

MARKETING OF PARTNERSHIP RELATIONS

Marketing of partnership relations (MPR) proceeds from principles of traditional marketing, however considerably vary from it.

Marketing of partnership relations (MPR) is a continuous process of determination and creation of new values together with individual customers, and further joint obtaining and distribution of profit from that activities between partners. It comprise understanding, attention focusing and managing of current joint activities of suppliers and selected customers for mutual creation and mutual usage of values via interdependence and adaptation of organizations.

There are eight constituents of marketing of partnership relations:

1. Culture and values

Culture and value system of customer should contribute to establishment of strong relations.

2. Administration

Administration should view mutual usage of profit as advantage and understand the real meaning of mutual relations before transfer the company to the principles of MPO. Companies, that have market advantages, powers regarding customers and suppliers, should initiate introduction of MPO for the sake of own company, customers and suppliers.

3. Strategy

Customer should be the heart of the strategy. Strategy is client-oriented and purposes of mutual relations and strategy are aimed at individual consumer.

4. Structure

It is necessary to reconsider traditional organizational structures, business units, organized under the principle of marketable or market orientation. Consider the organization in contexts of its mutual relations and potential possibilities. Itemize and specialize activities of managers.

5. People

Train, educate and bring up people as owners of the process, who are aimed for establishment of close relationship with customer and his favour of further purchases.

6. Technology

Use technologies for ensuring of the best accumulation of information about the customer. Provide the customers with those kinds of communication, which they prefer, to make them buy from you.

7. Knowledge and understanding

Do investments in knowledge and understanding of the customer, no matter in what situation you are.

8. Process

Concentrate processes around current customers, offering each those benefits he aims to, and involving into cooperation with the company via most convenient for them communication system.

In conclusion, it is easier to coordinate processes in the mutual relations system and even coordinate people's activities and technology. It is quite real to create the system of collecting, keeping and processing of knowledge to spread corresponding information as necessary. It is much more complicated to coordinate cultures. Essentially is possible to meet such culture contradictions, that are impossible to accommodate and the company should decide whether to deal with the company, that differs in cultural relations. Even if all factors of MPR are coordinated, it is possible not to tune up the mutual relations because of contradiction of cultures. Prerequisites for cultural conflict should be identified in advance, unless the party wishing to establish relationships does not invest in them too much.