

Small Scale Enterprises and Strategic Marketing Planning: A Study of Selected SME's in Warri Metropolis

Chiyem Okorie

B.Sc. (Marketing), M.Sc.(Marketing), MNIMN, MCIPM
Department of Marketing, Delta State Polytechnic, Ozoro,
Delta State, Nigeria.
chiyemokorie.edu@gmail.com

Chiyem Rollins Iyadi PhD.

Department of Business Administration and Marketing,
Delta State University, Asaba Campus, Delta State, Nigeria.
iyadirollins@yahoo.com

pp 377-385

ABSTRACT

This work considered Small Scale Enterprises and Strategic Marketing Planning: A Study of Selected SME's in Warri Metropolis. 30 SMEs was studied. The survey design was used as questionnaire was used to elicit requisite primary data from the respondents. 309 respondents were drawn from various small and medium scale businesses in Warri Metropolis. The hypotheses were tested using analysis of variance and multiple regressions at 0.05 level of significance using SPSS version 21. It was revealed that adoption of strategic marketing planning is influenced by strategic leadership, organizational factors as well as resource factors. It was also revealed that employee participation in strategic marketing planning significantly influences the performance of small and medium organization under study. Based on the findings, the following recommendations were made: For proper adoption of strategic marketing planning, business organizations should ensure that competent or trained hands are employed in the marketing department. Secondly, financial resources should be set aside for implementation of strategic marketing plan. It was also recommended among other things that communication of plans be taken seriously as it plays a significant role in ensuring that strategic marketing plan is adopted.

Keywords: Strategic Marketing planning, employee participation, adoption, competitiveness, implementation.