

STRATEGIC MANAGEMENT IN THE SYSTEM STRATEGIC MARKETING

*Bazarova Mamlakat Supievna**Asia international university .*

Annotation: Strategic marketing plays an important role in a market economy not only because it ensures effective harmony between supply and demand, but also because it triggers the process of economic development

Keywords: opportunities that the national economy offers potential for marketing, competitiveness, international modernization and growth and profitability.

Strategic marketing. Strategic marketing is primarily about individuals and organizations needs analysis to do. From a marketing point of view, the buyer does not need such a product, he It is necessary to solve a problem that this or that product or service can provide . The role of strategic marketing is parallel to the main market development and satisfy need was all needs analysis to do through there is or potential was various kind consists of identifying product markets or segments. Identified product markets various kind economic represents opportunities, their advantages should be assessed. The quantitative assessment of this advantage is the size of the potential market, the dynamic assessment is the period of its economic profitability or the duration of its life cycle. The advantage of the product market for a firm depends on its competitiveness, in other words, on the ability of the firm to satisfy consumer needs more effectively than its competitors. better satisfy ability depends. A firm is competitive if it has a competitive advantage. or she is stable to oneself typical to the features has if, it has higher productivity and, as a result, lower cost. Thus, the role of strategic marketing is to take advantage of the available opportunities use or attractive opportunities creation, i.e. opportunities that fit the firm's resources and know-how and offer potential for growth and profitability. The strategic marketing process is a medium-long-term planning to the horizon has, his/her task the company mission statement, goal setting, development strategy, and balanced product portfolio structure . Operational marketing focuses on non-product variables (distribution, pricing, advertising, and sales promotion), while strategic marketing focuses on offering a more valuable product at a competitive price. Strategic marketing focuses on selecting the product markets the firm will serve. and importance according to sorted and this The primary demand in each of the markets is also forecasted. Operational marketing sets market share goals and budgets necessary to achieve them.

Strategic marketing plays an important role in a market economy not only because it ensures an effective match between supply and demand, but also because it initiates the process of economic

development

(Figure

1).

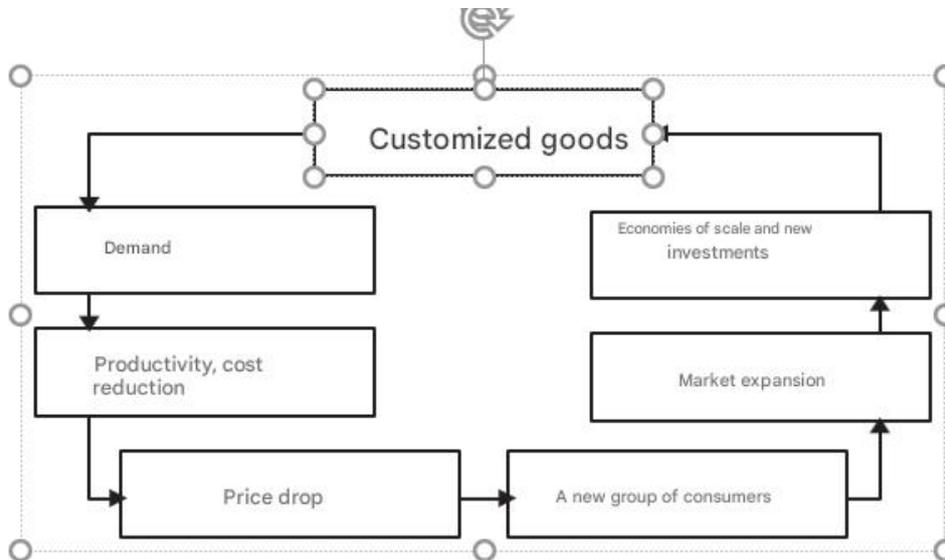


Figure 1. Strategic marketing by controllable development scope

This process includes the following steps :

Strategic marketing helps meet market needs and encourages the development of new or improved products.

Operation marketing this new to products market create a request and/or increase for dynamic marketing program develops .

Demand increase expenses to decrease take comes, this and allows prices to be reduced, thereby contributing to the emergence of new groups of buyers in the market. As a result, market expansion requires new investments in production capacity, which creates economies of scale and stimulates further research and development to create new generations of products. Strategic management contributes to the development of democracy in business, because: it begins with an analysis of consumer expectations; investment and production decisions are made based on market needs; it takes into account the diversity of tastes and preferences in the form of market segmentation and the development of customized products, and stimulates innovation and entrepreneurship. Strategic marketing decisions are an important part of the overall corporate management system. Marketing is related to the external environment that determines the market activities of the enterprise. Its main task is to achieve the best adaptation of the internal capabilities of the enterprise to the requirements of the external environment in order to satisfy market demand and, on this basis, to make a profit. Marketing provides a link between the enterprise and the market. This process is considered in several closely related aspects: Enterprise marketing management ("market orientation") modern marketing to the concept, yes- It is based on the formation of a new "way of thinking" and a new "way of acting", the development of relations between enterprises. It is expressed in the direct participation of marketing in the system of corporate strategies, that is, the adoption of almost all management decisions taking into account market requirements. Marketing management is a focus on consumers, they with far term and mutual beneficial cooperation It involves establishing relationships, leveling competitors, coordinating activities internally with other departments, and worrying about the company's future profits. Ultimately, it is aimed at achieving overall corporate goals.

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