



SALES PROMOTION EFFECTIVENESS IN IMPROVING MARKETSHARE: EMPLOYEE PERSPECTIVE

(A CASE STUDY OF MOUNTAIN DEW)

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ABSTRACT

In the following research, the study illustrates various techniques of Sales Promotion and how it can help the Mountain Dew Bottle Company in increasing their market share as compared to their rivals. The conventional aspects of studies on Sales Promotion studies and research are primarily driven by the view of external stakeholders i.e. the customer, suppliers, distributors, marketing intermediaries and retailers. Conversely, the main focus of this research study is to analyze the concepts of market share and sales promotion and their significance in the business organization with an inside or more conveniently with an employee perspective. The research examines the promotional mix and the various techniques of sales promotion which can be incorporated in the Mountain Dew Bottle Company to enhance their sales volume and market share. The research has adopted mixed methodology for the purpose of data collection and its analysis. In the end the research study also provides adequate recommendations and suggestions for future research and also provides implications for the study.

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