

STUDY OF KEY STAGES OF MARKETING STRATEGY FOR A PRIVATE ENTERPRISE

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Анотація

Маркетингова стратегія – це формування цілей і завдань, які ставить перед собою компанія, визначення способів і засобів їх досягнення. Це інструмент, що дозволяє випередити конкурентів на кілька кроків. Стратегія маркетингу є складовою загальної стратегії компанії, тому їх цілі повинні бути взаємопов'язаними. В основі маркетингової стратегії лежать головні складові комплексу маркетингу «4P»: продукт, ціна, місце і просування. В даному випадку розглянуто: товарна стратегія, цінова стратегія, стратегія збуту і комунікативна стратегія. Розробляючи маркетинговий план, треба вибрати стратегію для кожного з цих напрямків.

Ключові слова: маркетинг, стратегія, менеджмент, підприємство.

Abstract

Marketing strategy is the formation of goals and objectives that the company sets for itself, determination of ways and means of their achievement. This is a tool that allows you to be several steps ahead of your competitors. The marketing strategy is a component of the company's overall strategy, so their goals should be interconnected. The marketing strategy is based on the main components of the "4P" marketing complex: product, price, place and promotion. In this case we deal with product strategy, price strategy, sales strategy and communication strategy. When developing a marketing plan, you need to choose a strategy for each of these areas.

Keywords: marketing, strategy, management, enterprise

Introduction

An enterprise that aims to obtain a high-quality result needs to draw up a step-by-step action plan that will allow you to identify the strengths of the business, outline goals and think about ways to achieve them. A marketing strategy is necessary for a company to choose the direction in which it will develop, or for existing businesses that are experiencing a decline in sales, to increase the scale of the business and touch a larger segment of the market. In addition, it helps to find opportunities and prospects for the development of the company and its products, to determine growth points. That is why experienced Internet marketers are entrusted with the development of a marketing strategy. This will allow you to achieve the desired indicators in a short period of time and save the budget.

Research Results

To develop the correct marketing strategy, it is necessary to refer to the main stages of development. The first one is determination of the direction of the company's development and setting of strategic goals. To the second belongs analysis of the current state of the company, analysis of internal information and reporting that allows you to identify the company's future client and figure out how exactly to offer him the product. The easiest way to implement this stage is through segmentation, then it will be possible to focus only on a group of consumers who need this product, and not waste the budget.

Carrying out a SWOT analysis means strengths, weaknesses, opportunities and threats; marketing market research, determination of the company's role and position on the market.

Study of competitive companies and their activity considers various methods and tools for implementation. Most often, marketers use the M. Porter's 5 Forces of Competition model, which consists of 5 blocks that describe the most important players: competitors, consumers, companies that offer substitute goods, suppliers, other factors (barriers to entry and exit). In addition, short characteristics are indicated. These are market share, advantages (for competitors), purchase volumes, and the possibility of substitution (for suppliers). In the process of assembling the model, dangers for the company are revealed. The future strategy is built in such a way as to minimize them.

Conducting marketing research in order to create a portrait of the consumer is very important. Also great attention is paid to building a strategy and analyzing the results for the further development of the company and description of the principles of marketing strategy based on the "4P" concept.

Conclusion

Creating the right marketing strategy for an enterprise can play one of the important roles in business promotion, as it directly participates in the formation of demand, conducting clear market segmentation, increasing sales volume, and also controls your marketing activities, which can be used to analyze their effectiveness, and also evaluates the results for further improvement of the strategy.

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