



## IMPACT OF STRATEGIC MARKETING ON ENTERPRISE COMPETITIVENESS

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### Abstract

This article discusses strategic marketing. Also, the competitiveness of the enterprise is a guarantee of obtaining high economic indicators in modern market conditions. The competitiveness of an enterprise is a multifaceted concept, and includes not only the quality and price parameters of industrial products, but today it depends on the level of management, the existing management system of financial flows, innovation and investment components of its activities. In addition, competitiveness is influenced by the market conditions that are developing in a particular market, the level of competition affecting the enterprise from other market participants, technical equipment, and the level of use of innovations.

**Keywords:** strategic marketing, marketing strategy, market, competitive advantage, enterprise competitiveness, enterprise, advantage, competitor, marketing activity.

### Аннотация:

В этой статье обсуждается стратегический маркетинг. Также конкурентоспособность предприятия - залог получения высоких экономических показателей в современных рыночных условиях. Конкурентоспособность предприятия - понятие многогранное и включает не только качественные и ценовые параметры промышленной продукции, но и сегодня зависит от уровня управления, существующей системы управления финансовыми потоками, инновационной и инвестиционной составляющих его деятельности. Кроме того, на конкурентоспособность влияют рыночные условия, складывающиеся на конкретном рынке, уровень конкуренции, влияющей на предприятие со стороны других участников рынка, техническое оснащение и уровень использования инноваций.



**Ключевые слова:** стратегический маркетинг, маркетинговая стратегия, рынок, конкурентное преимущество, конкурентоспособность предприятия, предприятие, преимущество, конкурент, маркетинговая деятельность.

Today, the problem of enterprise competitiveness is more relevant than ever for the national economy and for its economic entities - enterprises. It is very important to know to what extent an enterprise is competitive in relation to other subjects of this market, since a high degree of competitiveness is a guarantee of obtaining high economic indicators in modern market conditions, and to have a strategic goal of achieving such a level that would help it survive in tough conditions. competitive struggle.

The modern competitive environment is a complex and dynamically changing system, which necessitates continuous improvement of methods and methods of managing the competitiveness of enterprises. Research shows that the competitiveness of enterprises is significantly influenced by the scientific and technical level and the degree of perfection of modern information technologies in production, the use of the latest inventions and discoveries, the introduction of modern means of informatization of production and other factors such as the macro and microenvironment.

The competitiveness of an enterprise is a multifaceted concept, and includes not only the quality and price parameters of industrial products, but today it depends on the level of management, the existing management system of financial flows, innovation and investment components of its activities. In addition, competitiveness is influenced by the market conditions that are developing in a particular market, the level of competition affecting the enterprise from other market participants, technical equipment, and the level of use of innovations.

Competitiveness can also be affected by the motivation and qualifications of personnel, the financial stability of the enterprise.

as the classification of factors of competitiveness of an enterprise is quite wide, we will consider their most important classification. The set of factors affecting competitiveness can be conditionally divided into external and internal, since any enterprise is influenced by both factors that arise when an economic entity contacts a management task, when solving a particular problem.

Internal factors are those criteria that determine the ability of an enterprise to ensure competitiveness. Internal factors include production and technological potential; activities of marketing services; scientific and technical potential; financial and economic potential; human resources (structure, professionally



qualified staff); effectiveness of sales promotion and advertising; the level of material and technical support; preparation and development of production processes, selection of the optimal production technology; the effectiveness of production control, testing, surveys; level of service and warranty service.

External factors are socio-economic and organizational interactions that allow an enterprise to create products that are more attractive in terms of price and non-price characteristics. External factors include measures of state influence of an economic nature, of an administrative nature; the main characteristics of the market itself for the activity of this enterprise.

Studying consumers and competitors, as well as the conditions of competition, allows an enterprise to determine its advantages and disadvantages over competitors in order to maintain a competitive advantage. Competitive advantage is those characteristics that create a certain superiority for the company over direct competitors. The main efforts of enterprises are always aimed at creating and maintaining competitive advantages (i.e. increasing its competitiveness). Ultimately, the company's profitability is a consequence of its competitiveness in the market.

External competitive advantages increase the market power of the firm in such a way that it can force the market to accept the selling price higher than that of competitors that do not provide the appropriate product differentiation. Internal benefits are a consequence of higher productivity (internal efficiency of the firm's functioning), which gives the company greater profitability and greater resilience to lower sales prices imposed by the market or competition. In addition, the competitive advantage can be divided into long-term and short-term.

All other things being equal, the most important role is played by the marketing component of the company's competitiveness. Marketing is focused on identifying the most significant customer needs, taking into account changes in consumer preferences, assessing the prospects of market segments, developing and implementing effective strategies to increase competitiveness. Competition is both a factor and a consequence of the marketing activities of various companies: competition forces companies to create marketing services, they, in their attempts to influence the market, intensify competition, which, in turn, activates branded marketing. Marketing perceives competition as a habitat, natural and necessary for the functioning and development of the market.



A marketing strategy is a set of long-term decisions regarding how to meet the needs of existing and potential customers of a company through the use of its internal resources and external capabilities.

Marketing strategy is a modern marketing based on a certain vision of the surrounding world by the company and its role in it, on the principles of globalism, innovation, integration, preference for structural studies of market needs prospects and monitoring of the environment, active use of public relations. In a targeted respect, it is focused on balance, harmonization of the interests of the company, consumers and society as a whole, partnership of all participants in market exchange relations and ensures the creation of goods and services of higher value than competitors.

Marketing strategy is:

- a means to an end;
- the general strategic direction of the enterprise, with which all aspects of the marketing plan should be linked;
- a set of decisions of the organization regarding the choice of the target market and the product for the market;
- optimal product management and optimal resource allocation;
- the combination of the resources and skills of the organization, on the one hand, and the possibilities of risk arising from the environment, on the other hand, in which the main objectives are achieved;
- monitoring the external and internal environment, tracking competitors and markets;
- focus on promising innovations, know-how, etc.

It should be noted that in order to increase competitiveness, an enterprise must adhere to only one competitive strategy, and not try to use all of them at the same time. If an enterprise does not carry out its activities in one of the considered areas, it may find itself at a strategically disadvantageous position. Striving to become a leader both on the basis of low costs and on the basis of product differentiation will not allow the company to create sustainable competitive advantages and, accordingly, increase its competitiveness.

In the process of enterprise development, competitive strategies can be changed and combined. The successful introduction of new types of goods allows you to move to a strategy of increasing sales and expanding the range of products. An enterprise with new technical developments, significant amounts of financial resources, unique equipment has the ability to reorient itself to a differentiation

strategy and offer goods with unique properties of the highest quality at high prices.

Thus, the considered competitive strategies are aimed at increasing the competitiveness of the enterprise due to the corresponding competitive advantages and serve as a guideline for its future activities. According to the majority of economists, it is impossible to stay ahead of competitors in all respects. In this regard, the development of a strategy for increasing competitiveness should be based on a clear definition of the goals of the enterprise, its competitive potential and competitive advantages, the scale of market coverage and contribute to strengthening the market position of the enterprise.

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