ABSTRACT

This study provides relevant information on how advertisement creates or increases customer awareness of a company’s products. Advertisement can also create a good image of a company and increase its sales volume. The main purpose of this study was to know whether advertising has an impact on customer awareness for Urwego opportunity Microfinance bank. The objectives of this study were: to find out the different media of advertising used by UOMB; to identify how advertising can be used to create and sustain competitive advantage; to know the contribution of advertising on customer awareness and to make recommendations and suggestions to the concerned company. The study was conducted in Urwego Opportunity Microfinance Bank. Various methods were employed to gather primary data including questionnaires and interviews. Several books and report articles from the internet were analysed to collect secondary data. After data analysis using tables and text, the following were identified:

Urwego Opportunity Microfinance Bank should develop advertising strategy which will contribute to the awareness of the products instead of doing it when there is a special event or when there is new product which is launched. Urwego Opportunity Microfinance should advertise its products using the various media to reach as many people as possible who are its target market. However, as most of UOMB customers are scattered in rural areas, radio Rwanda and news papers, especially Imvaho would contribute in increasing its market share. Recommendations on how advertisement in UOMB should be done properly were made. These include, creating advertising strategy, creating advertisement department in charge of advertising and adopting mass media advertisement.