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Impact of Marketing Strategies on Sales Performance in Ebonyi State: A Case Study of Tedi Group Enterprise

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Abstract: ***Marketing strategy is a fundamental problem for businesses whether the firm is a small or big, firms are mandated to create and execute a coherent marketing strategy to help promote their businesses. This has led to the increase in competition in the market with so many businesses striving to remain relevant. This study investigated the effect of marketing on sales performance with the guide got 4p's of MM (marketing mix) of Tedi Group which is an enterprise that sells fertilizer in Ebonyi state, Nigeria. The main objectives of this research is to evaluate the impact of marketing strategies on sales performance of a fertilizer company (Tedi Group) in Ebonyi State, 4P's of Marketing mix will be used as the main guide of this study and the also to determine the most effective of the 4P's of marketing mix such as product, price, place and promotion strategy. This study made use of quantitative survey design; the sample size was 80 regular customers of Tedi Group and 35 employees of Tedi Group. Structured questionnaires were utilized to collect data. A pilot study was also carried out to test clarity and accuracy. The questionnaires were self-administered; they were taken back immediately the respondents were done answering. Five-point Liker scale was used and the questionnaire was divided into six parts; demography, product and sales performance, price and sales performance, place and sales performance, promotion and sales performance and people and sales performance. The descriptive and inferential statistics was utilized for data analysis. Furthermore, figures and tables were used to showcase data. Statistical Package for Social Sciences (SPSS) software was utilized for data analysis. The study results revealed that they are significant relationship between marketing strategies and sale performance based on customers' views and employees' perspectives. The study used both Pearson's correlation and regression analysis. These findings on customers' view and employees' perspectives implied that promotion strategy had the highest correlation on sales performance. People strategy of marketing mix was also investigated based on customers' views which showed a positive correlation on sales performance. It is recommended that Tedi Group should adopt more aggressive product strategies so as to push its product and service to the target market and further improve the firm's level of profit, price discount, invest more in promotional activities to generate awareness of its products and services, add more distribution channels and engage more of skill trainings to motivate, encourage its employees on how to engage with customers in a friendly and polite way.***

Keyword: Marketing, strategies, sales performance, marketing mix, 4p's, product, place, promotion, price

1. Introduction

Marketing is the study of human activities aimed at satisfying or fulfilling wants and needs through a profit-making exchange. According to (Anyanwu, 2003) strategy is taken from military literature which refers to a plan of action. Of all business actions or functions, none is as focused in the consumer and his purchasing behavior as marketing. Marketing is always in connection with the study into consumers purchasing behavior, such as what the consumers want, need, prefer and value, who are the potential consumers and where they reside, their wages and manner of spending, how and why they decide to make purchase and so on. In actual fact the influencing of the consumers behavior is the basic task of the marketing department in any organization.

Equally, marketing tries to interpret the accurate type of products in line of the company's objectives and tries to make it obtainable at the exact place and at the exact price, with the exact promotions. This performance of marketing functions basically requires merge consumer wants and with the suitable products and services. It is the duty of the enterprise to adopt suitable marketing strategy to lure customers to its products. This is very important in the sense that in a free market economy, the judges of the performance of the enterprise will be consumers. The purchasing behavior of the consumers will decide the future or the fate of the enterprise. And it can be best described by the manager of the marketing who is in the right position to narrate how he will be impact variables of the market like the price, promotion, distribution and the place. The market effectiveness needs determination that can be integrate the success of the enterprise's marketing program towards pleasing the consumer who acts in acquiring and making use of the goods and services, which involves his choice process that moves to identify those acts are extremely affected by the strategy acquired by the marketing manager in marketing the enterprise's products (Kotler and Armstrong, 2006).

Since the performance of marketing activities involves basically merging consumer needs and wants the suitable product and services, and since it is normally believed that marketing starts and ends with the consumer, this project therefore seek to look into how the use of marketing strategies have created sales for the enterprises backing its impact on sales performance. Attempts are therefore made to manifest the relationship between sales turnover and the amount used on marketing activities and its result on impact on sales performance. We shall also focus on establishing how consumer purchasing behavior is determined by enterprise's strategy for achieving marketing objectives and plans. Also, this study is based on 4p's marketing mix strategy on product, place, pricing and promotional strategies. Marketing Mix is an instrument used by businesses and marketers to help identify a product or brands offering. The 4p's has been involved with marketing mix since their creation by E. Jerome McCarthy in 1960.

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Marketing mix came from the solo P (price) of microeconomic theory (Chong, 2003). McCarthy (1964) gave the "marketing mix", often referred to as the "4Ps", as a way of changing marketing planning into practice (Bennett, 1997). Marketing mix is a conceptual framework that helps identifies the principal decisions making marketing managers make in order to arrange their offerings to fit the needs of the consumers. According to (Palmer, 2004), marketing mix can b used to create long term strategies and short-term tactical programs.

According to (Möller, 2006), marketing mix has been really significant in the development and growth of both marketing theory and practice. Marketing mix is extremely influential is because it is very easy to understand, to handle, allows the disconnection of marketing from other actions of the firm and the representative of marketing duties to specialists; and - The factor of the marketing mix can adjust a firm's competitive position (Grönroos, 1994). The concept of marketing mix has two main benefits. First, it is an important instrument used to help one identify what the marketing manager's job is, in a big part, a matter of exchanging off the benefits of one's competitive powers in the marketing mix against the benefits of others. The second benefit of the marketing mix is that it enables to show another aspect of the marketing manager's job. Hence, (Möller, 2006) called to attention that the limitations of the 4Ps marketing mix framework, as the pillars of the traditional marketing management have frequently become the target of intense criticism. A lot of critics even go as far as refusing the 4Ps completely, suggesting alternative frameworks.

2. Literature Review

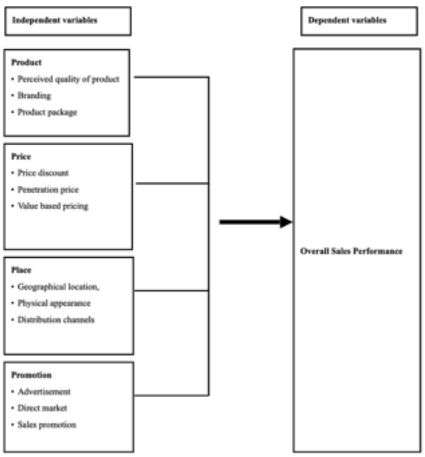

Figure 1: Conceptual framework

Conceptual Framework

Conceptual framework helps the researcher to determine and focus on important and related variables and imputes with a perception to tackle the research objectives and questions (Patton, 2002). According to (Kothari, 2004), stated that conceptual framework is the summary of elements and measures implemented to analyze a program or study of interest.

This research is guided by the following conceptual framework. This is a general structure that includes of certain abstract blocks which shows observation, analytical and experimental appearance of a research procedure. This presents a unified way of seeing a problem under study. This is an outline of courses of activities as well as a presentation of preferred way to a plan or thought. Furthermore, the framework shows the difference between independent variables and dependent variable which stipulate the relationship between market strategies and sales performance. The Dependent variable looked into; the sales performance of Tedi Group fertilizer while the independent variables concentrated on the product strategies, price strategies, promotion strategies and places strategies.

Theoretical Literature Review

There are have been many explanations on marketing strategy in the previous literatures and such explanations shows various view. Therefore, the agreement is that marketing strategy gives the direction for using the organization's resources in order to gain its displayed goals and objectives (Gbolagade Adewale, 2013). Marketing strategy is explained to be a given market place, in which the right resource allocations help enterprise to win in a competitive advantage in the market place. The goal of an organization improvement in marketing strategy is to establish, defend, set up and keep up with its competitive advantages (Owomoyela S.K, 2013). According to (Goi, 2005) explained that marketing strategy is an instrument a firm acquire to chase after its objectives in the target market; which means marketing strategy helps the enterprise to be very competitive in the market place. (Dolye, 2009) defined strategy as a unified, extensive and combined plan that merges the strategic advantages of the organization to the problem of the environment which is planned to make sure the regular objectives of the enterprise are gained through a right implementation by the organization. Sales and marketing strategies maybe acquired in order to fight competition, and upgrade the level of the company in the market or to increase the growth of the business (Luostarinen and Gabrielsson, 2006). Type of strategy needed will be based on the numerous elements such as: the power and number of the competitors, strengths of company, business size, financial position and the influence of government. (Dolye, 2009) further included that marketing strategy targets to be in contact with customers that added worth of products and services. According to (Ardjouman and Asma, 2015) the management of marketing strategies used by small and medium enterprise in Cote d'Ivoire to upgrade their performances and set up that there is an elevated of awareness of the significance part displayed by marketing strategies in the performance of small and medium. As cited in (Gbolagade Adewale, 2013) (Lin, 1993) split marketing strategy into four various parts which are dual-oriented, rational, emotional and low involvement, which stated that each different product types has its own different marketing strategy, so the marketing strategy of manufacturer can be into five parts which is the decision of the target market, product strategy, pricing strategy, channel strategy and marketing

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strategy. The total of 29 questions was used to estimate new product marketing strategy and Likert seven points scale by him (Lin, 1993). The moment when the enterprise lack of competition, the business performance would be much stronger even when companies are not totally market-driven, the performance will have a much more outstanding performance. Previous studies have initiated the relationships between the marketing strategies and performance (Owomoyela S.K, 2013). (Leonidou, 2002) Suggested a study in which a meta-analysis was also carried out in order to assess the relationships between the marketing strategies and performance.

Marketing is the main problem in sales performance with important impact on business strategy. A better marketing assist sales and increase, it adds significant growth to the market share in competitive marketing environment (Marjanova and Stojanovski, 2012). Studies have set up that marketing play a significant role in increasing the sales performance example, previous researcher realized that the practice of strategic marketing has an effective impact on performance variables and that engage with various composition to facilitate performance.

3. Research Method

Research Design

A questionnaire is a data collection instrument that is designed to obtain structured and unique data from respondents. Quantitative search methodologies were used with the aid of a questionnaire. In this research, both open and close ended questionnaires were used. The questionnaire was used to gather views and perceptions on elements impacting on sales performance in Tedi Group.

Target Population

A population is the set of relevant sectors or factors that a researcher tends to study. Population refers to the whole group of people, events or things that interest. This will comprise of two sets of characteristics;

The target population of this study was the 80 regular customers and 35 employees which is made up of the three departments in Tedi group such as marketing department, sales department and finance department. Hence making the population target a total of 115 respondents.

Data Analysis

The research process went through necessary operations such as editing, coding and classifying. Before the analyzing data using SPSS, data was checked for accuracy, clean, edited and coded. These processes are necessary to make sure that the data is systematically arranged in a manner that facilitates analysis. The collected data was analyzed using descriptive statistics to gain the objectives of the study. Once the questionnaires were completed, the necessary operations commenced and inputted into Statistical Package for Social Sciences (SPSS) version 20 for illustrative analysis to find out correlations and difference between sources and variables. The research analyzed inferential statistics using Pearson's correlation to identify the relationships between variables. Tables and figures were used to present results.

$$Y = \beta a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon$$

Where:

Y= overall sales performance,
X_1= product strategy
X_2 = price strategy,
X_3 = place strategy
X_4 = promotion strategy
a = is the constant
ε = Error term
β_a = Constant
β_1= Coefficient of X1
β_2 = Coefficient of X2
β_3 = Coefficient of X3
β_4= Coefficient of X4

4. Results and Discussions based on Customers' View

A total of 80 questionnaires to customers and only 70 were filled and returned making a response rate of 87.5% this was sufficient enough for the both customer and employee study.

Inferential Statistics

The data gotten from summarizing the responses obtained from the research questionnaires were further analyzed by the use of both Pearson's correlation and multiple regression models. The results are summarized as follows;

1. Pearson's Correlations

The Pearson correlation was analyzed at 95% confidence level ($\alpha = 0.05$) in order to determine the correlation between the variables under study. The findings in table 1 shows that the correlation coefficients indicating the relationships between the variables (Independent and dependent) are above 0.4 and below 0.8 (Pearson, 1990). This indicate that the strength of the correlations are medium and strong. Hence, the highest correlation coefficient was at 0.648 which is less than 0.8. The findings in table 1 indicates that all the independent variables (product strategy, price strategy, place strategy, promotion strategy) have a strong positive correlation on the dependent variable (overall sales performance).

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Table 1: Pearson's Correlation

Marketing Strategy	Overall Sales Performance	
Product Strategy	Pearson Correlation Sig. (2-tailed)	0.575 0.000
Price Strategy	Pearson Correlation Sig. (2-tailed)	0.604 0.000
Place Strategy	Pearson Correlation Sig. (2-tailed)	0.546 0.000
Promotion Strategy	Pearson Correlation Sig. (2-tailed)	0.648 0.000
*Correlation significant at the 0.05 level (2-tailed).		

2. Regression Analysis

Regression analysis was used to evaluate the primary forms of the model on a quantitative scale. Regression analysis is a method that allows researcher to evaluate the strength of an independent variable(s) over the dependent variable(s). Regression analysis was carried out as part of the analysis, the research analyzed sales performances against promotion, price, place and product.

This was achieved by coding, entering and computing the multiple regressions measurements of the study using SPSS.

- **Model Summary**

The regression model summary shown in table 2a indicates that 4p's of marketing mix had a positive and significant effect on the overall sales performance with a correlation of coefficient of 0.809 at P-value of 0.002. The general coefficient of determination R square was 0.634 and adjusted R square was 0.597 implying that the independent variables in this study (product, price, place and promotion strategy), combined accounts for 63% and 60% of the variance in sales performance of Tedi Group.

Table 2a: Model Summary

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.648[a]	0.420	0.412	0.376	0.420	49.291	1	68	0.000
2	.746[b]	0.556	0.543	0.331	0.136	20.583	1	67	0.000
3	.784[c]	0.614	0.597	0.311	0.058	9.891	1	66	0.002
4	.809[d]	0.655	0.634	0.297	0.041	7.697	1	65	0.007

a. Predictors: (Constant), Promotion
b. Predictors: (Constant), Promotion, Price
c. Predictors: (Constant), Promotion, Price, Place
d. Predictors: (Constant), Promotion, Price, Place, Product

- **Anova**

The ANOVA in table 2b presented whether the model can predict sales performance with the use of the independent variables. The output in table 2b shows that the significance value is 000 which is below 0.05 and as well as the F statistic (30.869) which is significant at a 95% confidence level, this shows that the model has predictive strength. There is a statistical significant between the 4ps (product, price, place and promotion strategy) on sales performance.

Table 2b: Anova

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	Sig	Sig
1	Regression	6.970	1	6.970	49.291	.000[b]
	Residual	9.616	68	0.141		
	Total	16.586	69			
2	Regression	9.230	2	4.615	42.034	.000[c]
	Residual	7.356	67	0.110		
	Total	16.586	69			
3	Regression	10.189	3	3.396	35.039	.000[d]
	Residual	6.397	66	0.097		
	Total	16.586	69			
4	Regression	10.866	4	2.716	30.869	.000[e]
	Residual	5.720	65	0.088		
	Total	16.586	69			

a. Dependent Variable: Overall Sales Performance
b. Predictors: (Constant), Promotion
c. Predictors: (Constant), Promotion, Price

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d. Predictors: (Constant), Promotion, Price, Place
e. Predictors: (Constant), Promotion, Price, Place, Product

- **Coefficients**

The researcher carried out a regression analysis to identify the relationship between product strategy, price strategy, place strategy, promotion strategy and sales performance Tedi group. The regression equation ($Y=\beta_a+\beta_1X_1+\beta_2X_2+\beta_3X_3+\beta_4X_4+\varepsilon$) was:

$$Y = -1.903 + 0.407X_1 + 0.321X_2 + 0.385X_3 + 0.306X_4 + \epsilon$$

Where Y = overall sales performance, $\mathbf{X_1}$ = product strategy, $\mathbf{X_2}$ = price strategy, $\mathbf{X_3}$ = place strategy, $\mathbf{X_4}$ = promotion strategy, **ε = Error term**

Table 2c: Regression Coefficients[a]

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.277	0.445		2.869	0.005
	Promotion	0.702	0.100	0.648	7.021	0.000
2	(Constant)	-0.476	0.550		-0.864	0.391
	Promotion	0.521	0.097	0.481	5.387	0.000
	Price	0.578	0.127	0.405	4.537	0.000
3	(Constant)	-1.457	0.604		-2.412	0.019
	Promotion	0.467	0.092	0.431	5.047	0.000
	Price	0.441	0.127	0.309	3.466	0.001
	Place	0.412	0.131	0.271	3.145	0.002
4	(Constant)	-1.903	0.598		-3.184	0.002
	Promotion	0.407	0.091	0.376	4.482	0.000
	Price	0.321	0.129	0.225	2.487	0.015
	Place	0.385	0.125	0.253	3.078	0.003
	Product	0.306	0.110	0.239	2.774	0.007
a. Dependent Variable: Overall Sales Performance						

5. Results and Discussions based on Employees' Perspectives

A total of 35 questionnaires to employees and only 32 were filled and returned making a response rate of 91.4%. This was sufficient enough for the both customer and employee study.

Inferential Statistics

The data gotten from summarizing the responses obtained from the research questionnaires were further analyzed by the use of both Pearson's correlation and multiple regression models. The results are summarized as follows;

1 Pearson's Correlation

The Pearson correlation was analyzed at 95% confidence level ($\alpha = 0.05$) in order to determine the correlation between the variables under study. The findings in table 3 shows that the correlation coefficients indicating the relationships between the variables (Independent and dependent) are above 0.4 and below 0.8 (Pearson, 1990). This indicate that the strength of the correlation are medium and strong. Hence, the highest correlation coefficient was at 0.652 which is less than 0.8. The findings in table 3 indicates that all the independent variables (product strategy, price strategy, place strategy, promotion strategy) has a strong positive correlation on the dependent variable (sales performance). Promotion strategy had the strongest correlation on sales performance with a correlation of ($r = 0.652$, $p < 0.05$) while product strategy had the lowest correlation on sales performance with a correlation of ($r = 0.512$, $p<0.05$). The result further revealed that all the variables were significant at 95% level of confidence of 2-tailed.

Table 3: Pearson's Correlation

Marketing Strategy	Overall Sales Performance	
Product Strategy	Pearson Correlation Sig. (2-tailed)	0.512 0.001
Price Strategy	Pearson Correlation Sig. (2-tailed)	0.513 0.001
Place Strategy	Pearson Correlation Sig. (2-tailed)	0.603 0.000
Promotion Strategy	Pearson Correlation Sig. (2-tailed)	0.652 0.000
*Correlation significant at the 0.05 level (2-tailed).		

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2. Regression Analysis

Regression analysis was used to evaluate the primary forms of the model on a quantitative scale. Regression analysis is a method that allows researcher to evaluate the strength of an independent variable(s) over the dependent variable(s). Regression analysis was carried out as part of the analysis, the research analyzed sales performances against promotion, price, place and product. This was achieved by coding, entering and computing the multiple regressions measurements of the study using SPSS.

- **Model Summary**

The regression model summary shown in table 4a indicates that 4p's of marketing mix had a positive and significant effect on the overall sales performance with a correlation of coefficient of 0.758 at P-value of 0.028. The general coefficient of determination R square was 0.514 and dusted R square was 0.481 implying that the independent variables in this study (price and promotion), combined accounts for 51% and 48% of change in sales performance of Tedi group. The remaining percentage are being considered for by other factors are not accounted for in this study. Hence, further research is recommended to be carried out to investigate the other factors that impacts sales performance of Tedi group in Ebonyi State.

Table 4a: Model Summary

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.652[a]	0.425	0.406	0.26502	0.425	22.156	1	30	0.000
2	.717[b]	0.514	0.481	0.24776	0.089	5.326	1	29	0.028

a. Predictors: (Constant), Promotion
b. Predictors: (Constant), Promotion, Price

- **Anova**

The ANOVA in table 5.14b presented whether the model can predict sales performance with the use of the independent variables. The output in table5.14b shows that the significance value is 000 which is below 0.05 and as well as the F statistic (15.338) which is significant at a 95% confidence level, this shows that the model has predictive strength. There is a statistical significant between the 4ps (product, price, place and promotion strategy) on sales performance.

Table 4b: Anova

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.556	1	1.556	22.156	.000[b]
	Residual	2.107	30	0.070		
	Total	3.663	31			
2	Regression	1.883	2	0.942	15.338	.000[c]
	Residual	1.780	29	0.061		
	Total	3.663	31			

a. Dependent Variable: overall
b. Predictors: (Constant), promotion1
c. Predictors: (Constant), promotion1, price1

- **Regression Coefficients[a]**

The researcher carried out a regression analysis to identify the relationship between product strategy, price strategy, place strategy, promotion strategy and sales performance Tedi group as shown in table 4c. The regression equation ($Y=\beta_a+\beta_1X_1+\beta_2X_2+\varepsilon$) was:

$$Y = I.476 + 0.392X_1 + 0.289X_2 + \epsilon$$

Where Y = overall sales performance, $\mathbf{X_1}$ = product strategy, $\mathbf{X_2}$ = price strategy, $\mathbf{X_3}$ = place strategy, $\mathbf{X_4}$ = promotion strategy, **ε = Error term**

Table 4c: Regression Coefficients[a]

Coefficients[a]						
Model		Unstandardized Coefficients	Standardized Coefficients		t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.352	0.426		5.522	0.000
	Promotion	0.476	0.101	0.652	4.707	0.000
2	(Constant)	1.476	0.550		2.683	0.012

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	Promotion	0.392	0.101	0.537	3.868	0.001
	Price	0.289	0.125	0.320	2.308	0.028
a. Dependent Variable: Overall Sales Performance						

6. Summary

The major aim of the study was to identify the impacts of 4p's of marketing mix on sales performance. The study was examined by two research questions, such as; what length do marketing strategies affect sales performance of Tedi Group? And what is the correlation between marketing strategies and sales performance of Tedi Group in Ebonyi States? this study used a descriptive research design.

The research was guided by the following objectives: To assess product and sales performance of Tedi group, to assess price and sales performance Tedi group, to assess promotion and sales performance, and to assess place and sales performance. Furthermore, the people strategy of market mix on sales performance was also looked into.

The sample size was 80 regular customers of Tedi Group and 35employees of Tedi Group. Structured questionnaires and interview were utilized to collect data. A pilot study was also carried out to test clarity and accuracy. The questionnaires were self-administered, they were taken back immediately the respondents were done answering. Five-point Liker scale was used and the questionnaire was divided into six parts; demography, product and sales performance, price and sales performance, place and sales performance, promotion and sales performance and people and sales performance. The descriptive and inferential statistics was utilized for data analysis. Furthermore, figures and tables were used to showcase data. Statistical Package for Social Sciences (SPSS) software was utilized for data analysis. The findings revealed that marketing strategies has positive significant impact on sales performance. The product strategy, price strategy, place strategy and promotion strategy created a construction blocks for marketing mix model.

The regression model reveals if all the factors (product strategy, price strategy, place strategy and promotion strategy) are constant at zero for customers' result analysis, the sales performance of Tedi Group would be -1.903. The finding is significant at P>0.05 at 0.002. The t-value of constant showed (t = -3.184) was significant at 95% level (Sig. F< 0.002), Thus, verifying the fitness of the model.

The regression model reveals if all the factors (product strategy, price strategy, place strategy and promotion strategy) are constant at zero for employees' result analysis, the sales performance of Tedi Group would be 1.476. The finding is significant at P>0.05 at 0.012. The t-value of constant showed (t = 2.683) was significant at 95% level (Sig. F< 0.012), Thus, verifying the fitness of the model.

7. Conclusion

The study makes the following conclusions based on the summary of the results of the study:

Based in the analysis and discussion, it is concluded that Tedi Group's strength and development depends hugely on its marketing strategies implementation and establishment this has no disbelief relying on the power of the cooperation of marketing mix model based on the market investment and the outcome that is expected as a ground of business increase.

This study discovered that most companies that are into fertilizer use marketing strategies at distinct levels in order to maximize their sales performance. These goes from product strategy, price strategy, promotion strategy and place strategy of MMM with each of the showing positive impact on the sales performance. In conclusion based on the questionnaire responses on customers' view and employees' perspectives, it is confirmed that there is a strong positive relationship between marketing strategies and sales performance of Tedi Group.

8. Recommendation

The study discovered out that marketing strategies tremendously affect sales performance and there is a strong positive relationship between marketing strategies and organizational performance. Based on the findings, discussion and the conclusion of this study, the following recommendations were provided for the further improvement of the performance with the company. Promotion strategy had the highest correlation on sale performance based on both the customers' view and the employee's perspective. Based on customers' view place strategy had the lowest correlation on sales performance. Based on employees' perspectives product had the lowest correlation on sales performance. It is suggested that Tedi Group should focus more on place strategy, price and product strategy in order to improve sales performance. By improving the quality of their product, implementing price discount, coupon and sales, getting a more convenient stores in order to initiate easy purchase, as well as delivery services. This will create more insight on marketing strategies

9. Recommendation for Further Study

Firstly, the research covered only Ebonyi state, Nigeria. Which only investigated the element for customers and employees. Therefore, it is required that further investigation be carried out in public organizations and beyond that uses marketing strategies to enhance their sales performance in order to achieve different views and findings which will add to the results of the current research.

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Secondly, since the collection of data was limited to the use of observation, interview and structured questionnaire as the main data collecting instrument. Therefore, it is recommended that more advanced methods of collecting data should be in use future studies such as sample study and comparative study.

Thirdly, based on this study promotion strategy and price strategy had a strong positive impact on sales performance and therefore researcher recommends more study on other element on marketing mix. due to limited study, the researcher also recommend more research on physical evidence and process strategy on sales performance. In addition, it is important to be extended the population of the study to improve the reliability. Furthermore, there is a need for more research on other elements that impact sales performance which could be implemented along with marketing strategies that might add to the increase in sales performance.

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