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### **Competent role of innovative instrument of goods promotion in the market**

This is to present a brief description of the role of innovative instruments of goods promotion in the market. According to Rezende; Tafner (2005), the introduction to market of a product (goods or services) technologically new or substantially improved or the deployment of a technologically new or improved production process, but Porter (1990) considered the important of technological innovation with innovation and improvement in methods and technology are central elements for the competitiveness of a country. To this end, Stal (2007) opined that one of the biggest challenges for companies is to identify the sources of innovation and define how to fetch or use them, participating in institutional arrangements that involve alliances, partnerships, consortia and networks of strategic cooperation with companies and competitors.

According to (Porter, 1985), the less a strategy can be imitated, the more durable the source of competitive advantage. Given the array of capabilities needed to sustain effective organization like UAC Nigeria Plc, innovation provides an attractive source of competitive advantage if it creates positive synergy for the purpose. As well as, if the innovation process or the outcomes of innovation are different to copy, effective corporate entrepreneurship like UAC Nigeria Plc becomes an increasingly important ingredient in sustaining competitive advantage. Lawless & Fisher (1990) affirmed that product form, function, pricing, and distribution offer potential avenues for reducing imitability for innovative firms.

UAC Nigeria Plc play many roles in marketing, designed to produce certain effects. The methods used in achieving these effects may vary, depending on UAC Nigeria Plc goals, markets and industries. Since every companies are aware that promotions typically include advertising, publicity, sales promotions and other tactics. The key to producing results through promotions is ensuring that companies target the right consumers. However, the role of innovative instruments for goods promotion must be convincing and run frequently enough to achieve the desired effects.

It's tough to get consumers to adopt competent role of innovative instruments for goods promotion – and it's getting more competitive. As more markets take on the characteristics of networks, once-reliable tools for introducing new products and services don't work as they used to. The efficacy of market promotions, advertising and the sales force has declined. Though, it is more difficult for innovators to rise above the din of information from competing source. To this end, it is hard to manage relationship skills seem to make a difference.

Companies with their executives need to rethink the way they bring innovations to market. By using game theory, they can develop new strategies for playing in today's networked business world. Understanding how social, commercial, and physical networks behave, innovators can develop new market place with tactics.

The competent role of innovative instruments for goods promotion is to recognize that the possible contribution of UAC Nigeria Plc goods promotion are mainly its economic accomplishment of goods promotion which effects mass production through mass consumption and mass marketing. Although, a few companies may have developed sufficient goods and products to enjoy the economics of mass production without use of advertisement, this is exception rather than the rule.

The UAC of Nigeria PLC (UAC) is one of the biggest and leading diversified Company among other international Companies in Nigeria, operating in the Food and Beverage, Real Estate, Paint and Logistic sectors of the economy. UAC has been a foremost and active participant in the Nigerian economic leadership since 1879. Since then, the UAC has evolved into a Holding Company with strong National, regional and international partnerships in a joint and bid to enhance sustainable growth. To mention few, UAC Foods Limited – is a business partnership with Tiger Brands Limited, holding 49% of the equity and UAC controlling 51%; MDS logistic Limited, a joint venture with Imperial Logistic, which holds 49%

equity with UAC controlling 51% and UAC Restaurants Limited, where Famous Brands holds 49% of the equity, with UAC controlling 51% according to 2016 annual report of UAC. The UAC also operates successful joint ventures in the real estate business and a technical collaboration with Company like Akzo Nobel for the manufacture of Dulux Paints in Nigeria.

The UAC Company has extended his operation services to blazed trail by fully franchising its Quick Service Restaurants operations, a strategy that is serving as a model for the sector and has been replicated by competition. In Nigeria today, Gala Sausage Roll and Mr. Bigg's, are among the leading Quick Service Restaurants (QSR) brand within the 36 States of Nigeria, including the Federal Capital City, Abuja.

Today, the competent role of innovative instruments for goods promotion has help UAC Nigeria Plc on successful business. UAC has to clearly identify its target market as this is a determinant of the strategies to gain performance. The competent role of innovative instruments has led UAC Nigeria Plc to marketing innovation enables it organization create new markets hence increasing the competitive advantage. UAC Nigeria Plc growth of securities listed on NS

UAC must realize the need for changes to product design. According to (Abecassis – Moedas, 2006), new product designs used to restrict to certain corporate and industry only, but in the current era of market competition have changed. Garud Jain & Tuertscher (2008) opined that market environment tended to stable so that product designs and new product development techniques did not change rapidly. Currently, product life cycle is perceived to be faster than ever before.

In the context of global changes in the global and Nigeria economy significantly change the role of UAC in the production activity. Hence, the chapter deals with the modern theory of techno-economic development, reflected the features of personnel management UAC Nigeria Plc (UAC) in accordance with the technological structure, and disclosed the contents of knowledge management as a key concept in the management of innovative production.

The features of personnel management of production UAC Nigeria Plc (UAC) is develop and build the issue of information security management solutions – content and directions. To achieve this primary goal, the personnel management is based on the use of complex of legal documents of both international and Nigeria production; among them is the main Labor Code.

The basic features of Personnel management are the process of planning, organization, management, control and recording of UAC production in Nigeria. Planning – defining the objectives of management, planning number and level of staff skills, depending on the needs of the company business; organization – work on the staffing; professional orientation, professional selection, the involvement of the workforce, hiring, placement of workers, location, job training, improved organization of labor and better working conditions of the company production; regulation – interdepartmental, inter-professional qualification and labor movements, changes in number of staff and wage levels of the company; control – control of the number, efficiency of execution, matching the position, performance of management's orders of the company; recording – obtaining of information on changing the composition of the personnel, the maintenance of public and internal staff recording of the company

In conclusion, it was identified that personnel management of UAC production in Nigeria sees employees as cost and the objective is to minimize this. People are an asset and its practices are aimed to increase the employees' commitment. They allow HR policies to fit company strategy and ensure the company maximizes business performance.

### References

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