DEDICATION

To my father who inspire me with values of ethics, responsibilities and respect

To my mother

To my sisters Sumia, Ehssan and Raga

To the university of Nyala

ACKNOLEDGEMENT

I would like to express my thanks and gratitude to the Sudan University of science and Technology College of graduate studies; also, I would like to thanks my supervisor Dr. Abdel Hafiz Ali Hasab Ellaha for his support, which enabled me to complete this thesis. My thanks are extending to the University of Nyala and faculty of Economics and Commercial.

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Abstract

This study investigates the influence of marketing strategy variables on firm performance with market research and trust on brand as mediator variable. The objectives of this study are: Determine how the marketing strategy influenced by the relation outcome variables (market research and trust on brand). To test the relation between market research, trust on brand and firm performance and to lay a theoretical foundation on marketing strategy. Data collected through personal questionnaire. The target population respondents are 120 from Sudanese export companies. Factor and reliability analysis performed and regression analysis conducted to test the hypotheses.Bivarate correlation done to determine the interrelationship among the variables. The findings provided empirical support for the theoretical framework. The results indicate that marketing strategy variables quality leadership and product quality play an important role on firm performance; however, market research and trust on brand mediate the relation between marketing strategy and firm performance. The result also shows firm can perform well when uses marketing strategy, market research and build their brand confidence.

الخـلاصـة

تعتبرالإستراتيجيات التسويقية الاساس الذي ينبني عليه تنفيذ الخطط والنظم التى تمكن الشركة من تحقيق فاعلية فى الأداء وبالتالى القـدرة علـى المنافسـة .
تهـــــــــــدف هـــــــــــذه الدراســـــــــــة الـــــــــــى :
إظهار تأثير الاستراتيجيات التسويق بالثقة في العلامة التجارية وبحـوث التسـويق, اختبارالعلاقة بين إستراتيجيات التسويق من جهه مع بحـوث التسـويق والثقـة فـي العلامة التجارية من جهه أخري والمساهمة فـي ايجـاد نظريـة تـدعم إسـترايجيات التســـــــــــــ

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