**2024/2025 second term holiday project**

**Marketing ST 1**

1. AB enterprise is currently experiencing a decline in sales of its products.

a. List eight sales promotional tools the company could use to reverse its sales trend

b. State six benefits the company would derive from using sales promotional tools.

**2024/2025 second term holiday project**

**Marketing ST 2**

1. Adamu intends to open a store to sell detergents as major distributor for companies in the country.

(a) List and explain four sources from which Adamu could get funds to finance the business

(b) State four (4) factors that would influence Adamu’s choice of the location for the business