

Development of the Marketing Strategy of the Organization

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Abstract

The development of a systematic approach, the implementation of the concept of strategic management contributes to the creation of competitive advantages: organizations make a profit only where they achieve them. The article provides a detailed analysis of the achievement of the highest level of the organization's marketing strategy.

Keywords: *marketing strategy, segmentation, sustainable advantages, top management, cognitive approach, methods of organization.*

Introduction

The above advantages in the abstract in modern conditions are achieved through restrictions and control of competition, or through the active use of market mechanisms. Therefore, the challenge for marketing is to reinforce strategic approaches to segmentation and positioning. The presence of an adequate strategy ensures rapid adaptation to the existing conditions and guarantees success in the competitive struggle.

This essence of strategic marketing can be defined as a purposeful action to find sustainable advantages over competitors by meeting the needs of consumers.

The strategic potential of marketing is, first of all, in the areas of activity related to the analysis of the competitive market, finding directions for the development of the organization and the distribution of funds.

Main body

The implementation of the organization's strategic decisions should take place at all levels of management, from top management to the ordinary employee, on the basis of tactical and operational actions.

There are three main levels in the hierarchy of strategic decisions: corporate strategy, enterprise strategy of economic units and marketing strategy.

An organization's strategy is organization-level decisions that focus on how to compete in an industry or market segment. Strategic decisions at this level are aimed at achieving and maintaining competitiveness, with the choice of target market segments and the definition of the range of products offered.

To identify and use the competitive advantages of an organization, decisions must be made such as the development of new products, the organization and management of a distribution network, the creation and implementation of advertising and propaganda programs, etc. The process of developing a marketing strategy for any organization includes a number of stages:

1. strategic analysis of the environment, competition and factors affecting the organization and some of its divisions, as well as forecasting the main directions in the business;
2. definition of goals and development of corporate strategies and strategies of economic units;
3. Substantiation of target market strategies for each division; definition of marketing goals, management of the positional strategy of the marketing program to meet the target market needs.

The development of an organization's marketing strategy is necessary to ensure the effectiveness of ongoing marketing activities.

The development and implementation of a marketing strategy in consumer markets requires any organization to be flexible, able to understand, adapt and, in some cases, influence the functioning of market mechanisms involving specific marketing methods.

Most of the strategic decisions that any organization makes are in the realm of marketing. Establishing a new business, merging and acquiring, exploring a new market niche, dealer policy, narrowing or expanding the product line, choosing suppliers and partners - all these and a number of other decisions are made as part of the marketing strategy. The success of the business depends on the adequacy of the marketing strategy of the organization (Fig. 1).

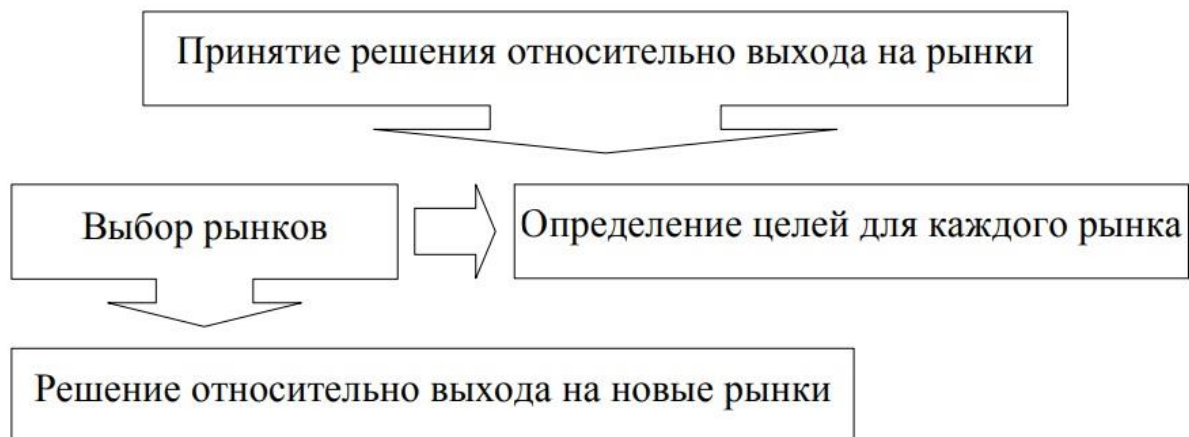


Figure 1. A systematic approach to making strategic decisions in the field of marketing

When developing a marketing strategy and a system for promoting and marketing products, the result will be an analysis of the situation in the field of promotion and marketing of products, detection of problems, analysis of their causes, development of strategic solutions to improve the system of promotion and marketing of products, development of a strategy, a set of recommendations and a number of specific proposals for promotion and marketing of products.

The development of a marketing strategy will allow the organization to:

- 1) significantly expand the number of people served and increase sales;
- 2) increase the competitiveness of products/services;
- 3) fix the regular mechanism of transformation of existing and development of new products;
- 4) form a tool for mass customer acquisition;
- 5) form an effective pricing and product policy;

- 6) organize a mechanism for monitoring marketing activities;
- 7) Raise the quality of customer service.

At the first stage of developing a marketing strategy for an organization, it is necessary to consider the mission, set goals, and the ability to meet certain types of market needs. At the second stage, an analysis of the current activities of the organization in the commodity, financial and market aspects is carried out. During the analysis of situations, the marketing potential and problems of the organization are determined, the environment is explored, opportunities are sought, the ability to use them is assessed, and the possible reaction of competitors to a particular strategy of the organization is predicted. Marketing analysis allows you to adequately assess the market situation and determine the position of the organization, which provides the necessary prerequisites for developing a marketing strategy.

An organization's marketing strategy should include a target market strategy and a marketing program. The target market strategy should select shareholders and the rural population served as the main consumer groups. A marketing program is a combination of product, price, promotion, distribution strategies chosen by an organization in order to occupy its market share.

The set of strategic marketing decisions should be combined into a single strategic marketing plan of the organization, in which an arbitrary part of the process becomes a structural block. At the same time, it is necessary to combine all the strategic plans of various levels of the organization.

Strategic marketing management is not only a process of making strategic decisions, but also an assessment of their effectiveness: in this way, the enterprise will have the opportunity to establish variable areas of activity, new opportunities and possible threats.

The result of forecasting in the organization should be the standards of competitiveness:

- future goods and innovations that the system (enterprise) will produce;
- technologies;
- Methods of organization of production and management.

This forecasting should be implemented using systems analysis methods, scientific approaches, strategic market segmentation and operations research.

When conducting strategic marketing, especially when determining the standards of competitiveness, an organization should be guided by the following principles:

- 1) Scientific validity of the control system - considering when determining the system of economic laws and patterns of development of nature and society, the laws of thinking, the use of scientific approaches and modeling methods that contribute to the growth of the constancy of the control system. When developing and implementing solutions, one should strive to use the following scientific approaches: systemic, marketing, functional, reproductive, integration, dynamic, situational, behavioral.
- 2) A systematic approach to management consists in the analysis of any economic object as a system, a set of interrelated elements (subsystems), including an output (goal), input (resources), relationship with the external environment, feedback. This approach provides an opportunity to consider the totality of the necessary relationships and interactions in management systems, allows you to fully weigh the factors when setting goals and direct management mechanisms to achieve goals.

- 3) Orientation of the economy towards an innovative path of development.
- 4) Structural sources of economic development - the formation on the basis of innovation, factors of production and investment.
- 5) Ranking of control objects according to their importance makes it possible to establish their significance, weight.
- 6) Unity of theory and practice of management.
- 7) Preservation and development of competitive advantages of the organization.
- 8) Organization of management processes.
- 9) Ensuring the correlation of variations in management decisions with their preference.

A marketing strategy is a reasonable logical framework by which an organization hopes to solve its own marketing objectives, and which encompasses specific strategies for target markets, marketing mix, and marketing spend levels. The strategy sets goals for the medium and long term.

In strategic decisions for the organization, consumer behavior should be of paramount importance. Their behavior in the market is differentiated depending on the purpose and type of products (services) of the market segment and resources that can be used in the marketing approach and which include the entire set of resources: material, financial, labor.

Different organizations have different approaches to the formation of a strategy for the production of goods and services, depending on the needs of customers, available resources, market conditions, etc.

It is significant for a sales and marketing manager to determine, and for sales agents, to comprehend the strategy chosen by the organization, because one or another choice can affect competitiveness in the market and the effectiveness of sales agents. Moreover, the same organization will be able to apply different strategies for different products and services. The key point in choosing a strategy is often the competitiveness of the product.

The development of new combinations of goods and services should be carried out considering the goals and strategy of the organization and is accompanied by an analysis of its situation, the result of which is a decision on the possible expansion of activities. When developing a strategy, it is imperative to consider factors that are controlled by marketing and factors that are not controlled by marketing. Marketing research and the assimilation of the social significance of certain groups of goods are carried out separately from the assessment of technological opportunities, since a number of them are extremely necessary for the rural population. Based on the results of the assessment of production results, a decision can be made to restore it.

A market positioning strategy is critical to the successful operation of an organization in the marketplace and should be considered one of the main aspects of marketing and sales planning and organization.

The position of any product or service in the market is not easy to ascertain and can be both true and estimated. It is true when a retrospective analysis of sales, market segments, market share allows the organization to determine the position of the product (service) in the market at previous stages of sales. It will be evaluative in the case when the organization's conclusions about the positions of its product (services) on the market differ from the view of the population served on the provided aspect.

The factors that establish the position of a product in the market are not only the expansion of the scope of activities, prices and quality, but also service, design, discounts, productivity, image of the organization, image of the product (service) and the ratio of these factors.

It should also be considered that the position of a product in one market segment may differ from how it is perceived by buyers in another. As a result, market positioning is closely related to market segmentation. In any market segment, the marketing and sales strategy is different and depends, in particular, on existing or possible competition.

The market positioning strategy has tangible significance for the sales and marketing manager of the organization in setting the price level and its relation to the quality of the goods (services) offered, as well as to the appropriate market segment. Most salespeople would prefer the highest quality of the bunch at the lowest price.

Market positioning also relates to other aspects of an organization's marketing and sales planning (e.g., key customer benefits, desired image, media policy, product, service, packaging description, advertising policy, profit policy, etc).

Market opportunity is the potential for marketing and sales, the requirements for purposeful marketing or sales activities, which are characterized by an overall favorable combination of external conditions and an acceptable probability of success. As a result, satisfaction of consumer needs contributes to profit.

There are other additional market opportunities. There may also be market opportunities that increase customer value and the competitiveness of the organization and identify specific market segments for the organization. All this potential helps it to apply the market situation and sell its products and services with the greatest profit. At the same time, sales agents must be prepared to use every opportunity when doing business with potential or existing clients.

A group of products that have a similar consumer purpose and have uniform physical characteristics create a whole product line. The production programs linking them represent a complete list of all goods offered to the organization on the market.

The structure of the production program is measured in breadth and depth. An organization can generate an optimal level of revenue for fulfilling its social mission when a variety of product lines are carried out in a set combination that contributes to making a profit.

The strategy of the production program also affects the stage of the life cycle and the "age" of products. This is a guarantee that there will be no simultaneous "leaving" of all types of products from the market.

However, the sales and marketing manager of an organization may face the following problem: since the economics department can control the costs of producing a particular set of goods and services and has only limited control over prices and discounts, it would be wrong to hold it responsible for the difference between these two quantities. Combinations of goods and services that can generate marginal profits can be the most difficult to market, and as a result, it may be necessary to define any sales agent for an arbitrary combination of goods and services in order to optimize the range of product offerings for the appropriate territories. Everything should be based on financial incentives, commissions and a high level of motivation at all levels of sales management and marketing activities.

The development of an organization's marketing strategy includes the following items:

1. Analysis of what is now for this, an analysis of the market situation is carried out and, together with specialists in the field of marketing, an analysis of the internal performance of the organization should be carried out:

- comprehensive analysis of activities;
- portfolio analysis (selection of the most profitable product groups);
- Client analysis (determination of the most attractive groups of the population served, considering the main goal of consumer cooperation).

2. The forecast for future development is based on an analysis of the state of the market and the resources of the organization, which allows:

- identify promising markets;
- identify free market niches (“desires” of consumers that are not satisfied today);
- assess market risks and opportunities;
- to determine the competitive advantages of the organization;
- form the goals of the organization for the future;
- To form a set of measures to achieve the set goals (Fig. 2).



Figure 2. The process of developing an organization's marketing strategy

Conclusion

The joint work of the employees of the organization will allow not only to conduct the most detailed analysis, but also, using scientific technologies, independently conduct such an analysis in the future.

The development of a marketing strategy contributes to the promotion of goods and services on the market and to make this process more technological. This, in turn, will increase the competitiveness of products and the organization as a whole.

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