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AGGRESSIVE MARKETING OR WHAT'S IT GONNA TAKE TO BE THE BEST?

In theory of aggressive marketing trade-sale policy is considered to be aggressive when a company starts an active assault at customers, market and its separate structures and even at the company's workers.

The history of the IBM company development since 1911 is a classic example of aggressive marketing. The same is Microsoft's policy.

Antithesis of aggressive marketing is a quiet sale policy. It means that a company at first produces goods and only then offers it on the market.

Using aggressive marketing advertising and offer can be started before production and even before commodity projecting.

The term 'aggressive' is rather an emotional metaphor than a term that conveys the essence of this kind of marketing. In reality we can speak about aggression only in figurative meaning.

Aggressive marketing suits quick-growing and small companies best. Aggressive marketing policy is usually conducting simultaneously with recurring marketing.

Companies that conduct quiet and aggressive marketing policy can be compared with 'bulls' and 'bears' of commodity exchanges. The first sell what they have already produced and the second sell what they have not yet got, but what they will undoubtedly have in some period of time.

Aggressive marketing is a system of business management that is directed at achieving leadership on the market. Leadership is built on the basis of all methods and measures concordance to achieve long-term advantage in profit and consumer value. That is the essence of aggressive marketing is the necessity to simultaneously make profitability and consumer value higher than average index in the industry or sphere as a whole.

Aggressive marketing is also aimed outside at meeting consumer needs as well as at a business system and at company's workers:

1. Company's authorities and marketing specialists having involved other departments plan business strategy on the basis of typical business-analysis.

2. Company's authorities can motivate workers to increase income.
3. Aggressive attitude to business become a way of thinking.
4. Personnel apply marketing, management, financial instruments professionally for achieving long- and short-term goals.

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