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MARKETING WARS

Marketing is a real war, where the manufacturer has a number of competitors and is aiming to win. To win the firm has to depress enemies and use deceitful practice. Modern nature of marketing is not satisfying the needs of the customers. It is a conflict between corporations.

1. The orientation on the clients.

“Mass advertisement makes strong demand that makes it possible to organize wide manufacturing line” (noted the advertisement experts). Today, most of the firms orient on customers' needs, but often it isn't the main problem of marketing research.

2. The orientation on the competitors.

The main problem of American Motors is General Motors, Ford, Chrysler etc. To reach the success a company has to search for its competitors' lacks and attack such weak sides. For example, Pepsi used a possibility to make its drink much sweeter than Cola's one.

What principles should companies use to be on the top?

- It's important for a firm to attack itself. It can do it by producing some new products or services making its previous production out-of-date.
- The firm has to block its competitors' main or important steps. It can do it by copying such steps, but doing it much faster than its enemy.
- The main thing that is to pay attention to is the strength of the leader. A company has to watch the leader, watch its products, staff, prices and range of products.
- A lack in the work of the leader should be searched and attacked. For example, American Motors developed a plan of protecting the clients in contrast to bad service reputation of General Motors dealers.
- It's not so necessary to develop a wide range of products if the company is aiming to be the first. It's better to concentrate all its force on one type of a product.
- It's not so important to develop a product that has never been demonstrated in the market. However, it has to owe some elements of novelty and exclusivity.

For example, the company Digital Equipment attacked IBM by providing mini-computers, which were linked to a new category of computers.

- The effect of unexpectedness (a surprise made to discourage the competitor) should be used.

- As a good start, the firm has to overrun its competitor and make producing of a new product successful before the enemy begins to develop the same product.

- Everybody wants to save money, so low price is to be used.

- In case of high quality and prestigious products high price is to be used.

- The firm has to be able to protect its market segment. It's very important that any other company will not be able to attack this segment.

- Leader behavior seldom leads to success.

The company has to be ready to finish its work at any time; if the company runs away from the market in time, it can revive again at another place.