

An Evaluation of a Marketing Plan as a Managerial Strategy for Enhancing Competitive Performance in Lafarge Holcim Cement Africa

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ABSTRACT This research is an evaluation of a marketing plan as a managerial strategy for enhancing competitive performance using Lafarge Cement in South Africa as a case study to examine the structure of a marketing plan, to investigate the major problems if any likely associated with a marketing plan as a competitive tool, to examine whether an effective marketing plan will assist an organization in increasing sales volume through a reduction in finished goods inventory and by extension enhancement in pre-tax profit and to examine whether effective marketing plan can assist the organization in creating and sustaining competitive advantage. The research adopted the questionnaire instrument to gather relevant information while percentages, tables and ratios were used to analyze data. One of the findings of this research is that a number of market leaders who have competitive edge in the market place make extensive use of marketing plans as a strategic tool. The research recommended among others that in order to enjoy the benefits of marketing plan, periodic marketing research should be conducted, which will bring into proper focus the demand of the customer.