IMPACT OF ROAD SHOWS SALES PROMOTION ON SALES VOLUME OF A COMPANY: A CASE STUDY OF NAIROBI BOTTLERS COMPANIES

BY

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Declaration

This is my original work and has not been presented for any of the study programmes in any learning institution.

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his research project has been submitted for examination with my approval as the Course Supervisor.

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ABSTRACT

This research is about the impact of road show sales promotion on sales volume of the company. The main objective of the study include: to identify different form of road shows that are used by an organization and establish the relationship between product road shows and sales performance.

The research was a survey of the coca-cola company where different people were interviewed and their responses used to come up with the solutions to the research objectives.