

**THE IMPACT OF RE- BRANDING ON AN ORGANIZATION SALES
PERFORMANCE:
A CASE STUDY OF AIRTEL NETWORKS (K) LTD**

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ABSTRACT

According to American Marketing Association (AMA), Brand is defined as name, term, sign, symbol or design or a combination of them intended to identify the goods and the services of an organization and this helps to differentiate them from the competitors products, to understand branding Airtel should not only be thinking about the target market to choose their products over their competitors but they should also get the prospects to provide solutions of branding problems such as imitation and such like problems related to branding,. When working on branding, Airtel should coordinate a domain name that gives identification since brand is an Organization Asset which should be a good reputation.

The main purpose of this study is to find out the impact of re branding on organization sales performance at Airtel Ltd Company and the main objectives of were to establish the extent to which brand identity change affects the sales performance., to determine the extent to which brand image change affects the sales performance, to find out brand re-positioning affects the sales performance and to establish brand personality change affects the sales performance Airtel Company Limited.

A descriptive research design will be used in this study. The population of the study comprised of Top level managers, middle level managers and supervisory mangers of Airtel Company. A sample of 50 respondents will be drawn using stratified and simple random sampling procedure. The population will be divided into top managers, middle level managers, and supervisory level. The research will use questionnaire as a data collection tool. The questionnaire will be pre-tested to ensure clarity of the questions. Data will be analyzed using quantitative and qualitative techniques and the presented using descriptions, tables, diagrams and charts. Under each of the findings, percentages are used to interpret the data.

Out of the 50 questionnaires issued, 45 questionnaires were the only ones which were fully filled and this was indicated that from the study on work experience 51% of the respondents have worked at Airtel for more than 5 years. This clearly shows that the employees were well experienced and are very familiar with the company products and services.

From finding, the female employees dominated the exercise of filling the questionnaire. This shows that the female employees are well informed at the Airtel Networks (K) Ltd. The finding also showed that most of the staff at Airtel are experienced workers. This was judged by the number of years they have worked of the company, this meant they can easily adapt to the new rebranding strategies being used by the company.

The study recommends that management needs conduct promotional activities assessment on a regular basis to establish the best method of promotional activity that will increase the market share of various customers for different region; as a result the management should use all types of media as a promotional tool to capture a wider geographical region. This is because in the old days, most marketers or companies worked exclusively with customers to determine and address their needs. The marketer was the primary source of information, education and advice and was also the go-to person during the underwriting process and for ongoing service. However, today's buyers are demanding more choices in how they learn about, shop for, purchase and use products, and the way an organization brand its product has a great impact on the purchasing power of a consumer.

Brand Management should be made more frequent to take advantage of the changing trends in the market and in line with international standards as well as the technological advancement and that of the customers. Similarly the employee should be involved in brand improvement through training and responding to customers complains promptly as far as branding is concern.