BITM NO. 4

AKATALE

LWAKI AKATABO KANO?

Ekitendererwa kya katabo kano kwe kwanjulira omutandisi w'emirimu engeri yokunonyamu obutale, ebibaamu n'engeri gyosobola okubikozesa mukukulakulanya omulimu ate n'oteka abaguzi oba bowereza nga basanyufu ate nga bamatidde.

AKATALE KYE KI? Akatale kwe kutegera bowereza okumanya okugula ate n'okusikiriza okusobola okugula by'ofulumya ebitali naabo bovuganya nabo. Mubaamu okuvumbula, okutegekera eby'omumaaso, okumatiza, n'okusingawo ku bwetaavu bwabwe obulungi ennyo okuva ku kyolaba mu bovuganya nabo.

MUBAAMU;

- Okumanya abaguzi bye betaaga
- Okufulumya ebirungi ennyo okusinga kubyabalala/okuwereza obulungi ennyo
- Okugereka emiwendo gyebyo byotunda n'obwenkanya
- Okugabira abaguzibo byotunda oba okubisa awangu wo kubifuna.
- Okutumbula byonotunda nga olanga.
- N'ekisembayo okutunda oba okuwereza

AKATALE KE KALUWA

Akatale kye kifo awasisinkanirwa omuguzi n'omutunzi okusobola okugula. "Akatale" kategeza abanyu abagala okugula era abalina obwetaavu bwekyo ky'otunda oba bowereza

Nolwekyo akatale:

- bebaguzi bolina kati
- Abenkya,abakusenguka,bosubira okuzza.

BYEWETAAGA OKUMANYA

- Baani bonoguza?
- Biki byebetaaga?
- Kwebyo byolina biki byebetaaga ebisinga obulungi?
- Babera wa?

- Bagula ddi era bungiki?
- Biki ebirala byebagala ngojjeko ebiriwo?
- Bungi ki?
- Ddi lwebagula (biseera ki) ebyolunaku, omwezi oba omwaka?
- Betaaga kusasula batya (bbeyi) era basobola okusasula ebyo byofulumya
- Ebyamaguzi onobibatuusako otya?
- Baani abakuvuganya? Emiwendo gyabwe n'omutindo biri bitya?

Biki ebibeera mukatale

Ebikulu ebibeera mu katale mubaamu

Ekifulumizibwa, obuwereza, emiwendo, okutumbula ekifo n'abantu.

a) kyofulumya: Bino byebintu byokola n'otunda oba nogabira abaguzi bo oba obuwerezabwo gyebali. Akatale ko kasinzira ku mutindo ogwaqagulu ogwebyo by'ofuluma. Wammanga byebisanyizo by'omutindo omulungi;
   - Ekifulumizibwa okusinzira ku bwetaavu bw'omuguzi n'obuwomi.
   - Omutindo ogwawaggulu ate n'obuwangaazi, ebikozesebwa ebirungi mu dabika nebirala.
   - Bisikiriza (ensabika, bimatiza, emiwendo,obunene).
   - Bigendera ku mulembe oguliwo (byamulembe)
   - Bifulumizibwa mu bipimo ebyenjawulo,

Ebikozesebwa n'ensabika bisanyusa n'okumalawo obwetaavu bwomuguzi, okusobola okufuna ebyamaguzi ebirungi wetaaga okunoonyereza ku katale.

Bino byebimu ku bikolebwa nga okola entekateeka mubamu okutegekera abaguzi bo.

Okola otya okunoonyereza ku katale?

- Singa ku baguzi bo bonowereza, bawulirize, ebibakayanya. Okwemulugunya byetegereze era obabuuze ebibuuzo.
- Buza ku bikwatagana n'omulimu gwo, n'ebyamaguzibyo, byebetaaga nebyebataagala. Buuza kungeri gyebetaaga okubalongosezamu omutindo.
- Wuliriza ladio, TV, n'okusoma empapula zamawulire osobole okumanya ebyetaagibwa enyo mukiseera ekyo mukatale.
- Wenyigire mu kwolesa ebyamugizi byo mu myoleso egyenjawulo

- Wekaanye emiwendo gyaabo abakuvuganya, omutindo gwabwe, obungi, endabika, engeri gyebabitumbuddemu. Bogera batya kubikolebwa byabakuvuganya.
- Gezesa akatale ke byamaguzi ebipya, timbako ebimu mu dduuka awatundirwa, bitambuzeeko, obuze endowooza yaabwe ku bintubyo.

b) Ekifo: Wano wokolera. Ekifo kiteekwa okuba:
- Nga watuukika ate abaguzi bo nga kuluguudo mikifo awasubulibwa ebirala. Kituukikako nga obudde bwogulirawoko tebukyukakyuka era abantu bo bwebetaaga, bubagyamu?
- Otekwa okuba n'embera ennungi eyekifo, awayonjo awasikiriza abaguzi.
- Okutuusa ebintubyo kubaguzi kyekimu kubino. Okukakasa nti ebyamaguzibyo bituuka kwabo bonna ababyetaaga yonna gyebali. Betaaga kubibatuusiza waka?
- Wetaaga okumanya oba onotundira mudduuka yo, oba ababaka, obabatembeyi ababitambuza.

c) Okutumbula (Promotion)

Muno mubamu ebikolebwa okusobola okusikiriza abaguzi boabasongedwamu olunwe okugula ebibyo.

Ebyokulabirako byebino: Okutumbula n'okutunda.
- Okugaba ebyobwerere abantu basobole okumanya byolina .
- Ebintu ebigabibwa nga ebyokulabirako oba ku miwendo egyawansi.
- Okusa kumiwendo gyotundirako obutafanana bovuganyanabo.nga 9900 mukifo kya 10,000/=.
- Ebisalibwako mu nakku enkulu nga ssekukulu.
- Okulaga ebitundibwa ebigendera awamu nebinaabyo ku miwendo emikendeeze nga eddagala lyamanyo n'obusenya, engatto ne ddagala lyengatto nebirala.

OKULANGA:

Mukino ogendererara okumanyisa abantu byolina okusobola okutega akatale kaabyo mubamu obukodyo bwokulanga ku radio, T.V sineema, ebipande obubawo bwobulago obwebyalo munkiiko n'ebirala.

ENKOLAGANA N'ABANTU

Muno mubaamu byonna ebikolebwa ngolubirira okuwa ekifaananyi ekirungi mu maaso gaabo bowereza ate nabantu bonna abakulaba. Kino kikulu nyo kubanga ekifaananyi ekyo mubuli ngeri kisikiriza ate kyongera okuwa abaguzi obwetaavu bwebyamaguzi byo.

OBUKUGU BW'OKUTUNDA

- Ngeri ki gyoyaniriza mu abaguzibo.
- Beera wamazima era obayambe.
- Manyisa abantu bo emigaso gye bya maguzi byo nga tonabigerekera miwendo.
- Buza bowereza byebetaaga okusobola okulaga awatuufu webiri.
- Yogera ku migaso egiri mu byamaguzibyo okusinga ebyawalala, kkatiriza ku mutindo, enkola, emigaso nabaguzi abalala kyebabyogerako.

d) **PRICING: ENGEREKA Y'EMIWENDO**

Emiwendo egigerekerwa byotunda nagyo mikulunyo, kubanga gyegisalawo kyonotunda namagoba. Giyinza okusikiriza/okugoba abaguzi bo abakunganya nebabefunira.

Ebintu ebikalu byolina okutunulamu nga ogereka emiwendo byebino;

- Omuwendo omujjuvu gwosasanyiza okukola/okuwereza.
- Emiwendo abakuvuganya kwebatundira
- Ennyingiza yabo boguza eri etya? Basobola okugula by'efulumya?
- Amagoba agekigero gajja kutwaliriza ku mulimu gwo nga gutambula.

Jjukira nti ezitundibwa bwotolako ezagula ofuna amagoba.

- Ekiseera ekyamakungula emiwendo gyetaaga okukkako kubirime.
- Byosasaanyako ebirala nga amasanyalaze, amazzi, n'obukuumi
- Amagoba ku ze muwoze

Jjukira nti okugereka emiwendo egyawansi oba egikalamye enyo kiyinza okuleeta endowooza enkyamu eri abaguzibo nebayisibwa bubi. Okugerekera wansi kuleeta bino kubanga agula olowooza nti ebintu byo nabyo byamutindo gwawansi ate okuseera enyo kuyinza okubagoba, abaguzi bo nebeyuna bovuganya nabo.