

LACK OF PROPER MANAGEMENT AND CHALLENGES HAVE SET BACK BORNO STATE INDUSTRIES TO DECLINE STAGES.

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ABSTRACT.

The objective of the papers is to emphasise on good managerial aspects on the proper managing of Borno State companies to review from the decline stages.

The present situation in Borno State pose serious threat acts and challenges to both government and as well citizens. These social economic problems call for a strategies and action for it to be ameliorated. Proper managerial system has been embraced by some of the companies, it's capabilities and efficacy in springing up economics is not in thought. It's believe that refocusing on the good management system will immensely contribute in the development of the state, and create more job opportunities in the state and also attract foreign direct investors. It's also find out that same problems keep escalating despite various efforts by the state government to review policies and programmes in the past the uniqueness of this paper is proving good managerial framework as an explanation of what and how it should be rather than what it is, it's also know challenges policies to be used in solving problems to revive Borno State companies.

Keyword: management, challenges, company, Decline, Government, Revived, investors, Job opportunities.

INTRODUCTION.

Management is concerned with taking risks, tackling problems and utilizing resources with minimum friction to achieve optimal result. The relationship between the keywords/phrase, taking risk, tackling problems, utilizing resources, minimum friction and optimal result are interaction of human and material resources on the one hand and on the other hand.

CAUSES OF BUSINESS FAILURE.

Business failure is the inability of a particular business firm to continue to function. Any moment a business firm ceases to function, such a business firm is said to have failed. Therefore, the failure of any business enterprise must be avoided because one of the major objective, the entrepreneur must know why businesses fail so that he should not repeat the mistakes which other entrepreneurs must have committed in the past.

There are many factors which account for failure of a business enterprise.

Some of the prominent factors are:

(i) **inadequate Capital:** most of the times, and especially in Nigeria, a great number of business organisations are owned by single individuals, or by family members which makes the sources of business capital to be limited. If a business does not commence with adequate start-up, failure becomes inevitable. In order to avoid this, the prospective business man must provide all the necessary funds required by the business for smooth take off and continues operations.

(ii) **Lack of close supervision:** A business firm, like a child, requires constant attention in order to survive. This means, a business firm needs or requires periodic and regular supervision by it's owner. By so doing, cases of embezzlement and frauds committed by employees may be minimized if not eliminated.

(iii) **Ineffective Control Measures:**

Another factor which accounts for business failure is ineffective control measures. Effective control measures assist the owner(s) of the business firm in measuring the performance of the enterprises. Without control measure, it will be difficult for the businessman to determine whether or not the business firm is working towards the desired direction.

(iv) **incompetent Management:**

This factor is the root cause of most failure among small businesses. This is because most of the small businesses are managed by the owners themselves instead of hiring people with management backgrounds. Some of the manifestations of incompetent Management include: faulty decision making; poor choice of business location; poor financial planning and control; lack of attention to customers and public relations including neglect of the business's social responsibilities etc.

(V) Wrong Choice of Business Line:

Any entrepreneur who enters into a wrong type of business must end up being “divorced” by the business. A wrong choice of business represents entering into a business whose requirements (i.e. demands are incompatible with personal attributes of the entrepreneur. To avoid failure due to wrong choice of business, the prospective business man must assess the demands of a particular type of business and match the results of the assessment against his personal attributes so as to determine whether or not he is making the right choice.

(Vi) Lack of; or inadequate Book-keeping and Accounting Records:

Recording keeping is very important for the operation of any type of business. It is from the accounting records kept by the business firm that vital financial information could be obtained. Effective and efficient managerial decisions cannot be made without sound information. Therefore, a business firm which does not maintain enough accounting records may take faulty decisions which may lead to so many losses.

(Vii) Personal Lack of Misuse of Time:

The owner manager of a small business frequently burden alone. In some cases, the manager may even help out as the worker manager does not have opportunity to operate solely at the executive level. This lack of time devoted to the family, hobbies and to overcome the challenges and difficulties of Borno state industries/ companies most adopts this programme of marketing mix, in order to achieve its goals in the state. Marketing mix includes all marketing, programme the marketing manager will put them together to satisfy the target market, the marketing mix are:

1. Products, price, place, promotion, planning.

Products is anything that can be offered for sale in the market as an exchange which includes good, service, idea, place and organisation. Therefore, Borno state companies should produce qualitative and quantitative products with good ingredients, good brand name, designed and good packaging in order to satisfy the need and the want of their prospective customers.

2. Price: is something that you give to get what you want, it is also one of the elements of marketing mix used to generate revenue or income to company.

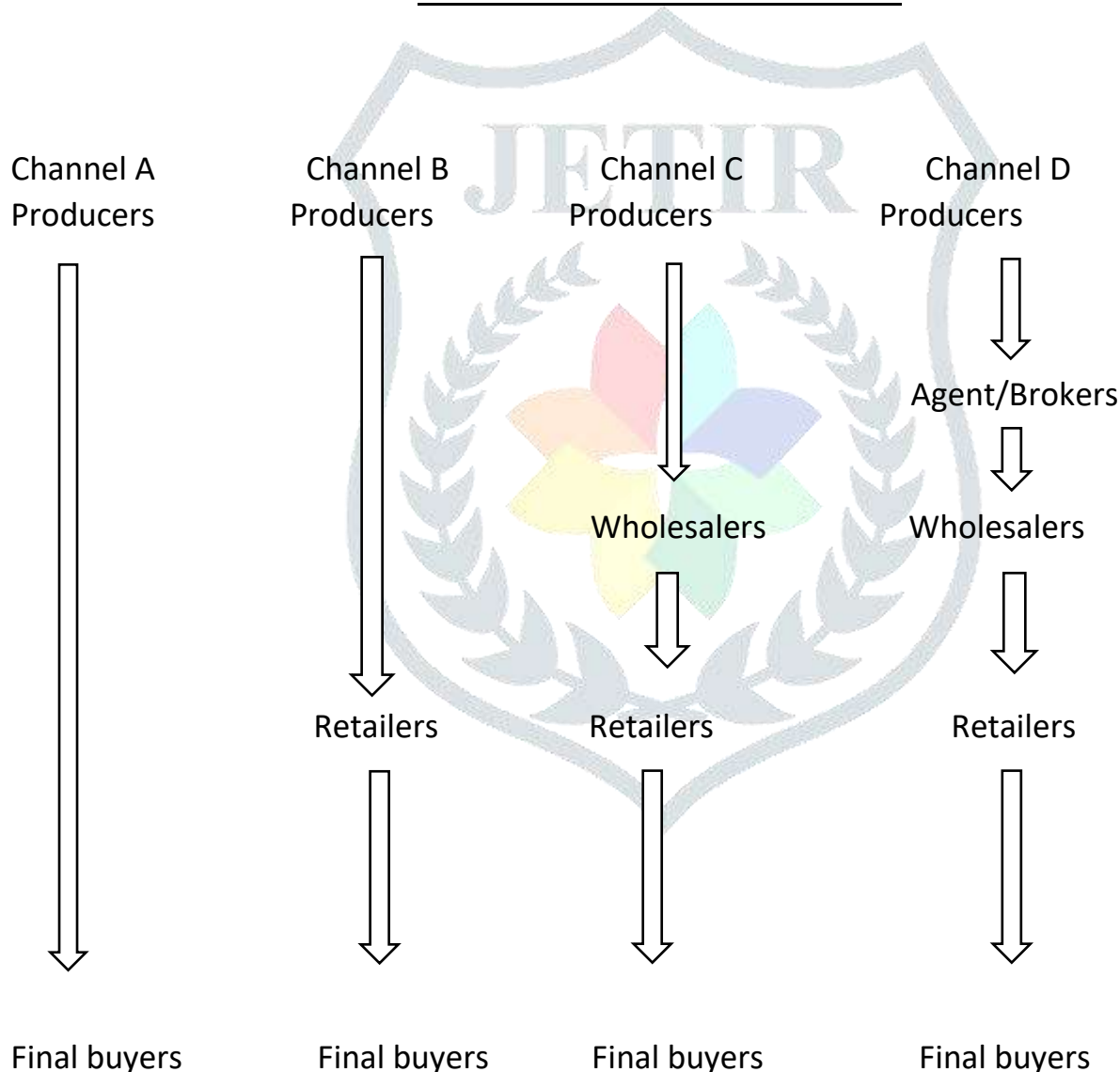
Factors to consider when fixing price on our products.

1. One has to fix price based on the cost of production.
2. Based on our competitors.
3. Based on the perception of our customers.
4. Based on the government rule and regulations.
5. Based on fair return.

Company need to adopt this policy on fixing price of their products before distributing it out to the prospective buyers. These are the essential factors one has to consider it.

3. Place is the physical movement of products into the land of consumers through manufacturer to the final scale. The company has to use channel of distribution in order to make their products and services available to customers in the market place. Channels are integrated network which make up the participants to accomplish different function. These are the channel of distribution.

CHANNELS OF DISTRIBUTION



In channel A from producers to the final buyers there is no any intermediaries between the producers and the final buyers when a producers produce their products, the products will direct move to the final buyers. Channel B their is one intermediaries between retailer from the producer before reaching final buyers in channel C their is two intermediaries between producers to the final buyers when a producers, produce a products, the product has to

reach wholesalers, from wholesalers to retailers, from retailers to final buyers. Channel D has three intermediaries between the producers and the final buyers. When a producers produce a products the products will direct move to the agents or brokers from agent to whole sellers from wholesalers to retailers from retailers to final buyers.

Important of distribution.

1. Distribution service as sources of information to the company and the consumer by using some channel of distribution, the consumer will inform the producer what they need.
2. Distribution act as a selling agents for the manufacturer products.
3. Distribution provides a means of movement of products from location to other area.
4. Distribution also provide storage function to the company.
5. Promotion is the channel of communication to our prospective customers in order to convince and facilitate more sale of products or services. Their are four (4) promotional tools of ingredients which are company use in promotion programme, Advertising, publicity, sale promotion and personal selling. A company need to survey before choosing any promotional tools.

Specific Reason for Advertising.

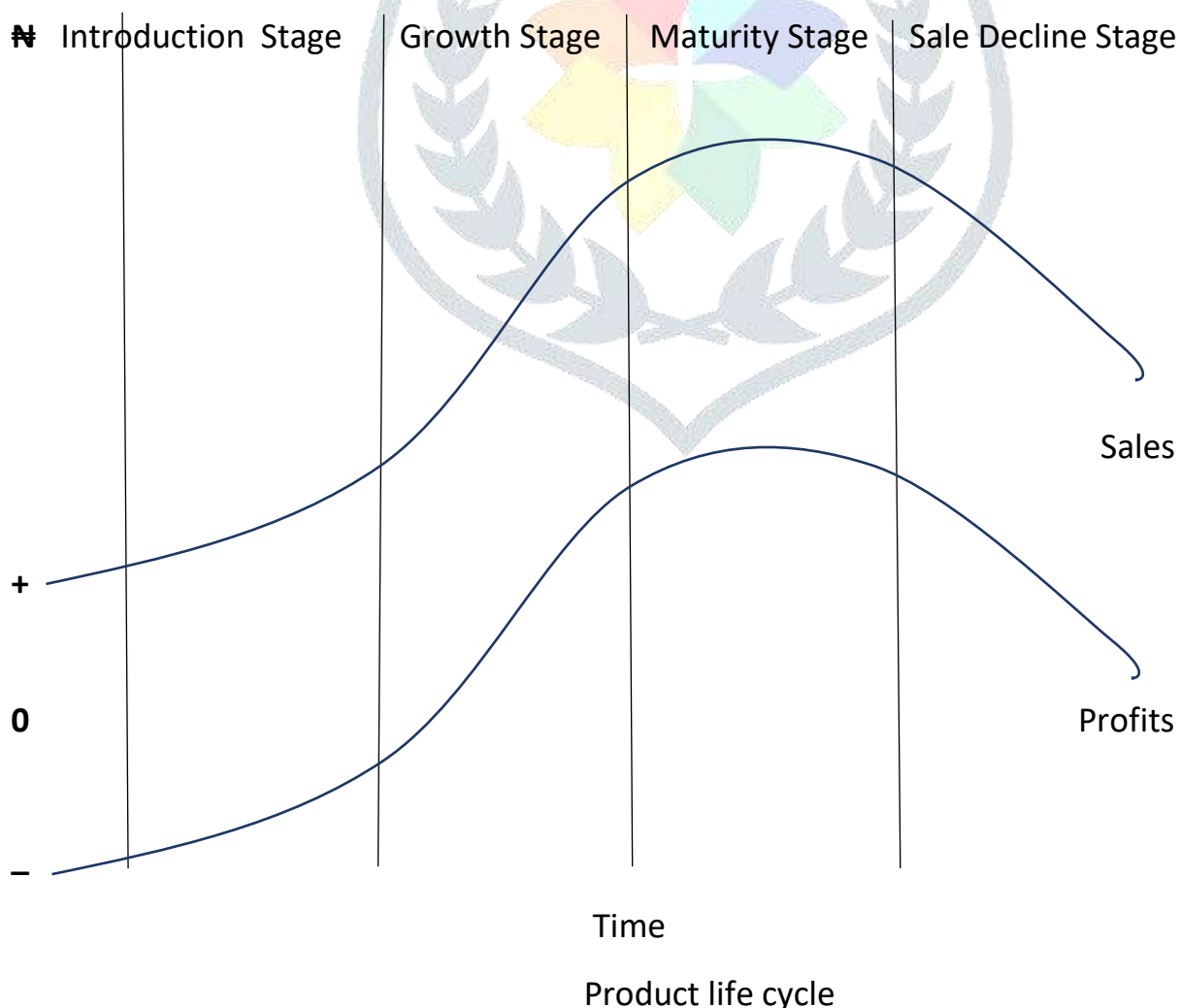
- a. To announce a new products.
 - b. To expand the market to new buyers.
 - c. To announce a price change.
 - d. To make special offer.
 - e. To educate consumer.
 - f. To challenge competition.
 - g. To maintain sales.
 - h. To remain customers.
 - i. To inform prospective customers.
 - j. To persuade or convince customers.
 - k. To retrieve lost sale.
 - l. To recruit staff.
 - m. To announce trashing result.
 - n. To announce new a pack.
 - o. To announce about export good.
2. Planning is one of the function of managing organisation, product, service, idea. In any organisation planning is one of the primary assignment of the manager to draw the plan map of it organisation in order to achieve it goals and objective. In anything your doing planning is necessary exams Architecture teacher or an engineer. Planning play a vital role in the organisation.
Products life cycle is the life span of a products from introduction stage to the decline stage.
 - a. Introduction stage is where a new product is being introduce into the market, customers are not looking for the product because they do not know it yet, promotion are needed

to tell the potential customers about the new product. When a company produce a new product in the market it dry to convince it customers to patronize it product for the first time. Introduction stage is the stage of lost usually, a company has to invest more with hope of future profits.

- b.** Growth stage occur when industries sales started coming into the market, each tries to develop a better design during the stage sales of company are raising fast as more and more customers are buying the products.

This's The time of a biggest profit for the company. It is also beginning of the decline of profit, the best strategy in the growth stage is to attempt to maintain customer goodwill and smoothly running the channels of distribution.

- c.** Maturity stage occur when the company sales level growth to maturity stage, the products would be popular in the market area. In this stage there will be many competitors, competitors become more aggressive. Company profit goes down throughout market maturity stage. Because promotion cost climb. Some competitors beging cut price to attract sales.
- d.** Decline stage is the last stage of products life cycle, is where sales beging to turn downward price competition from dying products may become more vigorous therefore in this stage products are no longer interested in the market area. People will switch up and start patronize new product in the market.



MARKET SEGMENTATION.

According to the philip kilter, market segmentation is define as the process of deciding the total market into several group such that the member of each group are similar with respect to the factor that influence the man. Therefore before company will segment it market segmentation one has to study the need and the want of that submarket before proving marketing mix identify the need of your prospective buyers is very important to the marketing manager.

The market segmentation are geographic segmentation, Demographic segmentation psychotropic segmentation and behavioural segmentation.

1. Geographic segmentation This is the process of deviding the total market into geographic unit such as countries, region, state, local government, cities town, this is widely used based on segmentation.
2. Demographic segmentation This is the most frequently used method of subdividing the total market into demographic area such as age, sex, family size, marital status, income, religion, education, place of residence, social class and composition.
3. Psychotropic segmentation This is the process of deviding the total market base on the reflect how some one spends his/her time and what his or her believe are on various social economic and political issues.
4. Behavioural segmentation This is the process of deviding the total market base on behavioural segmentation such as attitude and personality. Personality is something that we identify in our self, every individual person has different personalities or life style.

Conclusion.

Borno state industries are growing and the concept is going more acceptance, however the marketing mix result in different economics, local government, state and the region show that, the companies are not a panacea for development to be successful. Companies have to implement good managerial skills in running day to day activities to restore Borno State government to put more funds to start up the companies and also provide infrastructures to improve the standard of the industries, and also create more jobs opportunities to the state and also boost the economic growth and development of the state, with this challenges of insecurity / insurgency, thousand of people are jobless rumming around the town. The framework of this paper show that, all Borno State companies are in the decline stages, let the Borno state government attract foreign investors to come and invests, and also collaborate with partners Borno has series of companies but few are functioning because of inadequate funds to run the activities of the companies, corruptions and the lack of full support from the government. Above all strategies for enforcing accountability and transparency should be put in place so as to give this new generation a sense of belonging and hope for a better Borno State.

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