

IMPORTANCE AND ESSENCE OF MARKETING PLANNING

Preparing a Marketing Plan - a sort of foundation on which good governance is built. With all the variety of environmental factors that hinder the process of forecasting, marketing plan becomes a powerful tool for analysis and control, allowing you to insure against possible instability and ensuring the long-term competitive advantages.

Marketing planning is not based so much on the analysis of available information, how to predict its future changes and forecasting, as we know, is always fraught with the probability of error. On how well the company knows the market segment in which the work depends the viability of marketing plan. In other words, there can be no overall planning scheme for different companies - in each case both the structure and sequence of work on a marketing plan unique.

System planning marketing initially involves the passage of all the key stages of the construction plan, and their sequence is predetermined by the specific business and approach to the management of each individual company. Nevertheless, there are certain rules of marketing planning. These truths, repeatedly confirmed in practice, serve as the starting point of the planning process.

In the marketing plan should be presented and reviewed the following points:

1. General market objectives (the problem of meeting the needs of the market).
2. The objectives in the marketing (sales, market share, expansion of sales).
3. The overall marketing strategy (policy positioning, product differentiation, taking into account the ratio "money").
4. Specific marketing strategies in the context of the target markets for the rule of four "P": Product, Price, Place, Promotion (product, price, location, means of promotion).

In short, in terms of marketing should be clearly outlined and structured in all elements of marketing complex, the company planned to achieve its goals.

The negative impact on the viability of the marketing plan in the first place

has the lack of marketing information. Planning, which is constructed by unsubstantiated assumptions, is doomed to failure. Information needed for marketing planning can be obtained through various channels: as of the statistical reports and studies, and from the body of empirical knowledge and lessons learned of past years. Systems approach to planning marketing involves building an organizational structure that will ensure the most favorable conditions for the collection and analysis of marketing information. On how competently put to work to provide an information base for planning, depends for its effectiveness.

To achieve success in marketing management, necessary to optimize the organizational structure of the company: to ensure the smooth operation of all units and the free circulation of marketing information within the company.