



A STUDY ON THE MOST SUITABLE PROMOTION TOOLS TO PROMOTE ABBOTT  
NUTRITIONAL PRODUCTS.

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## ABSTRACT

This study was conducted to identify a study on the most suitable promotion tools to promote Abbott nutritional products that currently been used by the company as a guidance in their managing skills in having a better or systematic flow on doing the job or task given. The research design used is descriptive study and both primary and secondary data regarding the study were gathered. The target population of this study is the outlet owner and consumer according to their market and it has been selected by company. The sample consists of 150 respondents; the respondents are outlet owner and consumers were selected through convenience sampling. In analyzing the data, frequency distribution, percentage, and cross tabulation were used.

The findings of this study revealed that the case study on the most suitable promotion tools to promote Abbott nutritional products. Finding and conclusion finally discussed. Towards the end of this study, a comprehensive suggestion and recommendations have been drawn to improve the company promotional tools in gaining the customers retention.