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# Assessment of effectiveness of advertising and sales promotion on sales performance in firms' of Tanzania: a case of AZAM Tanzania

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**Assessment of effectiveness of advertising and sales promotion on sales performance in firms' of Tanzania: a case of AZAM Tanzania**

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**Master of Business Administration (Human Resource)**

**University of Dar es Salaam, Business School, 2015**

This study assessed effectiveness of advertising and sales promotion on sales performance in the companies of Tanzania. A survey was conducted to gather data from 150 respondents at Azam Headquarters in Dar es Salaam. Data were collected using structured questionnaire and analyzed by using regression model. Descriptive statistics of frequency tables were also used. The study used descriptive research design which was concerned with determining the frequency with which something occurs or the relationship between two variables. Grounded on that information, the design was descriptive because it aimed at describing the effectiveness of advertisement and sales promotion in Tanzania. Findings from the study revealed that advertising and sales promotion were very effective in influencing sales and encouraging consumers to buy more of Azam products. Thus the introduction of sales promotion and advertising has triggered sales performance in a way that liquidity and profitability has increased in a long run. It was also found that without advertising and sales promotion in Azam Tanzania, sales could have carried out in a decreasing rate. The study recommends that, in order for Azam Tanzania to prosper against its rivals, they have to be innovative and alert to whatever subtle move made by other competitors' to continue occupying its business leading position.