Marketing Strategy: A War to Win

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Abstract

Now the days the bigger industries becomes the big vulture in the markets which does not allows the smaller industry to grow up, the mass production will lead them down the price rate in comparison to the small scale industry expenditure and also they can show them up with a varieties to luring the customer on large scale. This will lead a problematic situation for the small industry to grow and furnish, this paper compromises their strategy to win the market strategies and stand them without merging in the bigger companies.

Keywords: Marketing, Strategy, Competition, Ventures, Industrialization.

Introduction

In The marketing patterns, troubles faced by the small scale industries in carrying out the marketing strategies and assesses needed to solve these problems, come under the preview of this study. The main centering is on the marketing strategies used by the various sectors in the area of production, promotion, distribution and pricing. In a layman language or Someone who is not a clergyman or a professional person the term strategy is a term Being connected either logically, causally or by shared characteristics ‘warfare or a plan to win a war’. But in the business world it adverts to plans relating to marketing, financing and manufacturing operations. Administrators of different business organizations centralize their efforts to win the biggest potential share of the targeted market. The arena of strategy planning is much more all-encompassing. It deals with the accommodation of controllable factors, viz., production, physical distribution, promotion and evaluation within the environment of unmanageable factors, viz., competition, legal barriers, disturbance of different behaviors’ and scientific and technological specialization(1).

It is a job of essential significance to excogitate the business. Failure or survival of a business depends upon the effectualness of strategic planning. For e.g. to increase the prices of a product to a significant magnitude the management will have to dig into and evaluate the competitors towards the change in price.

If the alteration leads to market dominance, competitors by changing the prices of their products will accelerate to grab the market share. The management of a company should look at defensive tools to be used to safeguard its market position. This commands a continuous review of controllable components within the atmosphere of uncontrollable ones.

A marketing strategy attends to as the base of a marketing plan. A marketing plan comprises a
list of particular actions required to successfully enforce a specific marketing strategy.

An example of marketing strategy is as follows: "Use a low cost product to attract consumers. Once our organization, via our low cost product, has established a relationship with consumers, our organization will sell additional, higher-margin products and services that enhance the consumer’s interaction with the low-cost product or service."

In absence of a sound marketing strategy, a marketing plan has no cornerstone. Marketing strategies assist as the fundamental foundation of marketing plans planned to reach marketing objectives(2). It is significant that these objectives have measurable results. Static strategies are categorized as following:

- Production,
- Physical distribution
- Promotion and pricing

But these factors have specific condition that these were lies within the environment of uncontrollable factors like:

- Competition,
- Legal barriers,
- Interference of different behaviors
- And scientific and technological differentiation.

A good marketing strategy should incorporate an organization's marketing destinations, policies, and action mechanism and sequences (tactics) into a cohesive whole. The accusative of a marketing strategy is to allow for a foundation from which a tactical plan is arisen. This allows the organization to accomplish its mission efficaciously and efficiently.

A marketing strategy is a cognitive operation that can allow an organization to centralize its limited resources on the biggest opportunities to enhance sales and accomplish a sustainable competitive advantage. A marketing strategy should be focused on the central concept that customer gratification is the main goal(3).

Marketing strategy can be delimited as a firm’s emplacement to gain a competitive vantage in the marketplace. The elementary objective is to ensure organizational effectualness by performing the correctly activities at the right time. The central focus of it is to accomplish the right accommodate with the external environment.

A marketing strategy appropriates firms to develop a plan that changes them to offer the right product to the right market with the absorbed of arriving at a competitive advantage. In other words, a marketing strategy allows for an overall vision of how to right position products in the marketplace while accounting for both internal and external constraints(4).

One used the following techniques to device the Marketing Strategy for the product:

- Segmentation
- Targeting
- Positioning

**Segmentation**

Market segmentation is the cognitive operation in marketing of grouping a market (i.e. customers) into smaller subgroups. This is not something that is every which way imposed on society. It is deduced from the acknowledgment that the total market is frequently made up of submarkets (called ‘segments’). These segments are homogeneous within (i.e. people in the segment are standardized to each other in their complex mental state involving beliefs and feelings and values and dispositions to act in certain ways about Definite but not specified or identified variables)(5).

Because of this intra-group resemblance, they are likely to answer averagely similarly to a given marketing strategy. That is, they are likely to have similar feeling and approximations about a marketing mix constituted of a given product or service, sold at a given price, administered in a certain way, and encouraged in a certain way(6).
Market segmentation is widely delineated as being a composite process consisting in two main phases:
- Identification of broad, large markets
- Segmentation of these markets in order to select the most appropriate target markets and develop Marketing mixes accordingly(7).

Everyone amongst the Marketing world experiences and speaks of segmentation; yet not many truly interpret its fundamental mechanics, thus unsuccessful person is just around the corner. What causes this? It has been authenticated that most marketers break down the segmentation exam and start with a constringe mind and a caboodle of thoughts such as "all teenagers are rebels", "all elderly women buy the same cosmetics brands" and so on. There are many proportions to be considered, and bringing out them is sure as shooting an exercise of creativity. While market segmentation can be done in dozens ways, contingently how to slice up the pie, three of the most common types are:
• Geographic segmentation – based on location such as home addresses;
• Demographic segmentation – based on measurable statistics, such as age or income;
• Psychographic segmentation – based on lifestyle preferences, such as being urban dwellers or pet lovers(8).

Positioning
Positioning adverts to ‘how organizations want their consumers to see their product’. What substance about the product or service is the company trying to put across? Car manufacturer Daewoo in the UK, has successfully placed themselves as the family unit value model. The UK car Skoda brand which has been taken over by Volkswagen has been re-posed as a vehicle which had blackball brand associations, to one which on a regular basis wins car of the year awards. The positive annotates from the industry and attributes of this vehicle is has altered the perceptual experience of consumers about the Skoda brand(9).

Developing a emplacement strategy calculates much on how competitors position themselves. Do organizations want to acquire ‘a me too’ strategy and position themselves approximately their competitors so consumers can make a conduct comparison when they purchase?

Or does the organization want to acquire a strategy which positions themselves outside from their competitors? Declaring oneself a welfare which is superior counts much on the marketing mix strategy the organization assumes. The pricing strategy must contemplate the profit bade and the promotion strategy must intercommunicate this benefit(10).

Positioning Strategies
There are seven positioning strategies that can be pursued:
Product Attributes: What are the specific products attributes?
Benefits: What are the benefits to the customers?
Usage Occasions: When / how can the product are used?
Users: Identify a class of users.
Against a Competitor: Positioned directly against a competitor.
Away from a Competitor: Positioned away from competitor.
Product Classes: Compared to different classes of products.

Targeting
Target Marketing involves breaking a market into segments and then concentrating marketing efforts on one or a few key segments. It can be the key to a small business’s success. The beauty of target marketing is that it makes the promotion, pricing and distribution of your products and/or services easier and more cost-effective. Target marketing provides a focus to all of the marketing activities(11, 12).

Conclusion
The merging of small industries in the bigger one reduces their profit and also limited their production level and standard, which
consecutively hindered their growth, so the strategy applied by the small industry was mainly the market stratification and customer richness with their ease and satisfaction.

**Referencing**

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