

MARKETING PLANNING AS A SYSTEM TO ACHIEVE THE STRATEGIC GOALS OF THE COMPANY

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Marketing plans - a form of strategic planning, designed for resource-secured determining the content and schedule of execution of all marketing activities of the company (product definition series, making decisions on pricing, selection of appropriate distribution channels, making decisions on the organization of promotion and advertising campaigns) aimed at achieving its strategic objectives.

The main goals and objectives of the marketing plan:

1. Determine the main directions of development of the company and subject to subject these areas targeted marketing research.
2. Subordinate the private plans of the functional units of the enterprise implementation of the strategic marketing plan as a whole.
3. Contains a clear system of monitoring of the implementation of a plan for prompt corrective solutions.
4. Provide for alternative actions in case of sudden changes in the internal state of the enterprise or the influence of the environment business.
5. Prepare a position to make strategic decisions in the course of development (modification) of the plan for the new period.

Basic approaches to marketing planning

1. standardized

Benefits:

- Significant cost reduction through standardization
- increases aggregate demand for goods because of the great mobility of consumers who suffer with you and your preferences to certain goods
- Successful products generate strong demand and create his followers in different countries

Lack - disengagement management headquarters in the process of marketing planning.

The reason - it is assumed that no activity headquarters at replicating the marketing plans for new markets is needed.

2. decentralized

Applies when:

- standardized plan failed
- initially marketing (market analysts) vividly significant differences in the environment of new target markets

Benefits:

- adaptation of the marketing plan helps to resolve these problems
- Marketing Plan establishes / expanding market share for the company

Lack - disengagement management headquarters in the process of marketing planning.

The reason - the new markets (in branches or subsidiaries) and delegated rights and responsibilities related to the adaptation of marketing plans to the conditions of the new environment.

3. Interactive - the synthesis of a standardized and decentralized marketing planning.

Benefits:

- participation in the planning process as the central headquarters and the regional offices of
- distribution between the duties and responsibilities
- dynamic adaptation of the marketing plan to the specific conditions of each selected market

Key operations analysis, planning and management of international marketing

Environmental Analysis

1. What are the unique characteristics of each market? What characteristics are common to the market and the other markets?

2. Should we classify markets for operational and / or planning activities?

strategic planning

1. Who should make marketing decisions?
2. How are our assumptions about the target markets? Authentic you?
3. What requirement is met our product in the target market?
4. How will we give our goods to the buyer in the target markets?
5. In the conditions under which our product is used in the target markets?
6. How large are the target markets?
7. What are our strengths and weaknesses with respect to existing and potential competitors in the target market?
8. Should we extend, adapt or invent our program on goods prices, advertising and promotion?
9. How are our goals, we are clear alternatives, and our assessment of opportunities, risks, and the ability of the company?
10. How is economic situation in the target market and how it can affect the activity of our company?

Structure

How should we structure the organization to best achieve the goals in the presence of our experience and resources?

operational planning

1. When are our goals, structure, and our assessment of the market environment as we develop an efficient online marketing plan?
2. What products at what prices, through which channels, if any communication to which markets and group markets?

Manage marketing plan

1. How we perform quantitative evaluation and monitoring of the implementation of the plan?
2. What steps should be taken to align actual and desired results?

The basic elements of strategic planning

1. Strategic business unit (SBU) - a separate unit, the production line or manufacturing site within some organization with a clear marketing objectives, as well as the manager, endowed full responsibility for the integration of all functions in line with our strategy. A breakdown of the company's SBUs is flexible to meet the challenges of the strategic marketing planning process, SBUs are eliminated, consolidated with others,

share, and even sell depending on changes in the strategic decisions of the company. Each SBU has a unique mission within the company, identified competitors and all the basic functions business (production, finance and marketing are managed by its manager).

2. Marketing research

Thirteen required critical global trends (American Marketing Association (AMA):

1. environment
2. globalization
3. Business units / regionalism
4. technology
5. services
3. Presence of competitors and their positions
4. Universal quality

required:

- Focus on the customer
- full involvement in the process of the Senior Executive
- Focus on continuous improvement.
- the support and involvement on the part of employees, suppliers and intermediaries in the distribution network

5. Internal consistency and integrity of the marketing plan or integration

Key elements (Evans, Berman)

- 1) clearly stated mission of the organization
- 2) the long-term competitive advantage
- 3) a well-defined target market
- 4) compatibility plan sections
- 5) good coordination between the SBUs of
- 6) balance components of the marketing mix
- 7) Long-term stability

Stages of marketing audit

Stage I. Analysis of data relating to the previous period (in the new plan replaces the data from 3-5 years ago, the actual results in all possible cases).

Stage II. Gathering and formatting the main source of data (data collection efforts target the first to collect data needed to conduct a situation analysis).

Stage III. Analysis of historical and fundamental source of data. these (the data are grouped into easy-to-read format. analysis is performed in order to predict the behavior of competitors and customers in this target market, to predict the overall economic situation, etc. Perform quantitative and qualitative analysis).

Stage IV. Defining objectives and strategies, development of marketing programs (sub plan).

Identification of the basic positions of the marketing plan:

- 1) determining the goals
- 2) the development of policies and programs to achieve these goals
- 3) a comparison of these programs in terms of fitness to achieve these goals (for example, provide a specific market share or weight gains and still be acceptable in terms of the adequacy of the company's resources and constraints of political and legal environment of business section)
- 4) optimal combination of objective (s), policies and programs

Stage V. Developing preform of financial statements

Stage VI. Coordination with the decision makers

Stage VII. Monitoring (taking into account the changes in the environment that can affect the performance of the programs).

Stage VIII. Audit (conducted at the end of the marketing plan and periodically as its implementation. Assumes subsequent comparison of the actual current performance indicators of the marketing plan to the plan, which could be used for both of the above adjustments, as well as developing a new marketing plan.

Literature:

1. Marketing Management and strategy Peter Doyle Philip Stern.
2. Global Marketing Management Warren J Keegan.
3. Principles of Marketing Philip Coder, Garry Armstrong, John Sounders.