

STRATEGY MARKETING FIRM

Today, the most important task of strategic management is to establish and maintain the dynamic interaction of the organization with its environment, designed to provide it with a competitive advantage, which is achieved by providing the purchaser of the product of the firm. Therefore the marketing objective is the position of one of the leading strategic management functions. For a number of organizations, depending on what they have objectives and which implement marketing strategies is a key feature that ensures their successful operation. Marketing is increasingly becoming a business substance that permeates all areas of the company. In the language of physiology, marketing becomes a part of the brain of the firm and her soul, her feelings, and, finally, the source of the pulse driving the body firm and the firm fills with energy. In implementing this strategy, the role of marketing firm is obviously extremely high [1, p.35]. This strategy will serve for marketing services in the form of objectives and strategies identified in the means of its implementation are the marketing strategies. Marketing strategy - rational, logical construction, guided by organizational unit which calculates to solve their marketing problems. When developing a marketing strategy decisions are made in three main areas:

- . Segmentation of the market (the company should share the target market into distinct customer groups (segments) , to study their needs, characteristics , decision -making buyers);
- Identify target markets, (should analyze the attractiveness of various segments of the market, in accordance with the relative gain and growth opportunities and select those that are of most interest to the Company) ;
- Market positioning (determined with the target segments, the company started developing the distinctive advantages to help it to take its rightful place in the minds of consumers).

To implement the positioning strategy, a program of the marketing mix. The market consists of consumers who have similar needs. However, the set of buyers is never uniform. They vary in their desire, the amount of money you're willing to pay for the goods required by its quantity and source of information. Therefore, the company should be divided into segments of the market, and then select one or more to develop. Market segment - a group of consumers with specific, essential to the development of marketing strategy performance [2, p. 58].

In most markets, the need to develop proposals for specific segments of the obvious, as one kind of goods is not able to simultaneously satisfy the needs of all consumers. Modern markets are highly dynamic. The current needs of customers, competitor activity indicators used technologies are constantly evolving. Firms pioneers of the market should bear in mind that they have achieved the benefits are short-lived , as the market novices can take advantage of the opportunity to attack the leader. Frontal attack against the leader of the successful working rarely leads to positive results. Success is an unconventional approach to the identification of new

market segments and additional qualities of the goods which have not yet had time to take advantage of the leader. Market development is accompanied by mutual attacks acting on its competitors. At the same time as increasing the intensity and scale of competition. This makes it difficult for companies oriented to the unique niche, because eventually higher value niche products attracted the attention of large companies looking for new ways of development [3, p. 79].

Thus, marketing plays an important role in the strategic management, significantly beyond the scope of functions of sales and demand analysis. Speaking on more specific matters include marketing in the strategic management of the company in the first place it should be noted that that, as a marketing activity - it is a lower level of activity in relation to the highest corporate level, the strategy of the firm , were themselves the means to achieve the objectives of the firm, with respect to the marketing service serve as targets. In this regard, we can say that in a strategic marketing management performs two functions:

- ✓ a means of collecting and processing information for the development and strategy of the firm;

- ✓ a means of implementing strategies of the company.

References:

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2. Philip Kotler. Principles of Marketing / Per. from English. . - M.: "Publishing House" WILLIAMS ", 2010.
3. Igor Mann. Marketing is 100%, "Publisher PETER", 2012.