

# Research Paper- Effect of development marketing on sales (3000 words)

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## Abstracts

There is a relationship among marketing and growth of sales. The main objective of this paper is to investigate the effect of marketing on sales turnover in companies of Kuwait. Real Estate Company was selected for research purpose. The research is quantitative in nature as data was gathered from published material. The data was collected from annual report of a company. The data contained sales turnover of 6 years (2008-2013). Simple techniques were used to analysis of data. The investigator used the simple %age and regression model for the analysis of gathered data. The results of finding showed that sales promotions, advertising, direct selling and public relations has significant impact on sales growth of company. The method of correlation coefficient was utilized for investigating the relationship between the two variables. The end result reveals that there is significant relationship ( $r = 0.94$ ) between marketing and sales performance of manufacturing company.

## Contents

Abstract

Key words

Marketing, marketing mix, regression model, advertising, sales promotions and personal selling

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### **FINDINGS AND ANALYSIS**

Hypothesis

Hypothesis

Hypothesis

Hypothesis

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