Product Branding on the Effectiveness and Performance of Manufacturing Industry

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Abstract

The effectiveness of product branding can never be overemphasized as it affects to a large extent, the manufacturer's performance of such brand. As a result, this study examines the effectiveness of product branding on the performance of manufacturing industry using Doyin Group Nigeria Limited as a case study. A sample of 140 participants which are broken down into 20 distributors, 70 consumers and 50 staffs of the company constituted the sample size for the study conducted. The questionnaire was used as the major instrument for data collection while analysis was done based on simple percentage. The results obtained from the analysis using chi-square revealed that the product branding has a strong effect on the performance of manufacturing industry of Doyin Group Nigeria limited. The study therefore recommends that organizations should employ the use of persistent product branding for good performance on both the features and qualities of their brand to prospective customers so as to build their customer base and ensure loyalty to the brand.

Keywords: branding, product, organization, manufacturer, customer

1. Introduction

Branding is an important issue in any organization. This is because without a proper branding of a firm's products, it's difficult for the firm to run its operation smoothly for profit. As consumer become more sophisticated, manufacturers place more emphasis upon promoting their brands directly to consumers (rather than to distributors) spending considerable sums on advertising the high quality of their products thus profitability. Brand was initially not focus with the aim to present to the customer the brand meaning (Roper & Parker 2006). The success of any business or consumer product depends in part on the target markets ability to distinguish one product from another. Branding is the principal instrument used by marketers and companies to distinguish their products from that of competitors. Brands has become a tool for consumers to identity product and to get familiar with the product for further purchase of good and services (Weilbacher, 1995). To customers and individuals, a brand is defined as the combined experience processed to identify products at its regular contact (Kapferer, 2004). It is regarded perhaps that, the most distinctive skills of professional marketers are their ability to create, maintain, protect and enhance brands.

Furthermore, branding has been a major issue especially in developing countries. Branding is about making difference in product identity for patronage (Kay, 2006) As a result in order to explain the relationship between branding and profitability in developed countries. However, despite the above importance this issue failed to attract the attention of researchers in Nigeria. Thus, while searching on internet, browsing through the books and journals the researcher didn't find directly related research topics carried out in Nigeria. Manufacturers also believe that they will be less susceptible to demand from distributors for extra discount to stock their brands. For some products, considerable effort has been devoted to promoting brands to reflect the personality of their likely purchasers. Marketing research has indeed shown that for these products consumers can be persuaded to buy brands that enhance the image they have of themselves. Manufacturers believe that if they invest in the quality of their brands they will build up a brand image to which consumers will respond by asking for their goods by their brand names and by being willing to pay a premium for them. Brand serves as an avenue for companies to penetrate into a new global market, this extend the opportunity for consistence growing trend of the brand among competitive products. (Milberg & Sinn, 2008; Loken & Roedder 1993; Szymanski et.al 1993; Zungu et al., 2010) Hence, to adequately and effectively meet their aspirations, various marketing concepts, systems and process of product branding must be utilized to reflect the company's short and long term goals. Branding is an effective tool in marketing strategy to promote goods and services for optimum turnover and profitability of industrial and household products. Therefore, branding of goods and services calls for product differentiation in the market which originality is traceable with trademark to their respective producers.

Branding also determines the survival of organization products in the competitive business environment. In any business organization, the choice of a brand is a very critical decision as the name affects customers" image and attitude towards the product and the firm. The

customer's brand loyalty of a product will remain stable as long as the brand is available in the market. (Rizwan et al., 2013). Thus, it is a contributing factor in making it a winner or loser in the competitive market. This suggests that organizations should consider a number of factors when selecting a brand name, which is one of the most difficult tasks in marketing operations. Therefore, the researchers believed that the problem is almost untouched and there is a knowledge gap on the area. It is against this background that the research seeks to investigate whether branding adds to the profitability of manufacturing company. Branding should, therefore, improve the company's image, boost sales and increase profit. Brand can establish the building brand image in the memory of the consumer as well as increasing the organizational turnover (Luo and Donthu 2006) The study limits its scope on the manufacturing sector of Nigeria only and precisely on how branding in a manufacturing sector enhances profitability. Here, attempts are made to look at concept of branding, product branding, branding strategy, effects of product branding or their significant contribution on organizational profitability.

It could therefore result into a strong and healthy relationship between the introduction of new brands and increase on returns and investments. This study focuses on branding and increased profitability and based its premises on manufacturing industries. Brand and marketing activities may convince consumers for purchasing a particular brand or product and remain loyal towards the products which in return enhance the profitability of the product. (Huy and Olsen, 2013). This study examined the impact of branding in enhancing profitability in manufacturing industries. This is with a view to highlighting the various branding strategies put in place by organizations to build, sustain and enhance profitability as well as assessing its impact on the firm.

1.1 Objectives of the Study

The broad objective of the study is to examine the impact of branding on profitability in manufacturing industry. To find out the extent to which manufacturers engages in sales promotional activities

- To evaluate the different branding strategies adopted by management of Doyin Nigerian Limited.
- To identify the extent that product branding has led to increase in profitability and return on investment in Doyin Nigeria Limited.
- To find out the extent to which brand name has influence on consumers purchase decisions.

1.2 Research Hypothesis

H_0: Branding has no significant effect on the performance of Nigerian Manufacturing Company

H_1: Branding of products has a significant effect on the performance of Nigerian manufacturing Company.

2. Materials and Methods

2.1 Research Design

The research design facilities study the procedure for gathering the required information for the study and also states the sources of such information. Vincent, (2006) defines research design as the plan, structure and strategy of investigating, conceived so as to obtain answer to research questions and to control variables. This study used both exploratory and descriptive design. The exploratory and descriptive research design is flexible and accurate when applied on a wide range of issues. The exploratory and descriptive researches are also very important in the identification of variables by interpreting and analyzing existing conditions.

2.2 Source of Data

The primary and secondary sources of data were used for the study. Richard U. Uche (2006) defines a primary data as those data which are supplied by actual eye witness or a participant. They are obtained from representative samples by means of direct observation of events, manipulation of variables, resourceful plan of research situations and also performing experiments as well as responses to questionnaires. Awotunde, (2002) says "primary source of data contain eye witness account of events" the primary data involves the administration of well-structured questionnaire to some selected groups of respondents. It was used to gather information from the distributors of products of Doyin Group Nigeria Limited within Lagos and personal interview was also used to collect primary data from employees of the company

2.3 Secondary Source of Data

Awotunde *et al* (2002) defines secondary data as accounts of events given by people who are not eyewitness of or participated in the events. Richard U Uche (2006) defines a secondary data as a data which are recorded, reported or supplied by someone else who is not directly present at the actual place of occurrence, however, the facts still remains that no researcher working on this nature of research problems can afford to ignore secondary information. It is therefore used in this research work as a background and general reference material. The secondary source of information involves extracts from text books, journals and other relevant publications on the topic under consideration. The source of which have already been acknowledged by means of foot notes

There are two types of questionnaire namely; closed and open ended questionnaire. A closed ended questionnaire or fixed response type restricts a respondent to some response option whereas am open ended or free response type questionnaire does not provide response option for the respondents. In this type of questionnaire relevant questions are provided for the respondents to supply necessary answers in their own way.

2.4 Population of Study

Population is regarded to be the groups of people living in a particular territory. The term population in a research work is used to cover all members or elements that define a group.

Asika (2016) defines a population as all conceivable elements, subjects or observations relating to a particular phenomenon of interests to a researcher. Ezejule and Ogwo (2013) defines a population of study as the group usually of people or things, set of individuals, objects of measurements about whom you want to be able to draw conclusion. The study population here comprises of selected distributors, consumers and staffs of Doyin Group Nigeria Limited. The study population is 150 broken down.

2.5 Sample Size

Sample size is the total number of elements of the population that are selected for a closer study. In this research, a total of 140 persons which are broken down into 20 distributors, 70 consumers and 50 staffs of the company will constitute the sample size. A total number of 140 questionnaires were distributed of which 20 out of the 140 were directed to the Distributors of Doyin Group Nigeria Limited, 50 questionnaires were distributed to the staff of Doyin Group Nigeria Limited and the 70 questionnaire represents 50% of the total sample size were directed to the consumers of Doyin Group Nigeria Limited.

2.6 Data Analysis

In order to analyze the data collected effectively, a simple method of tabulation and percentage will be employed also the chi square method of statistical analysis was used for analysis.

3. Results

The respondent response would be presented in a tabular and chi-square would be used in analyzing it. The researches chose to use percentage technique and chi-square in organizing, presenting and interpreting the data collected because it provides for a simpler and more effective understanding of the data presented. One hundred and forty questionnaires were distributed, and all were filled and returned. The analyses of questionnaires are here by presented in the table below:

Table 1. Socio economic characteristics of branding strategies

Parameters	Options	Frequency	Percentage (%)
Gender (sex)	Male	90	64.28
	Female	50	35.71
Marital Status	Single	82	58.57
	Married	48	34.28
	Divorce	10	7.14
Age	21-30yrs	60	42.85
	31-40yrs	34	24.28
	41-50yrs	20	14.28
	51yrs and above	26	18.57
Position/Level	Top Level	30	21.42

	Middle Level	40	28.57
	Lower Level	70	50
Educational status	SSCE/GCE	20	13.33
	NCE/ND	30	21.42
	BSc/HND	70	50
	Others	20	14.28
Working Experience	Below 1-5yrs	115	82.14
	6-10yrs	20	14.28
	11yrs and above	15	10.71

Source: Field Work 2018

Table 1 show that, 64.28% of the respondents are male while 35.71% are female. It also reveals that 58.7% of the respondents are single, 34.28% are married and 7.14% is divorced. shows that 60 respondents are 21 - 30 years which represents a total of 42.85%, while 34 respondents are of the age of 31-40 years which represents a total of 24.28% and 20 respondents are of the age of 41-50 years which represents a total of 14.28% and 26 respondent are of the age 51 years and above which represents a total of 18.57%. This indicates that majority of the respondent are of the age 21-30yrs. Table 1 reveals that, 30 respondents occupies the rank of the top level management which represents a total of 21.42%, 40 respondents occupies the middle level which represents a total of 28.57%, 70 respondents occupies the rank of lower level which represents a total of 50%. Furthermore, 20 respondents have SSCE holders which represents 13.33%, 30 respondents have NCE/ND holders representing a total of 21.42% and 70 respondents have HND/B.Sc. which is representing 50% of the total respondents, while 20 representing 14.28% possess other qualifications. These indicate that majority of the respondent are literate since they possess BSc/HND. Tables 1 further shows that, 115 respondents has below 1-5 years working experience while 20 has 6-10 years working experience which represents 82.14% and 14.28% respectively and 15 respondent representing 10.71% has 11yrs and above working experience. These indicate that majority of the respondent have below 1-5years working experience.

Table 2. Branding strategies of consumer product

Branding strategies	Option	Frequency	Percentage (%)
Branding type	Excellent	47	94
	Very Good	3	6
What is the company branding strategic objective	Meet Competition	15	30
	Consumers Satisfaction	25	50
	Profitability	10	20
Branding profitability	Strongly Agree	22	44
	Agree	15	30

	Disagree	5	10
	Indifferent	8	16
Has the company branding objective help in achieving profitability?	Strongly Agree	40	80
	Agree	10	20
Distribution system satisfaction	Yes	33	66
	Partially	10	20
	Fairly	7	14
Distributive nature and customer satisfaction	Yes	30	60
	Partially	10	20
	Fairly	5	10
	No	5	10
Satisfaction with company product	Strongly Agree	43	86
	Agree	7	14

Source: Field Work 2018

Table 2 shows that 47 which represent 94% of the total respondents agree that branding is excellent in the organization, while 3 respondents, represents 6% of the respondents agree that branding of Doyin Group Nigeria Limited is very good. Table 2 shows that 15 which represent 30% of the total respondents agree that meeting competition is the company branding strategy objective, 25 which represents 50% of the respondents agree that consumer satisfaction is the company branding strategy objective, while 10 which represent 20% agree that profitability is the company branding strategy objective.

Table 2 shows that 22 which represent 44% of the total respondents strongly agree that branding enhance profitability, 15 representing 30% agreed, 5 which represents 10% disagreed, while 8 representing 16% gave a different opinion that branding of Doyin Group Nigeria Limited products profitability. Table 2 shows that 40 which represent 80% of the total respondents strongly agree that branding the company branding objective help in achieving profitability while 10 respondents representing 20% agree that the company branding objective help in achieving profitability. Table 2 shows that which represents 66% of the total respondent are satisfied with the distributive system of the company while 10 which represent 20% of the respondents are partially satisfied with the distributive system of the company. 7 which represent 14% of the respondents are fairly satisfied with the distributive system of the company and no respondent are not satisfied with the distributive system of the company.

Table 2 reveals that 30 which represents 60% of the respondents believes that distributive nature of the company's products leads to consumers satisfaction while 10 which represents 20% of the respondents partially believes that distributive nature of the company's product

leads to consumers satisfaction. 10% of the respondents fairly believe while 10% of the respondents do not believe that distributive nature of the company's product leads to consumer's satisfaction. Table 2 indicates that 43 which represent 86% of the respondents strongly agreed that they are satisfied with the company's product while 7 which represent 14% of the respondents are agreed that they are satisfied with the company's product.

Table 3. Distributors questions

Distributors questions	Option	Frequency	Percentage (%)
What type of customers are you with Doyin group Nigeria limited	Distributor	10	50
	Sub-Distributor	5	25
	Merchant Company	5	25
Number of years of being a customer	Less than 2yrs	4	20
	2-5yrs	7	35
	5-10yrs	5	25
	11yrs and above	4	20
Are you satisfied with company product	Strongly Agree	13	65
	Agree	7	35
How product are received?	By road	20	100
Distribution system satisfaction	Yes	14	70
	Partially	4	20
	Fairly	2	10
Prompt delivery and consumer's satisfaction	Yes	17	85
	Partially	2	10
	Fairly	1	5

Source: Field Work 2018

Table 3 show that 10 which represents 50% of the total respondents is a distributor, 5 which represents 25% of the respondents is a sub-distributor, 5 which represents 25% of the respondents is a merchant company. Table 3 shows that 4 which represent 20% of the total respondents have been customer for less than 2 years. 7 which represent 35% of the total respondents have been a customer for 2-5 years. 5 which represent 25% of the total respondents have been a customer for 5-10 years, while 4 which represent 20% of the total respondents have been a customer for 11years and above. Table 3 shows that 13 which represent 65% of the respondents strongly agreed that they are satisfied with the company's product while 7 which represent 35% of the respondents are agreed that they are satisfied with the company's product. Table 3 shows that 20 which represent 100% of the total population receive the company's product by road while no respondents receive the

company's product by air, rail or sea.

Table 3 shows that which represents 70% of the total respondent are satisfied with the distributive system of the company while, which represents 20% of the respondents are partially satisfied with the distributive system of the company. 2 which represent 10% of the respondents are fairly satisfied with the distributive system of the company and no respondents is not satisfied with the distributive system of the company. Table 3 shows that 17 which represents 85% of the total respondents. Agrees that prompt delivery of the company product increases consumer's satisfaction while 2 which represent 10% of the respondents agree that prompt delivery of the company's product will partially increases consumer's satisfaction. 1 which represents 5% of the total respondents fairly agree that prompt delivery of the company product will fairly leads to consumers satisfaction while no respondent agree that prompt delivery of the company product will increase satisfaction agrees that prompt delivery of the company's product will increase satisfaction.

Table 4. Consumer questions

Consumer questions	Option	Frequency	Percentage (%)
Number of years consuming company's product	1-5 years	40	57.14
	6-10 years	10	14.28
	11-15 years	10	14.28
	Above 15 years	10	14.28
Consumer's incentives from Doyin group Nigeria limited	Yes	25	35.71
	Partially	30	42.85
	Fairly	5	7.14
	No	10	14.28
Types of incentives	Gift item	40	57.14
	Free Soaps and Detergent	20	28.57
	None	10	14.28
What attracted you to the product of Doyin group Nigeria limited?	Brand name	35	50
	Availability of product	10	14.28
	Advertisement	20	28.57
	Price	5	7.14
Distributive nature and customer satisfaction	Yes	50	71.42
	Partially	10	14.28
	Fairly	10	14.28
effective channel management	Yes	42	60

and consumers satisfaction			
	Partially	5	14
	Fairly	10	14.28
	No	5	7.14
Does branding enhance the profitability of Doyin group Nigeria limited	Yes	35	50
	Partially	20	28.57
	Fairly	13	18.57
	No	2	2.85

Source: Field Work 2018

Table 4 shows that 40 which represent 57.14% of the total respondents have been consuming the company's product between 1-5 years. 10 which represent 14.28% of the total respondents have been consuming the company's product between 6-10years. 10 which represent 14.28% of the total respondents have been consuming the company's product between 11-15years while 10 which represent 14.28% of the total respondents have been consuming the company's product for 15 years and above. Table 4 shows that 25 which represent 35.71% of the total respondents receive incentives from Doyin group Nigeria Limited. 30 which represent 42.85% of the total respondents have partially received incentives from Doyin Group Nigeria Limited. 5 which represent 7.14% of the total respondents have fairly received incentives from Doyin Group Nigeria Limited and 10 which represent 14.28% of the total respondents do not receive incentive from Doyin Group Nigeria Limited.

Table 4 shows that no respondents receives cash as incentives from the company while 40 which represents 57.14% of the respondents received gift items from the company. 20 which represent 28.57% of the total respondents have received free products from the company while 10 which represent 14.28% of the total respondents have neither received cash, gift items nor free products from the company. Table 4 shows that 35 which represent 50% of the total respondents are attracted to the company's products because of its brand name. 10 which represent 14.28% of the total respondents are attracted to the company's product because of the availability of the product. 20 which represents 28.57% of the respondents are attracted to the company's product because of advertisement while 7.14% of the respondents sees price as a factor that attracts them to the company's product.

Table 4 shows that 50 which represents 71.42% of the respondents believes that distributive nature of the company's products leads to consumers satisfaction while 10 which represents 14.28% of the respondents partially believes that distributive nature of the company's product leads to consumers satisfaction. 10% of the respondents fairly believe that distributive nature of the company's product leads to consumer's satisfaction Table 4 shows that 42 which represents 60% of the total respondents believes that effective channel

management leads to consumers satisfaction while 5 which represents 14% of the respondents partially believes that effective channel management creates consumers satisfaction. 5 which represents 14.28% of the respondents fairly believes that effective channel management leads to consumers satisfaction while 5 which represents 7.14% of the total respondents do not believe that channel management leads to consumers satisfaction

Hypothesis testing: the hypothesis formulated to guide this study will be tested. To test this hypothesis, the chi-square statistical method was informed by the fact that the formulated hypothesis involved the personal view and assessment of the respondents

H_0: Branding has no significant effect on the profitability of Doyin Group Nigeria Limited.

H_1: Branding of products has a significant effect on the profitability of Doyin Group Nigeria Limited.

Computation of expected frequency (E)

E =N/n

Where; N = Total Number of Respondents, n = number of options available,

Therefore, E = 70/4 = 17.5

From the value obtained in the observed frequency and expected frequency, the value of the Chi-

Square will be obtained using the formula below

Where X^2 = Chi-square

Σi = summation of all items

ei = Expected frequency

0i = sample size (observed frequency)

One terms used

N = number of responses or option

df = degree of freedom

H_0 = hypothesis zero

H_i = Hypothesis one

Table 5. Chi-square Evolution

Options	Number of Respondents	E	[O-E]	[O-E]^2	[O-E]^2/ E
Yes	35	17.5	17.5	306.25	17.5
partially	20	17.5	2.5	6.25	0.35
Fairly	13	17.5	-4.5	-20.25	-1.15
No	2	17.5	-15.5	-240.25	-13.72
Total	35	17.5			2.98

X^2 = 17.5+ 0.35-1.15-13.72= 2.98

In order to test the hypothesis the degree of freedom has to be calculated using this formula

DF = (c-1) (r-1) Where:

c = number of Column, r = Number of rows, c = 4 and r =2

Therefore, (4-1) (2-1) = (3) (1) = 3

Level of significance of the study is 5% which is equal to 0.05

From the critical value table, the degree of freedom of 3 under 0.05 = 7.81

We now compare the value of X^2 which is equal to 2.98 and that of the critical value table which is 7.81

The decision rule states that if the calculated value of X2 is greater than the table value, then the study will accept the formulated hypothesis which is the alternate hypothesis and reject the null hypothesis, while if the table value is more than X2 then we accept the null hypothesis and reject the alternate (Lucey,2012)

Hence, in this situation, X^2 value which is 2.98 is lower than that of the table value which is 7.81 as a result, we accept the null hypothesis and reject the alternate.

Decision Rules*:*

Reject H_0 if r is greater (>) than critical value. Otherwise, reject H_1.

0.05 is selected as the significant level having 95% confidence level. Degree of freedom (d) =0.05 for (n-2).

Meanwhile, with the use of twelve (12) list of item/figures, we will have; 12-2=10.

Therefore, we have 0.05 significant level at 10 degree of freedom.

The regression formula is shown below:

r = regression   n= number of items   x = assumed value   y = value derived

From the research questionnaire distributed, summation of respondents view on the question

(Questions 7, 11 and 25) were selected randomly from section B and section C. this 3 questions will be tabulated to compute the analysis for our result.

N	X	Y	XY	X^2	Y^2
1	4	5	20	16	25
2	3	16	48	9	256
3	2	32	64	4	1024
4	1	47	47	1	2209
5	4	49	196	16	2401
6	3	32	96	9	1024
7	2	7	14	4	49
8	1	12	12	1	144
9	4	43	172	16	1849
10	3	37	111	9	1369
11	2	8	16	4	64
12	1	12	12	1	144
	30	300	808	90	10558

Table 6. Coefficients of variables

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t-test	Sig.
		B	Std. Error	Beta		
1	(Constant)	15.333	11.903		1.288	.227
	X	3.867	4.346	.271	.890	.395
a. Dependent Variable: y						

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.271[a]	.073	-.019	16.834
a. Predictors: (Constant), x				

4. Discussion

The result above drawn from the parameters giving (0.05 significant level at 10 degree of freedom) that has the critical value 1.81 on the r-Distribution Table and the calculated table (r = 0.271) has proved the following:

Rejects null (H0) because the critical value is greater than the calculated value from drawn table.

Accepts alternative (H_1) because the critical value is lesser than the calculated vale from the drawn above table.

This research project has continuously tried to emphasize the fundamental essence of enhancing profitability through product branding among manufacturing companies in Nigeria. In the course of this study, Doyin Group Nigeria Limited was adopted as the case study with the aim of trying to analyze its product brand in enhancing profit and increase in sales. The study findings clearly indicates that branding of Doyin Group Nigeria Limited product is one of the determinants of sales and continuous increase in return on investment. The research instruments used for data collection was personal interview and the administration of questionnaire. The sample size used for the work is 140 comprising of 50 staffs of Doyin Group Nigeria Limited, 20 distributors of the company's product and 70 consumers of the company's product. Finally, the percentages and Chi- Square was used in analyzing and presentation of data. The data collected from the administered questionnaire which were then interpreted and analyzed using the percentage and Chi- Square method. After the interpretation and analysis, the null hypothesis was accepted and the alternate hypothesis was rejected, since the value which is 2.98 is smaller than the table value.

5. Conclusions

It is evident that principles of enhancing profitability tools and techniques are quite applicable and have been used in Doyin Group Nigeria Limited companies in Nigeria like any other industry that deals with tangible and intangible products. Market has been segmented so also the customers and products were differentiated to the target markets that results into different brands both heavy customers and light customers with the aim of increasing profit among manufacturing industry.

Doyin Group Nigeria Limited has been able to retain and motivate its channel members thereby increasing the market position of the organization. The company management has been able to improve its knowledge of the needs of its consumers and fine turning its strategies to quickly adjust to changes in the environment. The company should refrain from loading the distributors with excessive inventories but providing adequate sales potential, monitoring distributors profits to ensure that their channels remain financially viable. The company should embrace the marketing strategies of constantly innovating and improving their products to increase consumer's satisfaction. A strong intelligence network should be maintained to enable the company monitor the activities of competitors in the industry on regular basis. The management of the company should explore every opportunity possible to create innovation which motivates its distributors and consumers of its products with a view of having competitive advantage.

6. Recommendation

Branding is one of the determinants of sales in Doyin Group Nigeria Limited. Because of this, competitors may want to imitate the brand in order to forestall the occurrence of competitors imitating the brand of Doyin Group Nigeria Limited. The branding should be done in such a

way that it cannot be imitated. It was observed that the problem of improper financing, planning, poor branding and insufficient sales can be revered. This can be achieved through proper allocation and use of funds and accurate planning and forecasting techniques to be used by management. Good branding strategies should be adopted to enhance profitability and sales volume. Finally, employees" loyalty should be maintained by adequate monetary and nonmonetary rewards. The company should keep abreast of developments in the labor market as a means of ensuring rewards viz-a-viz other manufacturing companies. This is because, equipment no matter how sophisticated they are must be operated by people and finally frustrated employees are a threat to a company's profit enhancement.

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