

ENTERPRISE MARKETING STRATEGY

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Annotation: *The article reflects the concept, types and significance of marketing strategy, examines the factors influencing the development of marketing strategy, as well as the methodology and practice of its formation.*

Summary: *the article reflects the concept, types and significance of a marketing strategy, considers the factors influencing the development of a marketing strategy, as well as the methodology and practice of its formation.*

Relevance. Currently, many domestic enterprises operating in conditions of tough competition, dynamic and aggressive external environment, face the problem of their survival, ensuring continuous development. Different enterprises solve this problem in different ways depending on the prevailing conditions and circumstances, but its solution is based on complex, painstaking and labor-intensive work on the creation and implementation of a strategic management system of the enterprise, which is capable of maintaining a balance between the environment, nature and results of the organization's activities. An important and mandatory condition is the analysis and selection of regional market segments, focus on consumer needs [1]. The main emphasis is on the creation of an effective organizational and management system that is aimed at the market, as well as the distribution of the enterprise's management resources in accordance with this.

Marketing strategy includes all basic, short-term and long-term activities carried out in the field of marketing, used by most enterprises.

Table 1. Classification of types of marketing strategies

Types of Marketing Strategies

Target Market Strategy

Sales strategy

Communication Strategy

Pricing strategy

Product strategy

Today, every enterprise that is focused on long-term and successful development must use such a management function as marketing. It is marketing that guarantees commercial success for an enterprise. The existing competition in almost all markets for the sale of goods and services determines the development and improvement of its own marketing strategy for each enterprise, regardless of the size of the enterprise. This is justified by the following judgments:

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1) Marketing strategy orients activities towards achieving such strategic goals as expanding the company's market share, increasing sales volumes, company profits, taking leading positions in the market, etc.

2) Marketing strategy is a set of long-term decisions regarding the satisfaction of the needs of existing and potential clients of the enterprise through the use of its internal resources and external opportunities.

3) Marketing strategy is a set of management decisions aimed at attracting enterprise resources in accordance with the satisfaction of target market needs and the achievement of the enterprise's financial goals. All of the above definitions confirm the importance of marketing functions at the enterprise and determine the need for its strategic planning.

Thus, changes that occur in the enterprise environment determine the choice of strategy and tactics of the economic activity of the subject in the market. It is necessary to take into account when choosing a strategy that the efficiency of the enterprise is influenced by a number of factors:

1. Controlled by the company, which are determined by the activities of the management personnel (its leadership and marketing service).

2. Uncontrolled by the company, which are related to suppliers, competitors, consumers and contact audiences. The interrelation of these factors constitutes the overall marketing strategy. Therefore, in order to understand the competition, the business in which the enterprise operates, to develop an effective strategy, to make the right tactical decisions, it is necessary to analyze the marketing environment. If the analysis stage is ignored, a number of negative consequences arise: making unfounded decisions, inactive response to market changes, inconsistency of decisions, late introduction of innovations, market vulnerability of the enterprise [2].

The main objective of the analysis of marketing environment factors is to coordinate its influence, customer needs, goals and resources of the enterprise based on the determination of their state and the most probable changes, which contributes to the achievement of stable competitive positions and creates favorable conditions for further development. Today, the fundamental strategy for business development in the market is the marketing strategy of the enterprise, as it determines the directions of product promotion, and this maximizes the income and profit of the enterprise in the long term. The main objectives of the marketing strategy include: - helping enterprises not to deviate from the path of market conquest and pursue their goals; - helping to maintain and improve the competitiveness of their products without losing customers and acquiring new ones; The result of the marketing strategy is a marketing plan of specific actions, which is aimed at strengthening the position of the product in the industry, reducing possible risks and threats from competitors and, most importantly, maximizing profits.

Quite often, especially in the Republic of Kazakhstan, the release of goods and services begins without sufficient marketing research. The marketing strategy of any enterprise in today's market is formed under the influence of many factors and on the basis of a large amount of marketing information. Therefore, when forming the marketing strategy of an enterprise, it is necessary to take into account four groups of

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main factors [2]: 1. The degree of development of demand and the external marketing environment. These include market demand, consumer requests, distribution channels, legal regulation, directions in business circles, and conditions of territorial location. 2. Conditions and principles of competition in the market, the main competing firms and the strategic directions of their activities. 3. Management resources and capabilities of the company itself, i.e. product, financial, trade, personnel, scientific and technical, informational, as well as the definition of its strengths in the competitive struggle. 4. The key development system of the company, its general goals and objectives of entrepreneurial activity in the main strategic zones. The choice of marketing strategy is influenced by both internal reserves (capabilities) of the enterprise (its internal environment, including available resources and competencies), and the state of the external environment (specifics of demand, competition, institutional factors, etc.). The formation of a marketing strategy is also influenced by internal factors, such as technological, resource and organizational ones.

Marketing strategy determines the development paths of the organization, defines the fight against competitors, targeted separation and isolation from competitors in order to achieve high leading positions in a given market segment. In other words, marketing strategy is called the general establishment of the enterprise's actions, existing in the form of a plan: - development of the organization for long-term periods; - operational interventions in case of sharp dynamic surges in the competitive market; - an algorithm of actions for reorganization of the enterprise, etc. Thus, in order to ensure the effectiveness of the marketing activities carried out, it is necessary to develop a marketing strategy. Its implementation in consumer markets requires from any enterprise flexibility, the ability to understand, adapt and influence the actions of market mechanisms using special marketing methods [3]. One of the methods used is the analysis of the marketing strategy of the enterprise, which can assess whether the choice in the strategy of the enterprise is correct, based on the following components: - sales analysis, which involves an assessment of the markets for the sale of products; - availability; - consumer demand; - expansion and conquest of the market; - search for new places for sales and their availability; planning; control.

It is necessary to take into account that the marketing strategy can be assessed on the basis of the results obtained by the enterprise during its use. Its effective planning helps to achieve high results in the long term and take leading positions in the market. It should be noted that in the conditions of a changing market economy, it is important to make timely amendments and adjustments to the growing needs of consumers.

To summarize the above, it can be noted that the presence of a sound marketing strategy at the enterprise allows: - to reduce the degree of uncertainty and risk in the course of marketing activities; - to ensure the concentration of resources in the selected areas of activity; - to coordinate decisions and actions in the field of marketing; - to restrain the desire to maximize current profits to the detriment of solving long-term problems; - to develop marketing programs oriented towards achieving the set goals; - to inform the employees of the enterprise about the goals of the marketing activities of the

enterprise and the priorities of resource allocation; - to motivate employees by linking the opportunities for achieving their personal goals (career growth, salary, prestige, etc.) with the effectiveness of the marketing activities of the enterprise; - to create the necessary conditions for assessing, monitoring and adjusting the results of the marketing activities of the enterprise.

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