

## THE ROLE AND IMPORTANCE OF STRATEGIC PLANNING IN MARKETING

*Abdulloev A.J.<sup>1</sup>  
Tairova M. M.<sup>2</sup>,  
Kadirova N. R.<sup>3</sup>*

### **Abstract**

Marketing strategy is the marketing of a firm's target market is a master program that represents the activities of the company and includes the process of achieving its goals through the development and implementation of a long-term marketing mix (marketing mix). Separate product, pricing, distribution, sales and communication policies are defined for each segment of the market. The marketing strategy determines which product (service) the firm should enter, which market, and when. The following marketing strategies have been tested and successfully used by companies in the world market practice.

**Keywords:** strategy, strategic planning, long-term planning, diversification, segmentation, internationalization, commodity market.



<sup>1</sup> *Head of the Department of Economics (PhD) of Bukhara State University;*

<sup>2</sup> *Associate Professor of Economics, Candidate of Economic Sciences, Department of Economy,*

<sup>3</sup> *Student of Department of Economy, Bukhara State University*

Strategic planning is the process of defining the mission and goals of the enterprise, identifying the resources needed to ensure the effective organization of the enterprise in the future, and choosing product strategies to acquire them.

The strategic planning process is a tool to help make management decisions. Its function is to provide the innovations and changes needed to respond appropriately to changes in the external environment. Strategic planning is more rapid in one way or another. It ends with the establishment of general directions aimed at ensuring the growth and strengthening of the position of the enterprise.

It is necessary to create a system of plans for the proper organization and evaluation of all departments of the enterprise, their interaction.

The process of strategic planning faces a number of challenges during its implementation. The main challenge is that the initial decision-making process is related to the structure of authority in the organization. A new strategy usually changes existing relationships in the enterprise and contradicts enterprise management policies. The natural response is to combat any innovation that changes the usual relationships and powers. Another significant problem is that the introduction of strategic planning can lead to a conflict between the various previous activities that provide benefits and the new ones. It is possible that enterprises with rapid planning will have neither the principle nor the interest in strategic thinking regarding the introduction of strategic planning in the first place.

The next problem is that an enterprise usually does not have information about itself or the external environment in order to plan effectively strategically. The lack of decent managers makes the issue much more complicated.

**Long-term and strategic planning. The main differences between them.** Ministries are the planning entity in long-term planning. This indicates that this work is not effective enough. Ministries did not have sufficient capacity, strategic objective data and time for this work. Therefore, the objectivity of planning was low, and the results were not satisfactory. The plan was formed as a "strict guideline", which is the basis of strategic planning - the adaptability of the plan. This is more important than strategic planning, but it is not the main difference. The main difference is in the interpretation of the future.

In a long-term planning system, extrapolation is a historically formed trend of future development. Business leaders generally believe that future performance will definitely improve over the past, and this is the rationale for the plan.

In the system of strategic planning, the future is not necessarily better than in the past. Therefore, strategic planning pays great attention to the analysis of the future of the enterprise. Its main task is to identify the conditions and opportunities that change the current trend. This analysis is supplemented by an analysis of the position of the enterprise in the competition.

Strategic management arose from strategic planning in an evolutionary way, that is, strategic planning is its essential basis. It is of growing interest in firms facing difficulties related to the implementation of fundamentally new strategies. In order to better understand the essence of strategic management, it is necessary to focus on the organizational "behavior" of commercial

and non-commercial enterprises. This is very important. Because there is an inextricable link between organizational "behavior" and management.

Marketing strategy is the marketing of a firm's target market is a long-term program that represents the activities of the company development of marketing complex (marketing-mix) an down the process of achieving the desired goal by implementing includes. Separate brand, price, distribution, for each segment of the market, sales and communication policies are determined.

Strategic planning is the vision of the enterprise, the knowledge of the role of the enterprise in the economy, socio-economic life of the country and the development of ways and means to reach a new level. In strategic planning, there are no clearly calculated indicators, but the goals are based on various forecasts, looking to the future.

F. Kotler writes about the firm's strategic planning: "The firm's goals are the process of managing the application of strategic consistency between its marketing capabilities. "Strategic planning is based on a firm's clear program statement, supportive goals and objectives, a healthy business portfolio and growth strategy."

Underlying the marketing strategy are the following five requirements:

- The market is not the same, it consists of specific segments.
- An enterprise may consider the requirements of one or more segments in the market.
- The company can operate in the market independently or in partnership with other companies.
- When choosing a marketing tool, make sure the ones you are considering are compatible and complement each other.
- When entering the market, it is necessary to take into account the economic situation.

The modern reality of the market is several marketing strategies forms. Power strategy is the development of a large, standard of a brand or service specific to a firm operating in the field of production. Of power the original source and the firms that operate are large to it from making a very different product in a non-existent category usually more efficient and less expensive to produce can be set up. In addition, the power strategy is broad extensive research, a well-developed sales network, and large-scale advertising takes advantage of the benefits created by companies. This the basis of the image formed for the strategy, its immense power and understanding the power is inherent. Therefore, the possibility of such firms. Depending on whether you are competing in a wide market, pushing your competitors out of the market they try to do. They are the cheapness and quality of their product (average level of quality).

In addition, the buy worries about the monopolistic position in many markets is not charitable by the giant firms it occupies, this is what they mass. The result of determining the laws of demand: such a bad or expensive brand does not cause demand. Formation of the market and the national economy in the face of disguise, such enterprises are giants companies are subjected to sharp attacks, often to the economy

as a monopolist who suffocates and hinders reform they look. There is a certain amount of truth

to such claims – small. The pressure of competition from firms is growing all over the world, at home while the industry giants are currently adapting to market conditions no.

**The strategy of occupying the market space** is on the path of narrow specialization specific to standing firms. It's a narrow (usually narrow) range of consumers. Consider making a special product for you holds. Such companies concentrate their market power when in which case the product of the link is more or less relevant to the customer group for places becomes a brand that can print nothing. Such compensation controlled a small portion of the wider market they try not to split their forces, a small market segment has the largest share. They are usually expensive and a high-quality product that does not satisfy the standard product will not be sent.

**The first strategy of competition** is the old segment of the market radically change or create a new one. The point is, not about improving goods and services, but about revolution the decision is very risky (unprecedentedly useful, successful in the winning case) is about to search. Marketing strategy is the local strategy of the firm's activities in practice from the necessary elements of the marketing complex in the target market 'use'. At the same time, new products, prices, ways to promote and distribute your product should be determined. Includes a type of local marketing strategy takes the following:

**"Push" strategy** - distribution channels the movement of the product delivered to the final consumer through accelerated firm activities. Based on this strategy-use of personal sales and sales promotion methods;

**Market introduction strategy** - the product of your previous competitors by attracting consumers to purchase products reduce prices, increase advertising costs, expand sales any of the market segments that have been explored by the way by increasing sales of existing products without change expansion of the firm;

**The firm's "weigh-in" strategy** is final to increase the position of the product aimed at the consumer (first of all) advertising and consumer promotion) based on; **"Diversification" strategy**-existing products and a firm with y o ii to expand activities outside the markets development;

**"Product development" strategy**-form modified or customized segment and range of the market business activity by offering a new product from others determine the main principal direction of expansion.

Development of marketing strategy is considered as a program-oriented approach to the activities of the enterprise. Without such a strategy, the company will always be "hanging on to the tail" of its competitors. If the basic strategy is chosen, it can go its own way. The main directions of the global marketing strategy are:

- segmentation strategy - presented by all groups of consumers deepening the level of completeness of the goods and services provided, choose the most in-demand market, including the smallest details;

- -diversification strategy is simply product stratification production of new goods, development of new markets, including the expansion of entrepreneurial activity, which is not entirely new and does not depend on the main activities of the firm;
- -internationalization strategy-exploration of new foreign markets.

Great for strategic marketing development a number of models have been developed that may be useful. Under these models, a firm can evaluate its capabilities, products, and activities. Based on the assessments, the firm's aspirations and resources will be allocated, and an appropriate specific marketing strategy will be developed. The feasibility and appropriateness of this or that model depends on the specific situation. A. Ansoff's model - the "commodity market" rule -plays an important role in the theory and practice of marketing.

This model involves developing a strategy for market and brand renewal. The starting point is the difference between the actual and planned development of the enterprise. This means that the company's goals cannot be achieved using the previous strategy. The goal is either necessary to correct it or to look for a new strategic direction. The model was proposed by American scientist A. Ansoff, who is of Russian origin. He called it the "commodity-market" rule. The general form of this rule is as follows: Depending on the combination of two factors (market and product development and renewal), it forms four lines indicating the state of the firm:

1. The firm enters the existing market with an existing (old) commodity.
2. The firm enters the existing market but with a new brand.
3. The firm enters a new market but with an existing brand.
4. The firm enters a new market with a new product.

Advantages of the "Commodity Market" rule:

- Demonstrate the complexities of the market maturity;
- Ease of use.

Disadvantages include:

- One-sided to strengthen the firm's market position

### ***Destination***

- with two descriptions (brand and market), although the most important restriction is problematic if other factors (e.g. technology) is the key to success.

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