amount allocated to marketing planning which reveal that 40 respondents which represent 80% agree that the allocation is adequate, 5 respondents 10% strongly disagree the remaining 5 respondent 10% neither

Table 4.1.11: Research finding have not yielded any solution to marketing problems of the company most of the time.

<b>Variable</b>	<b>No of respondent</b>	<b>Percentage</b>
Strongly agree	-	-
Agree	3	6%
Strongly disagree	47	94%
Neither	-	-



Total	50	100%
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Source: field survey 2025

The above table reveals that 3 respondents which represent 6% agree that research finding have not yield any solution to marketing problems while 47 respondents which represent 94% strongly disagree.

Table 4.1.12: Marketing planning is an effective tools for exploiting marketing opportunities.

Variable	No of respondent	Percentage
Strongly agree	44	88%
Agree	-	-
Strongly disagree	6	12%
Neither	-	-
Total	50	100%

Source: field survey 2025

The above table reveal the effective tools for exploiting marketing opportunities, where 44 respondents which represent 88% strongly agree that marketing planning is an effective tools while 6 respondents which represent 12% strongly disagree.

What additional comments can you give relative to the impact of marketing planning on business organization?

It is majority opinion that most of the company should invest and encourage both internal and external research for research and this will allow for wider research courage and it will have positive impact on new products.

## 4.2 TEST OF HYPOTHESIS

Test of hypothesis is a hypothetical testable belief or opinion by the use of statistical measure for the purpose of this research hypothesis  $H_0$  and  $H_1$  would be tested using chi-square these hypothesis were formulated as follows:

$H_0$ : Marketing planning has no effect on management decision making

$H_1$ : Marketing planning has effect on management decision making

Chi-square is a statistical formula which is computed as follows.

$$\chi^2 = \frac{\sum (F_o - F_e)^2}{F_e}$$

$F_e$

Where:  $F_o$ : observed frequencies

$F_e$ : Expected frequencies

In testing the hypothesis, the critical value depends on the level of significance and degree of freedom. Therefore, when the null hypothesis  $H_0$  will be accepted ( $H_1$ ) would be rejected, and vice versa for the purpose of testing the hypothesis, response to question ii from the administered questionnaire will be used.

Chi – square  $\chi^2$  is used to test the hypothesis which is referred to as a “goodness of fit test”

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

$E$

Where,  $O$  = observed frequency ( $F_o$ )

$E$  = expected frequency ( $F_e$ )

Does marketing planning have impact on business organization is used in testing the hypothesis.

Variable	Fo	Fe	Fo-Fe	(Fo-Fe) <sup>2</sup>	(Fo-Fe) <sup>2/fe</sup>
Most time	40	16.7	23.3	542.89	32.5084
Sometime	6	16.7	-10.7	114.49	6.8557
Not at all	4	16.7	-12.7	161.29	9.6581
Not all the time	-	-	-	-	-
Total	50	-	-	-	49.0222

$$X^2 = \sum \frac{(O-E)^2}{E} = \sum \frac{(Fo-Fe)^2}{Fe} = 49.0222$$

The expected frequencies were obtained by dividing the total frequencies by number of categories of responses. i.e fifty divided by three. The degree of freedom is (r-1) (C-1) where r is the number of rows and C the number of columns.

The degree of freedom = (3-1) (2-1) = 2. Therefore the critical value at 0.05 level of significance and degree of freedom 2 = 5.991

## DECISION RULE

When the critical value is greater than the calculated chi-square (X<sup>2</sup>) then the null hypothesis H<sub>0</sub> will be accepted, (H<sub>i</sub>) would be rejected, and vice versa.

## DECISION

Since the calculated chi-square (49.0222) is greater than the critical value of 5.991 we reject the null hypothesis and accept the alternative hypothesis. This implies that marketing planning has impact on business organization.

### **4.3 DISCUSSION OF FINDINGS**

In an attempt to evaluate the use of marketing planning on the impact of new development in some companies, the following findings have been revealed.

1. That most organizational structure do not provide for marketing planning department of it's own.
2. That marketing decision of most companies is significantly based on the marketing planning findings.
3. That budgetary allocation to marketing planning is inadequate.
4. There is not enough qualified and trainees marketing planning personnel in some company
5. There are most enough marketing efforts in the sales / marketing activities of the company

## **CHAPTER FIVE**

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

#### **5.1 SUMMARY**

The research is an assessment of the impact of marketing planning on business organization which is divided into five chapters.

Chapter one introduced the study, it states how marketing has been an important tool for determine the success rate of a new product generating more revenue for the entire success of the organization. It also consists of the statement of the study, research question, research hypothesis, definition of terms. The objective of the study of the study was to examine the contribution and the importance of marketing planning on business organization, and examine circumstances under which marketing planning is more likely to be used in the stage of new products development and impact of marketing planning on the profitability.

The chapter two explains the conceptual reviews, theoretical review and empirical review of the history of the case of study (Tuyil pharmaceutical Industry), research in marketing and types of research that exist in the field of marketing such as product research, primary and secondary research, uses of marketing planning, stage of product development e.t.c.

The chapter three explain the research design of the study, sample frame, sample size determination, method of data collection, the chapter explain how the research came about. How the data was

collected and how the data was analyzed to help solve the problem at hand.

The chapter four dealt with the analysis of the relevant data collected for the research, also dealt with test of hypothesis and discussion of findings.

Chapter five is just the summary of all this is contained in the first Chapters, it contains the summary, conclusion and recommendation.

## **5.2 CONCLUSION**

Despite the huge amount of money spent for the promotion activities in most companies, the products are not well recognized, this means that the planning and development stage of the company are the most important areas to consider before any other thing.

Organization succeed more with uniqueness rather than uniformity, uniqueness entails doing things completely different from the usual way adopted by competitors and other organization to have uniqueness in methods, procedures, process, and systems organization needs to have the right caliber of people to bring about these changes to stimulate them and to live with them for the purpose of gaining competitive edge and advantage over the competitors. To achieve these, organization must spend a lot on marketing planning to achieve uniqueness and product delivery. The more extensive use of marketing planning appears to be related to more experience in doing business organization and a larger role for new products in the companies. Use of marketing planning also allows companies to set quantitative goals for new products, and more carefully evaluate performance after launch.

Also most organization can be regarded as pace setters to market leaders in their various markets, if only they take time in doing marketing planning on business organization.

### **5.3 RECOMMENDATIONS**

In order to undertake a systematic product planning and development, in marketing planning, the research is making the following recommendation.

1. Most company should invest in promotional activities to enable the product sell in the market and to increase the profitability of the company.
2. Also companies should adopt the scientific method of product planning and development within the content of marketing planning.
3. Another recommendation that can be forward is that money should be invested in promotional activities to enable the product sell in the market.
4. That they should also conduct gap analysis of the existing product by interviewing a representative of consumers to find out their views about the company existing products before thinking of producing another one.
5. They should also take note of the types of research used at the stage which includes monadic approach of data about the marketing mix variable such as price, promotion package and distribution. It is also expensive since it involves raw materials, machinery and accuracy at new skill production. Like product testing, marketing test also involve some

procedure of which I will suggest companies to adopt to ensure successful marketing test, and take note of the information required during the marketing test.



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