



De La Salle University – Dasmariñas
GRADUATE PROGRAM

FRANCHISE MANAGERS' MOTIVATIONAL PRACTICES:
Its Relationship to the Sales Performance
of the Franchise Dealer

A Thesis presented to:

The Faculty of the Graduate School of Business
De la Salle University – Dasmariñas

In Partial Fulfillment of the Course Requirements
For the Degree of Master in Business Administration

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March 2002

19 JUL 2003



ABSTRACT

TITLE : Franchise Managers' Motivational Practices: Its Relationship to the Sales Performance of the Franchise Dealer

TOTAL NO. OF PAGES: 108

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ADVISER : Prof. David del Arnold

TYPE OF DOCUMENT : Masteral Thesis

SUMMARY

In direct selling industries, the dealers have always been the focal point of the business and likewise, have been the core players in the success of direct selling. This study was conducted to assess the relevant factor/s contributing to the sales performance of Avon Franchise Dealers in the Philippines. The study also aimed to find out the existence or non-existence of relationships among Franchise Managers' motivational practices and the sales performance of a Franchise Dealer.

The study revealed the effectiveness of giving incentives by the franchise managers to the franchise dealers. The respondents perceived that among all the incentives given to



them, the most important was the regular giving of positive strokes by their franchise manager. This gave them a feeling of importance that resulted to satisfactory sales performance.

As a general conclusion of the study, the franchise managers' motivational practices is being appreciated by both franchise managers and franchise dealers, and is relevant in the sales performance of a franchise dealer. The presence of those practices, however, was not a driving force for superior performance and should therefore be given due attention and consideration by the management of Avon. It should also be noted that if the franchise managers should give the dealers special attention and treatment, it could help them improve sales performance and so therefore help them to become top sellers.

However this study was focused to one company that makes the researcher feel that there is still a more valid conclusion if this study were replicated.



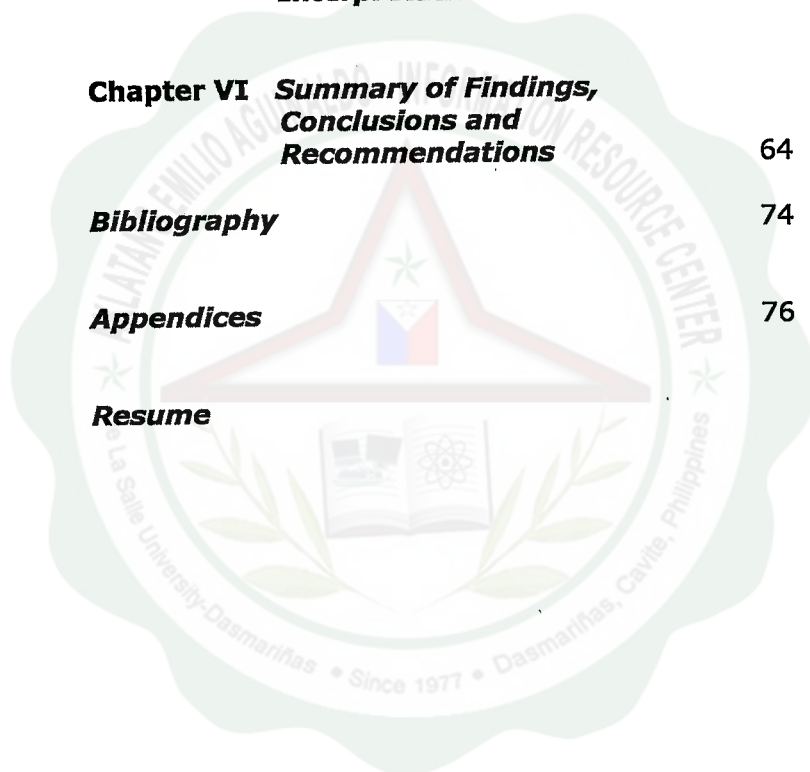
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