

The elements of strategic and marketing planning applied in the case of Avital company

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Presently, the environment that is characterized by rapid changes in all social spheres, the challenges of rapid adaptation and survival in the market, the ability of thinking and acting in front of “time” is one of the key factors of success. Every day we have witnessed a large decline of the number of companies, poor implementation of many projects, poor implementation of government reforms, and life challenges of people to find work. On the other hand, there are individuals, organizations and companies that face challenges and changes very fast in all world markets and societies. Question that could be asked based on this is “Why and how some companies manage it and the other not?”

Today’s business, which is based on the current circumstances that we live and work in, can not offer long-term growth and development without thinking and forecasting what may happen, for three, five or more years in advance. What is the prerequisite for long-term growth and development is a process that allows us to “connect the present and future”, i.e. strategic planning process (Bennett, 1995).

The marketing and strategic planning result in close correlation.

As the marketing has very high importance for the business, marketing strategy could be identified with the management strategy as a whole. Intensive changes in the business environment (in the local and the world) have contributed to the more “extended” and “deeper” concept of marketing. Even the very definition of marketing evolved. Marketing is defined as a business function that aims to better satisfy the needs, desire and demand of buyers/customers with the realization of profit for the company. Today, marketing gets new features and dimensions and is defined as “the process of securing the optimum level of customer’s satisfaction with the achievement of optimal profit for the company and the optimal financial and work satisfaction for all employees in the company, all without damage to the physical and social environment“(Filipović and Kostić, 2003a).

Marketing is not just a sale or economic propaganda; marketing is a philosophy of business. Marketing as a business concept based on the old truth that says: “Only a company that knows how to sell, it is certain that it will produce (Filipović and Kostić, 2003b)..

Both of the concepts which supplement each other serve to direct and realize company’s goals and control its implementation activities and success.

In this work the bases of strategic and marketing planning will be presented. The process of strategic and marketing planning will be described, specific strategic methodologies generally used will be presented, as practical demonstration of some strategic and marketing aspects will be shown.

For the purpose Avital Company will serve as an example, as a Company which lack both strategic and marketing planning. The work will be dedicated to the information and knowledge sharing among company’s staff, company’s management awareness raising and advisory purpose.

Some aspects of Avital Company present business activities will be described which will serve as a baseline analysis that needs to be improved.

As the Company’s management expressed the wish and need of being acquainted with the strategic and marketing planning process in general, the special attention in the work is given to the review of literature.

It is expected that this work will lead the management to realize the importance of planning and further more implementation of the plans as the only one way which will lead them toward aims settled and their successful accomplishment.

This work is dedicated to the issues of strategic and marketing planning as they refer to the need of the long-term tendency adaptation and processes in the wider business environment.

Short description of strategic and marketing management as scientific disciplines is given, describing their importance and advantages when applied in achieving business success.

In the paper, the market and their variables are described, creating the environment in which companies interact. The methodology of market analysis is given as the way to penetrate into new market. It starts with analysis of macro and micro environment of the company, than analyse the competitors and consumers, define market segments and the strategies to run business. The global strategies of entering the market are described as well as getting into new markets.

The choice of the strategy turns to be the most sensitive question since it determinates the key questions of company's success.

Avital Company had served as an company where some issues and aspects of strategic and marketing planning were applied.

Also, the issue of investment into irrigation system, as the main product Avital Company offers to the market, and their justification was analysed through the methodology of repayment term of the investments.

References

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