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## **MARKETING PLANNING AT THE ENTERPRISE**

As in art, and in business that seems right "on the surface, upon closer examination is often misleading. Over the past ten-odd years of domestic companies, following the Western example, with the head left to the improvement of its management structure. If before the word "planning" led to a silent resentment and stable association with the legislative plans era command economy, now planning production and marketing came into use the vast majority of firms.

Marketing planning is not a panacea for all ills beset the company in a fierce competitive environment. Nevertheless, it provides assurance that unforeseen changes in the external environment will catch no surprise and managerial decision making process will be complicated by the lack of important analytical information.

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.

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).