

Abstract

Dr. Ayman A Omar

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?? ?????? ??? ?????????? ?????????? . Assessing the role of advertising in the promotion of Egyptian products "Empirical
study on a sample of Egyptian companies in 'Borg El-Arab' district" Dr. Ayman Ali Omar Abstract: Purpose - This
research paper seeks to evaluate the role of advertising and its effects on the efficiency of
organizations conducted on a sample of Egyptian companies in "Borg El-Arab" district, Alexandria, based on the
influence and the effect of this vital tool on the success, continuity and sales growth
of these companies. Design/methodology/approach – The paper reports results based on data from a sample of
Egyptian companies in 'Borg El-Arab' district. Findings – The findings highlight the important role of advertising
and promotion for Egyptian companies and their need for it, the interest of the
Egyptian Companies sample in advertisement and promotion and the Categorizing
of the most important means that companies follow for research conducted for advertising for their products.
Research limitations/implications - Most of these companies are faced with obstacles and hinders in
the light of prevailed competition which faces the Egyptian products (especially the Chinese products). Practical
implications - The paper reflects that lots of companies undergo suffering regarding their inability to promote
and market their products, and that the companies under research are facing the fact
of disregarding the importance of whole and balanced marketing, neglecting the role of advertising.
Paper type – Research paper.