

underestimated. This is because a sales promotion strategy is important to a business boosting its sales.

When developing a sales promotion strategy for your business, it is important that you keep the following points in mind.

Consumer attitudes and buying patterns

Your brand strategy

Your competitive strategy

Your advertising strategy

And other external factor that can influence your products availability and pricing.

### **1.1.2 ADVANTAGES OF SALES PROMOTION**

- Importance to Consumers
- Increased Buying Confidence
- Distribution of free samples is probably the fastest and best way through which manufacturers can push consumers to try a product.
- Once satisfied with the quality of the sample product, consumers become more confident about buying a new product.
- Reduced Rates
- During promotional campaigns, companies offer their products at discounted rates.

# Thesis Report On Sales Promotion

**Ensheng Dong**



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