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FACULTY OF ECONOMICS

DEPARTMENT: MARKETING AND BUSINESS MANAGEMENT

MASTER THESIS

**PROMOTION OF SMALL AND MEDIUM ENTERPRISES IN
MUNICIPALITY OF GJILAN**

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CHAPTER I

ABSTRACT

During the topic discussion, the role of promotion in business enterprises and the importance it plays is discussed. Promotion is essential for those products that need to be informed by consumers with the advantages they possess compared to other competitive products for which consumers have not been informed. During the development of the topic we have explored different literature of mixed marketing to make a clearer conclusion about the role of promotion and its capture in accessible and attractive ways for consumers, we also developed a questionnaire in the city of Gjilan as an instrument of the role played by the promotion in their enterprises, how they have managed to make a profit, how has the promotion in the development of the enterprise affected the advantages, the difficulties, the successes, and so on. Promotion also serves to create an appropriate psychological climate for consumers, which encourages the climate to make decisions about purchasing the product.

Promotion is a continuous process by which customers want to buy soon and quickly decide on it because they are able to differentiate the most favorable bids on the terms of the competition from the promotional order. The enterprise strategies are based on the efforts and initiatives that businesses are undertaking to attract customers and meet their expectations, to cope with the pressure of competition and to strengthen their position in the market.

The aim of this study is to review the importance of the promotion, promotional activities, and the orientation of the promotion policies that are intended to influence the formation of a primary demand for selective selection. The goals of the promotion cannot be achieved without identifying the needs and desires of consumers as well as the service of these needs and desires effectively. The promotion concept is applied to making a profit. Every promotional idea should include a message that should return to profit for the enterprise.

Key words: Marketing, promotion, entrepreneurship, advertising, consumer, message, purpose, etc.

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

The results of this study lead us to the conclusion that if enterprises intend to strengthen their business activities they should have a marketing department that coordinates the actions and harmonizes positions in function of opportunity for the future.

Every business activity should pay attention to the promotion depending on the business they are operating with and to use the forms of promotion with the terms on which the business operates. Today in the contemporary world, the specified promotional actions are of great importance, but they need to approach you with creative ideas, creative ideas of the promotion in one form or another to add products or bring potential buyers that have not been before.

The purpose of this study was to highlight the role of promotion in business ventures while discussing the topic discussed forms of promotional mix such as: recruitment, personal sale, promotion of sales, public relations, publicity, economic propaganda, and direct marketing, as well as the seven elements of mix -oriented and convincing potential buyers. With the mixing of mixing forms, each form of promotion has had different ways and forms of structure, content and message but the purpose of all the forms of the mix has been the end result of the enterprise information for the products and services that they offer.

The purpose of this paper has been the impact of promotion on business enterprises, we have developed forms of mix promotion, as well as the constituent components of the mix to make the promotion more effective for enterprises, while developing a survey on the ground for promotion on the ground has resulted that advertisement is the most powerful tool for promoting products as well as catalogs brochures, posters, radios, are effective tools for promoting products and services.

Promotional strategies that have had an impact on Gjilan are TV commercials, which have the largest number of employees, such as medium companies, that TV advertising has influenced their sales, TV commercials have the biggest promotion in all regions of Kosovo but also in Europe due to the visibility of the television. Another form of promotion to large companies was the posters that many companies apply, making direct promotions across the country by making

direct promotions across the country by promoting different products and stimulating consumers to buy products at cheaper prices.

Smaller companies typically promote their products on local radio simulcasters and also during the promotion they choose the season when their product is the most sought because using the radio includes a location where business lies, other costs are cheaper than TV promotion. The radio promotion has profitable results due to information on many businesses and the impact it has on consumers.

Another promotional tool for many businesses is the direct promotion by presenting the product or service offered by the enterprise, direct contact has its own advantages by explaining the product and at the same time receiving instant feedback from the customer, usually direct contact is used during starting a business activity to inform the customer about the product they offer. Other promotional tools that have impacted the promotion are billboards, internet, many companies in the Gjilan municipality, and promotions in the webs, as well as billboards are a very attractive promotional tool where billboards are placed at the main points of the city for informing the citizens. According to the research, we have made some recommendations that we will present below: Every business enterprise must have a marketing person or a marketing department that develops the enterprise in different aspects and promotes promotional strategies using mixed promotional forms.

Usage of promotional tools to fit the country where they operate, not every promotion has the right effect, so it should be known what promotional tool should be used to promote products and services, taking into account the business environment, people's mobility, different factors that have an impact on the activity etc. Promotional advertisements should contain clear, convincing, creative messages and identify the product to consumers in different ways by explaining the features of the product, the qualities, the design, the form, the logo, the brand etc.

Innovation and creativity development, each business activity needs to have its own ideas that differ from others, many companies engage in departments for developing ideas and creativity. Their importance is tactical and strategic. They explore the market for new products, develop more organized forms of business activity, and use forms of advertising that are innovative and impressive to consumers.