

**TITLE PAGE**

**THE IMPACTS OF NEW PRODUCTS STRATEGIES ON THE  
GROWTH OF FIRMS IN NIGERIA  
(A STUDY OF NB PLC, 9<sup>TH</sup> MILE, ENUGU)**

**BY**

**IKPA OGOCHUKWU C.S.**

**MKT/2007/107**

**A RESEARCH PROJECT SUBMITTED TO THE  
DEPARTMENT OF MARKETING IN PARTIAL FULFILMENT  
OF THE REQUIREMENTS FOR THE AWARD OF  
BARCHELOR OF SCIENCE (B.Sc) DEGREE IN MARKETING**

**CARITAS UNIVERSITY, AMORJI-NIKE, EMENE, ENUGU**

**AUGUST, 2012**

**CERTIFICATION**

This research project written by Ikpa Ogochukwu C.S. with registration number Mkt/2007/107, is hereby certify as meeting partial requirements for the award of Bachelor of science (B.Sc) degree in Marketing, of the faculty of management and social sciences, Caritas University, Amorji Nike, Emene, Enugu.

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EXTERNAL EXAMINER

Date-----

## **DEDICATION**

This project is dedicated to God Almighty the creator, the giver of wisdom and knowledge for his guidance and protection upon me throughout my academic pursuit in caritas university. Also to my beloved parents, Mr. and Mrs. Peter Ikpa for their moral and financial support to make this project workable.

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May God Bless you all for me.

**IKPA OGOCHUKWU C.S**

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## ABSTRACT

This research work is executed to evaluate the impacts of new product strategies on the growth of firms in Nigeria. to develop and market new product; correct approach must be used to ensure that new product does not fail in the market, thereby making a new product to go through proper planning, implementation and control. The method of investigation applied was sample survey, the study was executed by using statement of problems from which the research question and hypothesis of the research were formulated. Secondary source of data were collected from related books, journals, gazines, newspaper, archival records. The data gathered were segmented according to the problems then analyzed using chi-square test.

The findings, among others, are as follows;

1. It has been established that new strategies exist for the firms introducing their new products in the market, which have positive effects on the growth of the firm product.
2. that most management staff of Nigeria breweries Plc, knew of the adulteration of their product through the distributors and consumers.
3. that some products are new in the market not because of its changes in the quality but because of change in other features of the product.
4. that most consumers are aware of the existence of new product in the market through promotional efforts, advertising etc.

Based on the above findings the researcher made the following recommendations that include:

1. Firms should ensure quality standard of their product and monitor it to avoid any alteration.
2. Adopt the introduction of improved technology in their production.

3. That Nigeria Breweries Plc should introduce security cork system and family container size that will make the product unique from other, thereby ushering customer brand preferences, loyally.

**IKPA OGOCHUKWU C.S**  
**MKT/2007/107**

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