

## MARKETING STRATEGY FOR THE COMPETITIVENESS OF MODERN ENTERPRISES

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**Abstract:** This article examines the marketing strategy, as well as the competitiveness of modern enterprises. Marketing strategy defines how to properly shape the marketing structure to attract and satisfy target markets and achieve the goals of the organization. The main task of a marketing strategy is to correctly plan products, distribution channels, promotion and pricing policy. Many researchers define the concept of marketing strategy in different ways.

**Key words:** Marketing strategy, strategy, market, marketing strategy of a company, marketing strategy, company, business entity, pricing policy.

Currently, with the transition of the economy to market relations, the independence of enterprises, their economic and legal responsibility is increasing. At the same time, the role of competition as the main mechanism for regulating the economic process is growing. In such conditions, the company cannot be limited only to the current planning and operational management of its activities. There is a need for strategic thinking, which should be embodied in an action program that clarifies the goals and means of the chosen path of development.

A few years ago, strategic marketing was presented, first of all, as a definition of the general direction of the company, oriented towards the future and responding to changes in external conditions. Recently, the main emphasis has been placed on the formation of a market-oriented effective organizational and management system and the allocation in accordance with this of the management resources of the company. In other words, the marketing strategy is viewed as a unified system for organizing the entire work of the firm.

The strategy in enterprises exists at different levels: at the corporate, at the business units, at the functional levels. Marketing strategies are a set of strategic priorities that are used by an enterprise to achieve its goals.

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One of the options says that a marketing strategy is the formation of goals, achieving them and solving the problems of the manufacturer for each product, for each market for a specified period. In order for the company to be able to successfully carry out production and commercial activities in accordance with the current market situation and the real possibilities of the enterprise, a strategy must be formed. Philip Kotler, one of the leading and most respected experts in this field, defines marketing strategy as a rational logical structure, guided by which the company expects to solve its marketing problems. It includes specific strategies for target markets, marketing mix, and marketing spend.

The marketing strategy must accurately identify the market segments on which the firm should concentrate most of its efforts. After the marketing strategy has been successfully developed, the firm can begin to develop a detailed program of activities for the production and sale of goods. At this point, it is necessary to identify responsible executors, set deadlines and determine the level of costs. With the help of this program, an enterprise can draw up a budget for the current year.

After choosing a suitable marketing management concept (industrial, commodity, sales, traditional or socio-ethical) and a development strategy that includes four target areas (more intensive market penetration, development of new markets, development and production of new products, diversified development) , the company can define its goals to achieve the final desired results. To systematize the results obtained, a structure of goals is built. The structure of goals (otherwise “model of target orientation”) is a set of goals, which is presented in the form of a hierarchy with many levels, built to systematize the management of certain economic entities.

The structure of goals is built from the top down from the main goal-requirement to specific activities. The main goal of the strategy (goal-requirement) consists of two parts: external and internal. The external goal is determined in accordance with the basis of the mission, the internal one - in accordance with the organizational and legal form of the economic entity. In such models, development goals dominate stabilization goals, and strategic goals prevail over tactical ones. When constructing a tree of decisions (measures), the principle of alternative paths - subgoals is used. Then they resort to the help of expert assessments and, taking into account the given parameters, determine the best of them. The criteria make it possible to substantively assess the significance of the alternatives relative to each other. It is important to select criteria that play a leading role in the subject area. Alternatives should be assessed on their basis, since other, less significant criteria can give a completely different result. Despite the differences in the definitions of marketing strategy, many experts agree that marketing strategies are enterprise strategies that are detailed by areas of enterprise activity, markets (market segments) and time.

Marketing strategies answer the questions: what, when and how will be done to most effectively achieve the goals of the enterprise, and how much it will cost. The marketing strategy consists of basic solutions that determine the complex of marketing tools, including tools for the formation and adaptation (updating) of the range of goods and services, pricing, communications and distribution (sales, sales). The choice of a marketing strategy is influenced by the position, potential and traditions of the institution (firm, organization) in the market, the specifics of products, market conditions. The structure and methods of management of the institution, the personality of the head and other persons involved in the management are very important. It is necessary to regularly revise and revise the marketing strategy - this is one of its significant differences from the general strategy of the enterprise. The market situation changes quite often. Thus, in order to carry out general settings, which may remain unchanged, it is necessary to apply methods appropriate to the current situation.

The marketing strategy of an enterprise can be developed both by the enterprise itself and by a third-party qualified specialist. The process of developing a marketing strategy involves identifying target market segments and developing a positioning strategy. A strategy should also be developed to maintain and strengthen customer relationships and a strategy to plan for renewed products. The development of a marketing program implies the definition of a product strategy, a strategy for promoting a product, its marketing (reaching the consumer) and a pricing policy.

Researchers state the fact that the effectiveness of a marketing strategy largely depends on the quality of building a marketing service in a company, on the structure of problem solving (at what level and how they are solved). The level of training of marketing specialists who are entrusted with solving problems is of great importance. The effectiveness of a marketing strategy also depends on information support: quality and quantity largely determine the quality of the marketing itself. From all of the above, we can conclude that the main directions of marketing activities are various marketing strategies, strict adherence to which ensures the organization achieve its marketing goals. Whatever the basic marketing strategies of the company are chosen,

the main thing is that they have both theoretical and practical justification, allow them to solve the tasks assigned to the organization and strengthen their position in the market.

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