

ABSTRACT

This research is provided for searching the information to make the appropriate sales promotion, which will be used for the cement business in the future.

For studying, the information is taken :from Ihe' past 4eãold of every cement producer and the theories relating to sales promotion. Then the questionnaire will be created from this information. The interviewees who answer the questions are the cement agents in metropolitan and urban_ area these agents are the majority customers of cement producers who have more efficiency to distribute the cement into the market.

The questionnaire is divided into three parts. The first includes the details and selling characteristics of the agent. The second, the increasing of sales volume and expanding the product into the market, when each sales promotion in the past had been used, will be asked. And the last one is to ask about which characteristic or attitude does the agent want the sales promotion to be in the future.

From the survey, the sales promotion that is suits the customer is forms of price reduction or discount. While the sales promotion that suits the agent is to give them the stepping discount program to stimulate them in order to increase sales volume and to expand the cement into the market.

This information will be used to build the pattern of appropriate sales promotion. Not only the information of agent, but also the group of customers will also be considered to make the sales promotion to have more benefits in the future.