The Need of Marketing Strategy to Win Competition in New Market

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Introduction

The challenges facing small industries in the implementation of marketing strategies in marketing patterns and the assessments needed to address them can be found in the preview of this study. The emphasis is mainly on marketing strategies that are used in various areas of production, promotion, distribution and pricing. If you are not a layman, a clergyman or a professional, the term strategy is a term that is linked by logical, causal, in the business world; however, we stick to plans relating to marketing, finance and production activities. Managers from different business organizations centralize efforts to achieve the largest potential share in the target market. The area of strategic planning is much more extensive. It concerns factors that cannot be controlled: competition, legal obstacles, interference with other actions and the elements that can be controlled within the context of scientific and technical specialization: production, logistics distribution, promotion and evaluation.

Marketing strategies are used as a basis for marketing planning. A marketing plan contains a list of specific actions that are required to successfully implement a particular marketing strategy. Examples of marketing strategies are: "Use low-cost products to attract consumers, and if organizations build relationships with consumers through low-cost products, our organization will be able to communicate with low-cost products or services with products and services with higher returns." Without a good marketing strategy, there is no cornerstone in marketing plans. A marketing strategy is the cornerstone of a marketing plan designed to meet your marketing goals. This goal is important to achieve measurable results.

Static strategies are categorized as follows:

- Production,
- Physical distribution,
- Promotions and prizes

However, these factors have certain conditions in the environment of uncontrollable factors such as:

- Competition,
- Legal obstacles,
- Interference with other behavior
• Science and technology differentiation.

A good marketing strategy must integrate the marketing goals, policies, action mechanisms and sequences (tactics) of the organization into a coherent whole. The accusation of marketing strategies is to make a tactical plan based on this possible. This allows the organization to perform its tasks effectively and efficiently. Marketing strategy is a cognitive task with which an organization can focus limited resources on the biggest opportunities to improve sales and achieve a sustainable competitive advantage. Marketing strategies must focus on the core concept that customer satisfaction is our primary goal.

Marketing strategies can be limited to the position of the company to gain a competitive advantage on the market. The primary goal is to guarantee the effectiveness of the organization by carrying out the right activities in time. Her core focus is achieving the correct acceptance of the outdoor environment. The marketing strategy is driven by competitive advantage, allowing you to develop a plan to transform your business to bring the right product to the right market. In other words, marketing strategies take into account both internal and external limitations, while providing an overall vision on how to position products in the market in the right way. One used the following techniques to plan a marketing strategy for the product:

• Divide
• Targeting
• Positioning

**Division**

Market segmentation is cognitive management in marketing, which groups markets (ie customers) into small subgroups. This must not be imposed in society in any way. The entire market is often recognized as consisting of sub-markets (called "segments"). This segment is internally homogeneous (the users of the segment are nominal, for example, but they are standardized in detail or in attitudes to identified variables). Because of the resemblance within this group, they will react on average, comparable to a certain marketing strategy. That is, there is a good chance that you get a similar feeling and approach that is recommended by a marketing mix of a particular product or service, which sells at a certain price, manages it in a certain way and in a certain way. Market segmentation is described extensively as a composite process consisting of two main phases.

- Identification of large, large markets
- Select the most suitable target markets and segment those markets accordingly to develop a marketing mix.

Everyone in the marketing world experiences segmentation and conversations. Many, however, fail to interpret fundamental mechanics, so the person who failed is in the immediate vicinity. What causes this? Most marketers break the segmentation test and start thinking that "every teenager is a traitor" and "every old woman buys the same cosmetic
brand." There are many relationships to consider, and propagating it is like taking an exercise of creativity.

Although market segmentation can be done in dozens of ways, the chance to cut a cake is three of the most common types.

- Geographic segmentation - based on a location, such as a home address.
- Demographic breakdown - based on measurable statistics such as age or income.
- Psychological segmentation - based on lifestyle preferences such as city dwellers or animal lovers.

**Positioning**

Ad view for 'How your organization wants to show your products to consumers'. What content of the product or service does your company try to apply? Daewoo, a British car manufacturer, has successfully positioned itself as a family value model. The British Skoda brand, which was acquired by Volkswagen, has re-established itself as a vehicle with the Black Ball Brand Association and has regularly won the Auto of the Year award. The positive feedback from the industry and the characteristics of this vehicle has changed the consumer's perception of the Skoda brand.

When you develop an implementation strategy, you calculate the locations of many competitors. Can an organization compare behavior when buying because the organization wants to acquire an 'I' strategy and wants to have a competitor around the competitor? Or do organizations not want to compete with their competitors? Indicating good welfare is important for the marketing mix strategy that an organization adopts. Price strategies must take profit into account and public relations strategies must communicate these benefits.

**Positioning strategy**

There are seven positioning strategies that you can follow.

- Product attributes: what are the specific product characteristics?
- Advantage: what are the benefits for customers?
- Use example: when / how can I use the product?
- User: identifies the user class.
- Competition Opposition: Direct placement with competitors.
- Far from competitors: position away from competitors.
- Product classification: in comparison with other types of products.

**Targeting**

Target marketing involves segmenting the market into segments and then focusing marketing efforts on one or more key segments. It can be the key to the success of a small business. The advantage of targeted marketing is that it can make the promotion, pricing and distribution of products and / or services easier and more cost-effective. Targeted marketing focuses on all marketing activities.
Conclusion

Since mergers of small industries in large industries have reduced growth by limiting profit and limiting production levels and standards, the strategy used in small industries has mainly focused on facilitating and meeting market stratification and the reach of customers.

Reference


