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## **ADVANTAGES OF THE USE OF MARKETING PLAN**

*«I will consider that we did good job on segmenting  
and market planning, when our managers will be exactly know,  
to whom we do not need to offer our services»  
Charles Lillis, director Mediaone Group*

A good marketing plan allows companies to foresee the changes of market. Companies, oriented to the market, aim to get the most fresh information about clients, competitors and market tendencies, and then to co-ordinate work of separate subdivisions for creation of product, most full proper the necessities of client. This activity development of marketing plan and his successful realization is underlain.

*Determination of possibilities.* The not so much prepared plan helps to define new possibilities of development and credible risks of company, how many process of planning. The systematic estimation of market situation and internal resources allows to disengage oneself from daily tactical decisions and look at a market on the whole.

*Use of basic possibilities.* As far as diversification of business a company gets possibility to use the known brand for strengthening of position on new, contiguous markets. For further development a company will be able to use works in a production and engineering, and also systems of sale and distributions, successfully functioning's at the market. The presence of carefully thought out marketing plan allows companies more effectively to use existent assets, business- and marketings systems, unique works of company.

*The focused marketing strategy.* Practically each of existent markets is the difficult system, consisting of more shallow markets and segments. These segments can be subdivided into yet more shallow market niches. Absence of high-quality marketing plan results in the incorrect keeping of the products a company in the separate segments of market. As a result it outlays serious efforts on the search of users, being not here able fully to satisfy their necessities. A good marketing plan helps expressly to define a having a special purpose audience so

that strategy of keeping of company lined up in accordance with its necessities and all marketings efforts were directed exactly on this audience.

*Allocation of resources.* Expressly defining a target market, a company saves facilities. If managers do not know, who is the client of company, they will outlay quite a bit time and money on that, to sell a commodity or services that, to whom it, probably, uninterestingly. But even if such clients and will accomplish a single purchase, then it will be very difficult to retain, because a product or favour of company does not contain the required value. A good marketing plan will help salespeople to be more productive: far fewer facilities will be required, to attain the put operating tasks, because far fewer resources will be expended for nothing in no-purpose users.

*Criteria of estimation of results of activity.* A marketing plan contains the criteria of estimation of both marketing strategy and activity of the company in whole, and also prognosis of change of share the company's market, prognosis of profit and income for a certain period. It could appear that the making of a plan is not a such intricate problem, however the business environment is difficult, and a mass of factors influences on the market situation, strategy and resources, which are necessary in this specific moment. There's constantly a change of constituents of the market situation — needs of users, structure and strategy of the competitors, operating environment. In addition, a company practically never has complete and exact information about a market.