Title of Article: Marketing Strategy and Performance; Evidence from Nigerian Export Companies.

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Abstract: In developing country like Nigeria, earning from export especially non-oil export is an important element of country’s gross national Product (GNP). Globalization of trade has also led a number of companies to search for markets beyond the domestic markets. This study aims at explaining the effects of firms’ strategic factors on export performance of Nigerian companies. The key strategic factors on export and its marketing plan will cover all aspects of the product, promotion, pricing and distribution. The challenge of the strategies to be used is whether it should be standardized or adapted to the conditions of the foreign market. The effects of these strategies show that the firms’ product adaptation, promotion adaptation and firm marketing position affect the firm’s export performance.