

MAKERERE UNIVERSITY COLLEGE OF COMPUTING AND INFORMATION SCIENCE.

RESEARCH METHODOLOGY ASSIGNMENT ONE

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BUSINESS SALE'S REPORT.

## 0.1 Introduction

James and Tom's computer accessories is one of the accessories shop dealing in sales of computers, repair parts and computer software , the business has been in existence for about four years .The business majorly deals in sales of large and small quantity of purchase by the customers. Recently the business is experiencing both negative and positive effect on its sales and customers awareness. According to Barden (2001), negative stress is becoming a major illness in the work environment, and it can debilitate employees and be costly to employers or the business. Therefore this calls for the immediate identification of such problems in the business and look forward for ways of addressing them before it becomes too late to handle which may lead to the failure of the business operations.

## 0.2 The problem statement

The purpose of this study was to determine the negative effect of the lack of awareness to the business sales and the method the business can use to improve awareness hence improving, increasing the business sales.

### 0.2.1 Analysis of the business sales by James and Toms computer accessories.

James and Tom conduct their sales in such a way that the customer as to come and select what they are interested in and go and ask for the price from the cashier desk.

They have promoted their business through the customer display for the materials and through physical communication with different people informing them of the available stock. For example via sales man who talks to the people passing by and by doing that they may pick interest in buying.

### 0.3 Conclusion of the business sales

According to the above information stated in the analysis conducted, which clearly shows how the business was operated and how awareness was made. This is one of the factors that led to the negative effect of the business sales because of low awareness or hard to reach customers.

Therefore because of increasing technology where everyone has got access to the internet and smart-phone so by doing this, it could help by increasing awareness and business sales if the business could have its site (mobile app or website) where they can do sales display online, marketing, advertisement and reaching unto customers online.

This could help to address the business negative effect and therefore improving and increasing on the James and tom's computer accessories sales volume.