

MARKETING MANAGEMENT.

MARKETING TECHNIQUES USED BY THE BUSINESS VISITED.(UNEB 2020,MUKONO EXAMINATION COUNCIL 2017)

- i. Ensuring proper communication to customers. **Customers are frequently communicated to through phone calls.**
- ii. Ensuring proper negotiations with customers and suppliers. E.g. **price negotiations.**
- iii. Carrying out advertising.E.g**Television adverts like on Delta T.V are made advertising business products.**
- iv. Ensuring proper product display e,g **Bread , cakes, etc are properly displayed in the bakery canteen.**
- v. Lowering prices E.g **Big sized bread price was reduced from shs 4000/= to shs 3500/=.**
- vi. Production of quality products e.g **Production of well flavored and dust free bread.**
- vii. Ensuring proper product distribution E.g **Door to door delivery using company delivery trucks.**
- Viii **Offering products on credit such as bread e.g Trustworthy customers like cheap price supermarket are offered bread and make payments later.**

MARKETING ACTIVITIES PRACTICED BY THE BUSINESS VISITED.(BUGANDA EXAMINATION COUCIL MOCKS 2019,MUKONO EXAMINATION COUNCIL 2017))

- i) Finding out who the customers are e.g. **students, adults or children,supermarkets etc.**
- ii) Finding out customers' needs or wants. e.g.**flavoured and dust free quality bread is one of the customers needs.**
- iii) Developing and providing a product or service that meet customers' needs.E.g **production of small sized and medium sized bread to fit customer needs in terms of sizes.**
- iv) Setting prices that are affordable.E.g **Big sized bread is sold at only shs3500/= which is affordable to customers.**

- v) Making products available at places where customers can find them e.g . **Products are distributed by factory delivery vans to supermarkets, market centers, trading shops and other customer premises.**
- vi) Promoting the products by informing and attracting customers to buy them. This is done through advertising.E.g **Trade fairs and exhibitions attended to, T.V and radio adverts are made as away to promote bakery products.**

BENEFITS OF DOOR TO DOOR SELLING TO THE BUSINESS VISITED.

- i. It enables the business to out compete other business competitors **like Denovo bakery , Kiddawalime, etc.**
- ii. It attracts new business customers **like new shop traders, residents, supermarkets, etc.**
- iii. It enables the business to collect customer opinions about the product. eg **opinions about product size, quality, price, etc.**
- iv. It enables the customers to enjoy bread at affordable price.**e.g only 1800 shillings for the small sized bread.**
- v. It improves on the customer relations.
- vi. It minimizes product damage that may be incurred during product distribution etc

ELEMENTS OF MARKETING MIX USED BY THE BUSINESS VISITED.(UNNASE MOCKS 2019)

- i. Product. Eg **bread, cakes, cookies, etc.**
- ii. Place. **Products are distributed using retail distribution where they are taken to retailers using delivery distribution trucks.**
- iii. Price. Eg **each small sized bread is sold at shs 1800/=.**
- iv. Promotion. **This is done on T.V media and trade fairs at Lugogo.**

- v. Positioning. **The Sweet bite bakery produces high quality bread which is dust free and ginger flavoured and long lasting.**
- vi. Packaging. **Bakery products are wrapped in attractive polythene bags with glittering red colours.etc**

FACTORS CONSIDERED BY THE BUSINESS VISITED WHEN DESIGNING AND DEVELOPING PRODUCTS.(UNEB 2020)

- I. The customer's needs. Eg **need for dust free bread.**
- II. The products of the competitors. **Cake bread is produced with a nice flavor which is better than other competitors.**
- III. Availability of raw materials. **Wheat flour is adequately available which supports bread production.**
- IV. The government policy and regulatory standards in relation to the product to be produced..E.g **bread production is legally accepted.**
- V. Environmental considerations. **Paper bags are used to pack some products like cakes since they are environmental friendly.**
- VI. Life span of the product. **The bread produced can last for seven days.**
- VII. The product features. **Oval product shape of bread is produced which is unique from that of other competitors.**

METHODS USED BY THE BUSINESS VISITED TO PRICE ITS PRODUCTS.

- i. Demand oriented price. **Price for bread is increased during festival seasons like Christmas from 3600 to 4000 shillings due to increased demand.**
- ii. Competition oriented price. **Prices for small sized bread were reduced from 2000 to 1800 to outcompete other bakeries like Denovo.**
- iii. Cost oriented price. **Prices are increased when the price for wheat flour increases.**
- iv. Quality oriented price. **High quality bread spiced with flavours is expensively sold. Eg cake bread is at shs 4000.**

- v. Resale price maintenance method. **Most of the prices at which retailers sell the bread is fixed by Ntake bakery and it is uniform, such as shs 1800 for small sized ones and shs 4000 for big sized ones.**

Assignment

1.a) In reference to the business visited, explain the factors considered when pricing business products.

b) Present the factors considered by the business visited before designing the product.

c) Give the ways through which the business visited attract and maintain customers(Wakisha 2018)

2. In reference to the business visited ;

a) Present the marketing techniques used by the business visited.

b) Discuss the marketing activities practiced.

c) Explain the elements of marketing mix practiced by the business visited.

d) Present the methods used by the business visited to price business products.

e) Explain the marketing activities practiced by the business visited.

TECHNIQUES USED BY THE VISITED BUSINESS TO PROMOTE THE BUSINESS PRODUCTS.

- i. Using intensive advertising **on Delta T.V and Bukedde T.V.**
- ii. Giving free samples. **Customers are given free bread as samples to encourage them to buy more.**
- iii. Using sign posts. **There is a sign post in front of the factory premises of Sweet Bite Bakery.**
- iv. Attending trade fares and exhibitions, **like Lugogo trade fare show which Sweet Bite Bakery attends to every year.**
- v. Charging affordable prices. **Only shs 3500 for big sized bread.**

- vi. Sponsoring social events, eg **Sweet Bite Bakery sponsors Natete football club.**
- vii. Using door to door selling. **This is done using delivery trucks that take bread directly to customers' premises in different areas like kyengera,Buddo,Nsangi etc.**
- viii. Giving discounts E.g. **5% discount is offered to customers who buy beyond 100 loaves of bread.**
- ix. Offering credit facilities. **Trustworthy customers like cheap price supermarket are offered bread and make payments later.**

MARKET STRATEGY.

TOOLS FOR MARKET STRATEGY USED BY THE BUSINESS VISITED.(Uneb 2018 –but it came as a business club qn,WESTERN JOINT MOCK EXAMINATION 2019,WAKISHA MOCKS 2014))

The business visited is **Sweet Bite Bakery.**

NB.A candidate is free to substitute Sweet Bite Bakery with another business he/she visited.

The tools included the following;

- i. Networking. **The bakery workers create contacts with workers who work with other companies. This networking is done through creating watsup groups, visiting them, etc.**
- ii. Referrals. **Sweet Bite Bakery satisfied customers always refer other customers to buy the products.**
- iii. Writing .**customers are offered with information about the bakery products, through business fliers, newspapers, media adverts, etc.**
- iv. Cold calling. **They are special people stationed at the gate of the bakery simply to induce and encourage customers to buy the products.**
- v. Giving free gift6s to interested prospects. **Students are given chance to acquire information about the bakery such as products produced, raw materials used, etc.**
- vi. Offering guarantee. **Customers are given assurance that the bread can last for seven days and compensation is allowed.**

- vii. Advertising. **Adverts on Delta T.V are made.**

Assignment

In reference to the business visited

- a) Describe the characteristics of potential customers of the business visited.*
- b) What are marketing innovations used by the business project to attract customers.*
- c) What tools of market strategy used by the business visited*
- d) How does the business visited cover the market gaps.*
- e) How does the business visited segment market*
- f) Advise the owner of the business visited on the benefits of segmenting market*

MARKETING CHALLENGES FACED BY THE BUSINESS VISITED.

- i. High competition from other bakeries like Denovo bakery, super loaf bakery, etc this lowers demand.
- ii. Seasonal demand for the bakery products. Eg festival seasons like Christmas, Easter seasons, go back to school seasons, etc and this makes demand not continuous.
- iii. High distribution costs like transport costs, commission for salesmen, etc.
- iv. High advertising expenses. Eg the bakery spends an average of shs 10,000,000 annually on only television adverts.
- v. Duplication of the business products by other competitors.
- vi. Changes in customers tastes and preferences. Customers keep changing their tastes in disfavour of the business products.
- vii. Presence of substitutes on market. Eg fried grasshoppers, chapattis, roasted G.nuts, etc that serve the same purpose which bread can serve.

MEASURES BEING TAKEN BY THE BUSINESS VISITED TO OVERCOME THE MARKETING CHALLENGES.

- i. Ensuring quality production , eg production of dust free bread to overcome competition.

- ii. Using cheap means of product distribution like sales to minimize transport expenses.
- iii. Using cheap means of advertising such as designing sign posts, issuing out fliers, business cards to substitute expensive advertising media like T.V advertising.
- iv. Developing unique product features in terms of product shape, design, texture, packaging, etc to minimize product duplication. Eg Ntake bakery has a unique lemon flavour.
- v. Carrying out market survey to check on the customer's tastes and preferences. These are monthly conducted and reports are collected.
- vi. Offering variety of products. Ntake bakery company offers varieties like cakes, doughnuts, daddies, etc to overcome challenges of customers' tastes and preferences.

Guiding questions.

In reference to the business visited;

- a) Present the conditions under which goods may be sold on credit.*
- b) In what ways are credit sales managed at the place which is visited.*
- c) Alert the owner of the business visited on the benefits of selling products on credit.*
- d) What are the marketing challenges facing the business visited.*
- e) Suggest the measures to overcome the above marketing challenges.*

Assignment.

- a)** *Why does the business visited carry out market suevey.*
- b)** *Design a market guide used by the business visited.*
- c)** *How does the business visited covers the market gaps.*

MARKETING CHALLENGES FACED BY THE BUSINESS VISITED.

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- ix.** Seasonal demand for the bakery products. Eg **festival seasons like Christmas, Easter seasons, go back to school seasons, etc and this makes demand not continuous.**

- x. High distribution costs like **transport costs, commission for salesmen**, etc.
- xi. High advertising expenses. Eg **the bakery spends an average of shs 10,000,000 annually on only television adverts.**
- xii. Duplication of the business products by other competitors like **Denovo bakery**
- xiii. Changes in customers tastes and preferences. **Customers keep changing their tastes in disfavour of the business products.**
- xiv. Presence of substitutes on market. Eg **fried grasshoppers, chapattis, roasted G.nuts, etc that serve the same purpose which bread can serve.**

MEASURES BEING TAKEN BY THE BUSINESS VISITED TO OVERCOME THE MARKETING CHALLENGES.

- i) Ensuring quality production , eg **production of dust free bread to overcome competition.**
- vii. Using cheap means of product distribution like **motor cycles transport expenses.**
- viii. Using cheap means of advertising such as **designing sign posts, issuing out fliers, business cards, designing posters etc to substitute expensive advertising media like T.V advertising.**
- ix. Developing unique product features in terms of product **shape, design, texture, packaging**, etc to minimize product duplication. Eg Ntake bakery has a unique lemon flavour.
- x. Carrying out market survey to check on the customer's tastes and preferences. **These are monthly conducted and reports are collected.**
- xi. Offering variety of products. Sweet Bite Cakery Company **offers varieties like cakes, doughnuts, daddies, etc to overcome challenges of customers' tastes and preferences.**

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In reference to the business visited;

- f) Present the conditions under which goods may be sold on credit.*
- g) In what ways are credit sales managed at the place which is visited.*

- h) Alert the owner of the business visited on the benefits of selling products on credit.*
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- j) Suggest the measures to overcome the above marketing challenges.*

Assignment.

- a) Why does the business visited carry out market survey.*
- b) Design a market guide used by the business visited.*
- c) How does the business visited cover the market gaps.*
- d) What factors does the business visited consider when selecting an advertising media (Wakisha Mocks 2019)*

DISTRIBUTION CHANNEL.

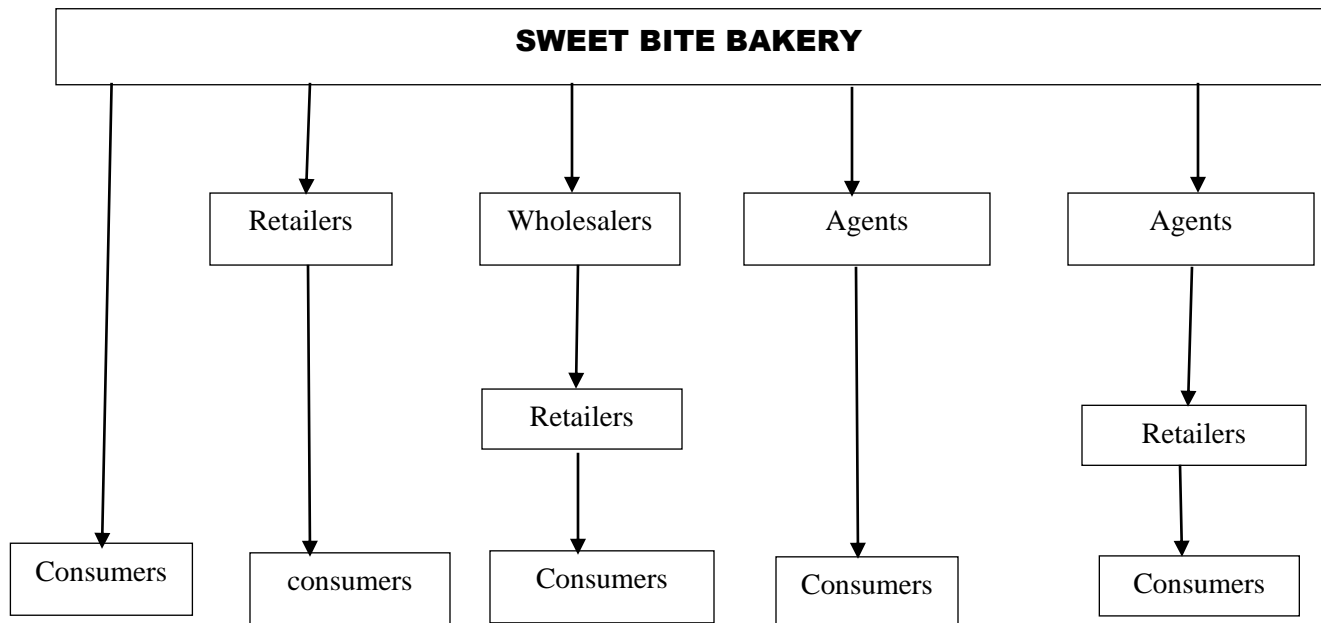
TYPES OF DISTRIBUTION CHANNELS USED BY THE BUSINESS VISITED. (WAKISHA MOCKS 2014, UNNASE MOCK 2019)

- i. Direct channel. **The bakery uses delivery trucks to sell the bakery products directly to customers like schools, hospitals, etc.**
- ii. Retail distribution. **Bakery distributors take bakery products to retailers and later sell them to customers in affordable quantities.**
- iii. Sales agents. **Sweet bite bakery has different agents and distributed in parts of the country like Kyengera, Natete, etc where customers can buy the products.**

MARKET FLOW CHART OF SWEET BITE BAKERY

**SWEET BITE BAKERY
P.O. BOX 15, KAMPALA
[TEL:0756220203](tel:0756220203)**

MARKET FLOW CHART



FACTORS CONSIDERED BY THE BUSINESS VISITED WHEN SELECTING DISTRIBUTION CHANNEL.

- i. Nature of the products. **Bread being perishable is directly sold to retailers and customers using delivery vans.**
- ii. Location of the customers. **Customers like schools, trading shops, supermarkets which are nearer the factory make their purchasing directly from the bakery.**
- iii. Manufacturer's distribution policy. **It is Sweet bakery bakery's policy to distribute its products directly to its customers using its delivery vans.**
- iv. Availability of storage facilities. **Bakery products are directly distributed to customers since the bakery has enough stores where the already produced products can be kept from before distribution.**
- v. Availability of the delivery vans. **Sweet bite bakery has 10 delivery vans that are used to sell bakery products directly to customers.**
- vi. Reliability of the channel. **Distribution of the products using delivery vans of the bakery is reliable, fast and efficient compared to other means.**

WEEKLY DISTRIBUTION SCHEDULE OF NTAKE BAKERY.

SWEET BITE BAKERY
P.O. BOX 210 KAMPALA.

**Dealers in production of high quality bakery products such as brea,
cakes, etc.**

WEEKLY DISTRIBUTION SCHEDULE.

Period/Days	Markets/Areas	Product	Quantity	Person in charge	Remarks
Mon.	Natete	Bread, cakes	100 packets	Mukasa	
Tue.	Kyengera	''	''	''	
Wed.	Masaka	''	''	''	
Thurs.	Mpigi	''	''	''	
Fri.	Mukono	''	''	''	
Sat.	jinja	''	''	''	

Prepared by. _____

Guiding questions.

In reference to the business visited;

- a) Explain the types of the distribution channel used by the business visited.*
- b) What are the factors considered by the business visited before it selects a distribution channel(uganda teachers education consult mock 2019,Western Mock Association 2019)*
- c) Give reasons why the business visited chose the type of distribution channel being used.*

PRODUCT PRICING AT THE BUSINESS VISITED

Methods of Product pricing used by Ntake bakery.(wakisha 2016)

- i) Demand oriented pricing. **Prices tend to increase for example for a bread from shs.4000 to shs 4500 during weekends and festive seasons like christmass when the demand is high.**
- ii) Cost oriented pricing. **Increase in price of wheat flour leads to increase for price of the bread.**
- iii) Competition oriented pricing. **Here prices are being charged basing on what other bakeries like Denovo bakery, family bakery are charging.**
- iv) Quality oriented pricing. **High quality bread with egg flavor is expensively charged at shs 5,000 for big sized bread.**
- v) Resale price maintenance. **This one is followed by the retailers who sell abakery products supplied by Ntake bakery.**
- vi) Government policy on pricing. **The government encourages bakery companies to charge small sized bread at minimum pricing of shs.2000.**
- vii) Quantity oriented pricing. **Customers that buy in large quantities are charged with low prices forexample shs.1500 for small sized bread instead of shs.2000 for those buying in small quantities.**

Factors that are considered when determining the prices of the products at Ntake Bakery Company.(uneb 2019, UNEB 2017, BUGANDA EXAMINATION COUNCIL MOCK 2019)

- Cost of production. **Increase in price of wheat flour made Ntake bakery to equally increase prices for small sized bread ta shs.2000.**
- Income level of customers E.g **Low income earners like students are charged with low prices for bread.**
- Prevailing market prices of the products E.g **forexample the trending price for small sized bread is 2000 and that is what Ntake bakery company is equally charging.**
- Level of demand of the business **Prices tend to increase for example for a bread from shs.4000 to shs 4500 during weekends and festive seasons like christmass when the demand is high.**
- Prices charged by the competitors **.Denovo bakery charges its small sized bread at shs 2200 and this made Ntake bakery to slightly lowers its small sized bread at shs.2000.**

- Quality oriented pricing. **High quality bread with lemon flavours,egg flavours are expensively sold at shs 5000 compared with other bread.**
- Terms of sale .**Customers who may be taking products on credit are slightly charged with high prices.**
- Bargaining power of the customers.**Sometmes small sized bread is lowered to shs.1800 in case the customer bargains.**
- Quantity bought by the customers.**Customers that buy in large quantities are charged with low prices forexample shs.1500 for small sized bread instead of shs.2000 for those buying in small quantities.**

WAYS IN WHICH THE BUSINESS VISTED MAINTAIN THE MARKET SHARE.(uneb 2015)

- i)Proving high quality products e.g **production of lemon flavoured bread.**
- ii)Using persuasive advertsing e.g**Television adverts.**
- iii)Offering variety e,g **bread ,cakes** etc
- iv)Ensuring proper packaging e.g **use of durable polythene bags**
- v)Offering discounts e.g **5% discount for trade discount.**
- vi)Using appropriate distribution channel e.g **door to door selling.**
- vii)Mantaining good customer care eg **offering customers free delivery services**
- viii)Offering aftersales services such **as free delivery.**

MANIFESTATIONS/ WAYS OF SHOWING GOOD CUSTOMER CARE AT THE BUSINESS VISITED.OR WAYS TO PROMOTE CUSTOMER SATISFACTION.(uneb 2014,UMTA MOCKS 2021,WAKISHA MOCKS 2019)

- i. Being honest to customers. Eg **Expired products are not sold to customers.**

- ii. Handling customers complaints tactfully. Eg **customers with complaints of product expiry are given compensation.**
- iii. Offering prompt services to customers. Eg **distributors timely respond to customer orders.**
- iv. Having sound knowledge of the business product. **Company marketeers and distributors have information about product handling and storage.**
- v. Offering product variety eg **bread, cakes, doughnuts. This favours customer choice.**
- vi. Opening early and closing late of the business premises. Eg **the company opens at 7:00 am and closes at 8:00 pm.**
- vii. Offering after sales services. Eg **free delivery of bakery products to customer premises using company delivery vans, free product packaging, etc.**
- viii. Offering discounts. Eg **every customer who buys a dozen of loaves is offered 2% trade discount for bulk purchase.**
- ix. Being hospitable/cheerful to customers. Eg **all marketeers serve customers with wide smiles.**
- x. Welcoming customers suggestions and opinions. **There is a suggestion box at the company gate where customers suggestions are collected.**
- xi. Being available for customers every time to be served. **Sweet Bite Bakery company remain open 7 days a week.**
- xii. Calling customers by their names. This makes them excited.
- xiii. Offering quality products. Eg **production of dust free bread.**
- xiv. Offering after sales services e.g **free delivery, packaging of customer products** etc
- xv. Visiting customers physically. **This is done mostly on weekend.**
- xvi. Making phones and texting messages to customers. **This done mostly on weekend,,**
- xvii. Installing cameras around business premises. **There 5 cameras and this helps to take record of customer experiences when they have visited the business premises.**
- xviii. Offering variety of products.eg **bread,cakes etc**

Guiding qns

In reference to any business trip conducted;

- a) Explain the ways through which customer care is practiced at the business visited.

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- b) *Illustrate and draw any advertising media used by the business visited.*

Assignment.

In reference to the field trip conducted as an individual;

- a) Inform the owner of the business visited on the benefits of exhibiting good customer care.
- b) What are the indicators of satisfied customers at the business visited?
- c) What are the indicators of poor customer care at the business visited?
- d) Illustrate the customer survey satisfaction tool used by the business visited.
- e) How does the business visited promote good customer care

WAYS OF ENSURING CUSTOMER SATISFACTION AT THE BUSINESS VISITED.

N.B *Refer to ways of ensuring /manifesting good customer care.*

INDICATORS DISSATISFIED CUSTOMERS NOTICED AT THE BUSINESS VISITED.

- i) **Increased customers' complaints** eg complaints about poor quality products, like bread being dusty.
- ii) **Absence of customer referrals.** i.e customers fail to refer their friends to buy from the same business premises.
- iii) Reduction in purchases.E.g **reduction of 30% weekly sales.**
- iv) **Reduction in quantities purchased.** E.g **from 100 loaves to 40 loaves per day.**
- v) Poor customer relations.
- vi) **Requesting or bargaining for low prices by the customers.** Eg from 3500 shillings of big sized bread to 3000 shillings.
- vii) Poor facial expression by the customers eg being **unhappy being rude and or sad.**

CUSTOMER CARE SERVICES OFFERED BY THE BUSINESS VISTED(uneb 2015)

- i) Warm welcoming of customers E.g **with wide smiles.**
- ii) Offering quality products. Eg **production of dust free bread with egg flavours.**
- iii) Being pleasant e.g **dressing decently.**
- iv) Helping customers to make appropriate choices e,g **in terms of sizes,shape etc**
- v) Offering after sales services e.g **free delivery**
- vi) Extending credit facilities. **This is offered to trust worth customers like cheap super market.**
- viii) Ensuring timely response to customer complaints.e.g **need for product new compensation.**
- ix) Charging fair prices e.g **2000shillings for small sized bread.**

Assignment.

In reference to any field trip conducted as an individual;

- a) Advice the owner of the business visited on the ways of reducing customers' dissatisfaction.*
- b) What are the causes of customer dissatisfaction at the business visited?*
- c) What are the dangers of dissatisfied customers at the business visited.*

- d) What are the indicators of good customer care at the business visted (uneb 2013).*
- e) Inform the owner of the business visited on the benefits of good customer care.*

WAYS OF MANAGING CASH AT THE BUSINESS VISITED.

- a) By keeping all cash with the company cashier.

- b) By locking all cash received in safe lockers. **This was done by the company cashier.**
- c) Banking all the cash received daily. **This one is banked in centenary bank Natete branch.**
- d) Employing skilled personnel to handle business cash. Eg **the company cashier is a graduate in financial management.**
- e) Developing all cash expenditure budgets. **These are done by the company cashier.**
- f) Properly document all cash documents **like cash sales, receipts,** etc
- g) By avoiding spending business cash for personal matters such as **personal shopping, weddings, parties, etc.**
- h) Employing security cameras in all rooms where cash is handled. **They are 3 security cameras in each room.**
- i) By ensuring proper counting and checking of the cash received to ensure that it is correct ie **It was counted twice before it is or received of given out.**
- j) By recording of all cash sales made.
- k) By reconciling all the sales made per day with physical cash collected.
- l) By carrying out proper accountability of cash expenditure.

Assignment.

In reference to any business visited;

- a) *Advise the owner of the owner of the business visited on the benefits of handling and managing business cash.*
- b) *Explain the ways through which cash is managed.*

CREDIT SALES AND MANAGEMENT.

WAYS OF MANAGING CREDIT SALES IN THE BUSINESS VISITED.(UNEB 2014)

- i. By setting up short credit periods for all the business debtors. Eg **they are strictly two weeks to settle their debts.**
- ii. By issuing out invoices to acknowledge credit sales made to them. **These are issued out by distributors and company cashiers.**
- iii. Sending reminder notices to debtors. **These are usually sent a week before due dates.**

- iv. Offering cash discount to business debtors. **Eg 5% is offered as cash discount.**
- v. Asking for collateral securities for customers who take products of high value, **such as land titles, vehicle cards, etc.**
- vi. Taking legal steps in case of defaulters. **This is done by the company lawyers who sue defaulters in courts of law in order to recover the company's money.**
- vii. Documenting all credit sales. **This involves documenting documents like invoices, receipts etc**
- viii. Sending reminders to debtors such as **debtors reminder notices.**
- ix. Taking insurance policies e.g **bad debts insurance policy.**
- x. Accepting any other mode of payments e.g **mobile money**
- xi. **Fixing maximum amount to be given out on credit for example shs.10,000 for new customers.**
- xii. Contracting an independent legal organization/company to manage the debts on behalf of the Sweet Bite Bakery e.g **Okello Advocates and law firm**
- xiii. Rescheduling of date of payment e.g **from 25th of the month to 1st of the new forthcoming month.**

Assignment.

In reference to the business visited;

- a) What are the challenges faced by the business visited when selling goods on credit?.*
- b) Develop a credit recovery programme of the business visited.*
- c) How does the business visited handle accounts receivable.*
- d) What are the factors considered by the business visited before selling goods on credit*
- e) What are the advantages of enjoyed by the business visited as a result of selling goods on credit(**Wakisha Mocks 2016**)*

TREATMENT OF ACCOUNTS PAYABLE AND ACCOUNTS RECEIVABLE BY THE BUSINESS VISITED.

Accounts payable refer to accounts for creditors and the business is out pay them

While

Accounts receivable refers to accounts for debtors and the business is claiming money from them.

TREATMENT OF ACCOUNTS PAYABLE.

- i. Ensuring of timely payments as agreed upon i.e **they are settled at the end of every month.**
- ii. Picking reminder notices for payments from the business creditors. They are always picked by the company cashier.
- iii. Ensuring regular communication with the business creditors. **This is done through making phone calls to them, visiting them, texting messages to them, etc.**
- iv. Designing repayment schedules to be followed when making payments. **Such as debtors payment programm**
- v. Receiving invoices from the business creditors. **These are picked on the daily basis.**
- vi. Presenting collateral securities to the business creditors. **Such as land titles.**
- vii. Receiving statement of accounts from the creditors. **These are received monthly from suppliers of raw materials like kaswa wheat flour supplier.**
- viii. Ensuring proper documentation **such as documenting receipts, invoices, statement of accounts etc.**
- ix. Asking for a long creditors payment period e.g **2 months.**
- . .

TREATMENT OF ACCOUNTS RECIEVABLE.

- i. Issuing out invoices to debtors. **These are issued out on the daily basis.**
- ii. Issuing out statement of account. **These are issued out on the monthly basis to different customers like cheap price supermarket, Natete grocery, etc.**
- iii. Sending remind notes. **These are sent on weekly basis by the company marketiers and distributors.**

- iv. Ensuring proper documentation. **Invoices, receipts, statement of account are properly documented in the file.**
- v. Giving a short debtors collection period to business debtors. **They are given two weeks to settle their outstanding accounts.**

UNDER WHAT CIRCUMSTANCES MAY THE GOODS BE SOLD ON CREDIT BY THE BUSINESS VISITED.

- i. When bread is about to expire.
- ii. When sales are low.
- iii. When credit customers have presented collateral security **like land titles.**
- iv. When products are very expensive **such as cake bread and simsim bread.**
- v. When the customer is well known **like cheap price super market Kyengera.**
- vi. In case there is a need to outcompete other competitors like other bakeries such as **Kiddawalime bakery, etc.**

Guiding question.

In reference to the business visited

- a) how does the business maintain the debtors and creditors accounts.
- b) What are the debt management activities practiced by the business visited.

SALES PROMOTION AND ADVERTISING.

FORMS OF SALES PROMOTION PRACTICED BY THE BUSINESS VISITED TO BOOST SALES. (uneb 2013, wakisha mocks 2016)

- i. Advertising the business products. **Adverts are made on different T.V media like Bukedde T.V, Delta T.V, etc.**
- ii. Carrying out personal selling. **This is done by delivery vans that move door to door.**

- iii. Offering samples. **New customers are offered with free bread in order to attract them to buy more.**
- iv. Renovating business premises. **All business premises within Kyengera area like shops are painted by Sweet Bite bakery brands**
- v. Ensuring quality production. **Well flavoured and dust free bread is offered.**
- vi. Offering after sales services. **These include free delivery offered by factory vans.**
- vii. Attending trade fares and exhibitions. **Sweet bite Bakery bakery company always attend trade fare and exhibition at Lugogo show ground.**
- viii. Bonus offer. **Whoever buys a bread is given free small Sacket of blue band.**
- ix. Giving credit facilities to only daily and known customers such as **cheap price super market Kyengera, Buddo SS, etc.**

Assignment.

- a) *Sensitize the owner of the business visited on the benefits of selling goods on credit.*

UNDER WHAT CIRCUMSTANCES MAY THE GOODS BE SOLD ON CREDIT BY THE BUSINESS VISITED.

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- viii. When sales are low.
- ix. When credit customers have presented collateral security like land titles.
- x. When products like bread is very expensive such as caked bread and simsim bread.
- xi. When the customer is well known like cheap price super market Kyengera.
- xii. In case there is a need to outcompete other competitors like other bakeries such as Kiddawalime bakery, etc.

ADVERTISING.

ADVERTISING MEDIA USED BY THE BUSINESS VISITED TO ADVERTISE ITS PRODUCTS.

- i. Television media. **Weekly television adverts are made on Delta T.V and Bukedde T.V.**
- ii. Radios. **Daily adverts are made on C.B.S radio and radio Simba for bakery products.**
- iii. Newspapers. **Every Monday and Sunday Ntake bakery products are advertised in New vision newspaper.**
- iv. Out door advertising. **Sign posts and big posters containing information about Ntake bakery products are put in different parts of the country.**
- v. Magazines. **Sweet BiteBakery company publishes a monthly magazine containing information about its products.**

Assignment.

In reference to the business visited;

- a) What are the benefits of advertising enjoyed by the business visited.*
- b) Explain the advertising media used by the business visited when advertising its products*
- c) Explain the factors considered by the business visited when selecting an advertising media.*

ONE OF THE ADVERTISING MEDIA USED BY THE BUSINESS VISITED.
SIGN POST OF NTAKE BAKERY COMPANY.



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