

MARKETING FEATURES OF PLANNING IN AGRIBUSINESS

The main feature of planning is it can provide benefits to any agricultural enterprise both big and small, those who only begins its activity and those who has experience in the agricultural market. Planning forces managers to think about the future, to clarify goals and strategies, to provide better consistency in the work and to determine key performance indicators of the results.

Marketing planning process considers a range of issues from the company's mission up to the concrete measures for campaigns' planning (development strategies) and determination of their budget. Tactical marketing planning starts with the setting of marketing objectives for the certain department/unit, which should perform that. The general scheme of the marketing planning has a clear and logical order. Moving or replacing elements can lead to chaos and wrong results.

Marketing activity's planning of agricultural enterprises should include such stages:

1. General description of business: assessment, analysis of the current situation and forecast for the development;
2. Assessment and analysis of markets where enterprise are oriented to; description of the current and projected state;
3. Development of business objectives, entrenched ways to achieve them, assessment and selection of necessary strategies, their approving;
4. Development of functional and marketing strategies;
5. Determination of complex activities within the basic company's strategy;
6. Preparation of marketing plan;
7. Development of control parameters for the implementation of proposed measures.

The marketing structure is the one of the business units; it should work on a common targeted setting. Marketing service is a supplier of "informational and analytical resources" for the decision making. The marketing mix strategy should be developed maximum in details. It should answer such questions: 1) what to do? 2) who will do? 3) when it should be done? 4) how much it will cost?

It is convenient to draw marketing plan with a set of specific application forms which should be filled with various departments (specialists) marketing department based on data received during the market research.

Marketing planning starts after the announcement the developing strategy for the future (year). Marketing department builds its activity in order to achieve goals. General marketing strategy is a strategy of segmentation. It is necessary to describe the segment where company will operate and choose principles of product positioning or company positioning. Then plans are developed for the selected segment.

Development of a specific target segment is essential for the marketing strategy

development. Just knowing the characteristics of consumers and their features, the company can offer the means to satisfy their needs. Having concentrated its efforts and resources on specific markets, company can hope for greater efficiency and additional competitive advantages. Characteristics of selected targeted market (segment) determine elements of strategy.

According to the characteristics of the targeted group and its sensitivity to prices it is possible to determine the market value of goods/services provided by the company. We should count the psychological price impact, i.e. cheap, average or expensive item; set price comparing with the costs of the enterprise to determine profit. Planning of price in a marketing sense is "adaptation" of goods for the consumer's income.

Monitoring the plan implementation is a critical step to verify its effectiveness. When the proposal changes, plans should be reviewed or enterprise should enforce pre-prepared plans in case of unforeseen circumstances. In practice, plans should be modified permanently. Thus, we can say that the main feature of marketing planning is an attempt to take into account the needs of consumers for the benefit of the company.

References:

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MANIPULATIVE TECHNIQUES IN MARKETING: HOW TO CHANGE THE CONSCIOUSNESS OF THE CONSUMER

The task of modern marketing is not so much to satisfy the needs of people as to create the new ones. To create a new need we should change our potential consumer's view of the world. To change the view of the world the new techniques of manipulation are often applied.

Manipulation is a hidden influence, the fact which should not be seen by object of manipulation. This is also the influence, which requires considerable skills and knowledge. This effect was directed to psychic structure of a person and was aimed to change thoughts, motifs and goals of people in the right direction. To change people's relation to certain events mass media are actively used. Since the media deal with information, information control allows you to manipulate mass consciousness. Manipulation can be applied to texts, speeches, audio, video and photographs. The quite striking example of the formation of media consciousness is information war,