



## **ASSESSMENT OF SALES PROMOTION ACTIVITIES AT NILE BREWERIES**

### **LIMITED, MBARARA BRANCH**

#### **ABSTRACT**

This study assessed the sales promotions activities of Nile Breweries Limited, Mbarara Branch. Specifically, the study assessed the sales promotions strategies, the challenges affecting sales promotions and suggested strategies for enhancing the effectiveness of sales promotions. The study adopted a cross-sectional design on a sample of 134 respondents. Data were collected using a self administered question. Data were analysed at univariate level specifically using means and standard deviation. The findings of the study revealed that sales promotion strategies used by the company included offering rewards to customers, price reduction, fun moments, bonus beers, free drinks and price discounts as measures to increase company sales. The study also found out that Consumers' associate price discounts with products being of low product quality, Sales promotion are effective for cheaper beers, The increment in consumption of beer as a result of sales promotion is short lived, Consumers switch from beers sold at lower prices, offers the same sales promotion mechanics, Cost effective consumer target for sales promotion is hard to reach. Further it was established that solutions to sales promotion challenges included NBL posting products it offers on social media, Largely Using Brand ambassadors during sales promotions, Profile, Track and monitor performance of targeted customer segments, showing sales incentives given on social media attracting attention of customers, Receiving NBL advertising in an SMS/mobile app would be a good thing. Therefore, it was concluded that there were a number of sales promotion strategies, several challenges affected sales promotions and a

number of solutions address sales promotion challenges. Thus, it was recommended that companies involved in sales promotion should employ a variety of promotion strategies, companies during sales promotion should be cautious about sales promotion challenges and companies should adopt those sales strategies that address sales promotion challenges.