MARKETING ACCESS FOR THE GLOBAL MARKET

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Abstract: The company in the global economy is persisting in the production of goods that people want and are able to buy. Accordingly, it is essential to determine the market consumption to gain insight into the company's continued existence and resilience in the event that there is no potential threat to liquidation. Many companies today focus their focus on consumers (or towards the market). This implies that companies focus their activities and products on customer requirements. In general, there are three ways to do this: an approach to consumers, an approach to recognizing market changes and an approach to product innovation.

In the approach to consumers, the wishes of the buyer are the drivers of all strategic marketing decisions. No strategy has been put into use until it passes the consumer research test. Every aspect of market supply, including the nature of the product itself, is driven by the needs of potential consumers.

In this type of business, the firm's marketing department is often seen as a prime importance for the level of the organization's performance. The information from the marketing department of the organization will be used to guide the actions of other departments in the company. As an example, we can assume that the marketing department through marketing research can establish that consumers want a new kind of product or a new use of the already known product. Based on this knowledge, the marketing department will inform the research and development department on the basis of new wishes of consumers to create a prototype product / service. Then, the production department will start to produce the product, while the marketing department will focus on promotion, distribution, price and the like of the product. The company's financing section will additionally be consulted, taking into account the costs of financing the development, production and promotion of the product.

Conflicts between departments can occur if the firm joins only the marketing orientation. Production may oppose the introduction, maintenance and provision of investments that may be needed to promote a new product.

It is crucial to say that a company that plays on the global market must have a strategy that can be used to gain a competitive advantage.

Every company needs to have a strategy for appearance on the global market in order to gain the opportunity to progress. It is crucial to create the conditions for advancing the company by choosing the right marketing strategy.

This is necessary for the following reasons:

- Direct the work of the company
- Give an insight into the necessary expenses
- Allows the company to gain a competitive advantage

Keywords: marketing, global, market, strategy

1. BUILDING A MARKETING STRATEGY

The marketing strategy is a process which enables an organization to focus its resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage. The marketing strategy implies the most basic and long-term marketing activities that deal with the analysis of the initial strategy of a company, as well as by creating, evaluating and selecting market-oriented strategies, thus contributing to the approximation to the realization of the objectives of the company and its marketing goals.

Marketing strategies serve as a basic backbone of marketing plans that are created to meet market needs and to realize marketing goals. Most often, plans and objectives are implemented in order to achieve results that can be measured. Typically, marketing strategies are created in the form of multi-year plans, with a tactical plan detailing which specific actions should be implemented during the current year. Time horizons covered by the marketing plan vary depending on the company, the industry and the nation, however, time horizons become so shorter as the speed of changes occurring in the environment increases. Marketing strategies are dynamic and interactive. They are partially planned and partially unplanned.

The marketing strategy implies a careful examination of the internal and external environment. The factors of the inner environment comprise a marketing mix, from an analysis of achievements and from strategic constraints. The external environment factors consist of customer analysis, competition analysis, target market analysis, and assessment of any of the elements of technological, economic, cultural or political / legal environment that could be decisive for success. A key component of the marketing strategy is often the direction of marketing to the general mission of the company. Once the environment is fully examined, a strategic plan can be created to recognize business opportunities, identify challenging goals, determine the optimal marketing mix to achieve these objectives and implement such a strategic plan fully . The ultimate step in the creation of a marketing strategy is to create a plan that will monitor progress and anticipate a set of possible unforeseen circumstances in the event of problems in the implementation of the plan.

There are many companies, especially those from the consumer goods market, that apply the theory of doing business that concentrates on the needs of consumers, buyers and retailers. Their marketing departments spend considerable time searching for "Growth Opportunities" in their sector, by revealing meaningful penetration (mindset and behavior) in their targeted Consumers, Buyers and Partners in sales. Growth opportunities arise from changes that occur in market trends, from changes in the dynamics of segments, from the internal brand or from operational business challenges. Then, the marketing team will be able to put these growth opportunities into the lead and start to create strategies that will take advantage of opportunities that could contribute to new or already proven products, services, and to changing the model that they contains the seven services of the marketing mix - Price, Product, Promotion, Distribution, People, Physical Proof, Process (in foreign literature known as Model 7Ps - Price, Product, Promotion, Place, People, Physical evidence, Process).

Real marketing, above all, is largely concerned with the sound management of a limited number of factors, in an environment that has insufficient information and limited resources, which are further complicated by uncertainty and short time frames. In such circumstances, the use of classic marketing techniques is insufficient and inadequate.

Thus, for example, as a result of irrational processes, many new products will emerge, and the rational development process is likely to be used (if at all) to eliminate the worst products.

The concept of advertising and packaging will be the creation of the employees responsible for carrying out the creative part of the work, and this concept is later examined by the management team, usually by means of an instinctive assessment, in order to verify its justification.

Most often, marketing managers use their intuition and experience in analyzing and tackling the complex and unique situations they face; without having to rely on the theory. Often, it is about currently made decisions based on intuition; where the whole strategy, supplemented by the knowledge of the client, will determine the quality of the applied marketing. This, almost instinctive management, is sometimes referred to as "rough marketing"; in order to distinguish it from the refined, aesthetically pleasing form of marketing, which theoreticians prefer.

2. USE OF TECHNOLOGICAL ADVANTAGES IN THE GLOBAL MARKETING

Just a few generations ago, it took them several months to send products to a market in another country, and it was such a difficult undertaking that only large trading companies could take the risk. Subsequently, the development of transport technology has allowed people and products to move much faster and began the first push towards globalization. More recently, the IT sector, and in particular the use of the Internet, has reduced the impact of geographical distance.

A business can have partners and employees around the world, and its customers can get products in a more efficient way. The approach to global creation must be more than simply selling one product internationally. It is a rather complicated process that involves the whole process of planning, manufacturing, placing and promoting the company's products on the global market. Large businesses often have offices in foreign countries to which they sell; but with the expansion of the Internet, even small businesses can reach consumers all over the world.

Every company can grow in global markets if it follows the following rules: correctly uses information technology, detailed analyzes on the market,invest in intellectual capital,promises changes in its operations,work transparently etc ... Every company must achieve these goals in order to gain the opportunity to improve its operations.

Because international advertising involves a variety of products and opportunities of one kind, it is not possible to identify a single customer profile. The employer in the world should be ready to improve more profiles for each of the different regions in which he trades. The major trading companies of the United States are Canada, Mexico, China and the European Union; however, international change through any ability ends there.

Depending on the product, customers can be found almost anywhere in the world. To do this, international corporations can also rely on nearby distribution networks; however, as they grow on precise markets, they can form their own networks. Companies thet are trying to enter new markets trend to start wirh highly populate centers,rater them moving to nearby regions.

Special attention should be paid to the growing international online on-line market, which significantly increases the entry of businesses to international clients - if they can speak the language. J.P. Morgan, in a Commerce Ministry file, estimates that only 27 percent of online buyers speak English. However, in Korea, ninety-nine percent of those with Internet receive access to save on the Internet; in Germany and Japan, 97 percent. Thus, companies that want to break into those markets want to not only create a good product and do what works in the United States; they also need to acquire knowledge in the language and tradition of the world market they want to enter.

When advertising products globally, businesses must recognize that the advertising combination that works on the domestic market also can not have the same success on another market. Differences in local competition may also require a different pricing strategy. Local infrastructure can have an effect on how products are produced and / or shipped. In some cases, it may also be more profitable to produce issues locally; in others, it can also be cheaper to send them from around the world.

Product - Does the product have to remain equal to every market, or do you want to adjust to suit local tastes?

Price - Do you need a new price method to deal with variants in close competition? Walmart, for example, realized that several major German market chains have copied their zero-price strategy.

Ranking - How buyers of the site make purchases?

Promotion - Can your message reach the whole culture? Are any sudden answers due to cultural models? Partnerships with nearby corporations can be an additional step in increasing one market; while in some other market such partnerships can break the brand (see additional local marketing). At such global sales you must think about all these aspects of advertising in addition to the mission of talking intercultural.

But it is crucial to realize that the size of the company does not always have to hinder the company's development. Companies can grow in conditions where there are many changes in the markets.

According to the Nord Bond entrepreneur , " Work locally, do marketing activities globally ". A number of companies have already obeyed this advice and started marketing activities globally.

There are several reasons for this are reduced marketing costs,increased opportunities for promotion, opening new market segments and the emergence of new technologies.

According to Henry Ford : " Breaking up your marketing activities to save money is the same as stopping your watch to save time ."

3. USING SOCIAL GLOBAL MARKETING NETWORKS

The use of social networks for the function of global marketing is crucial for any company as it is an opportunity for its development. Social networks are a phenomenon in a globalized world that seeks to enable companies to grow and develop. According to the majority of research, it is crucial to make analyzes of market and ways to use social networks.

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There are many factors behind this trend.Many people are active on them ,attractive for all generations,advertising to them is inexpensive,there are opportunities to develop free pages etc ...

Social networks are one of the best opportunities offered by modern technology, as this encourages customers to have direct interaction with companies.

It is crucial to note that there are several ways to use them, which include paying a certain amount. A large number of small companies create their pages on Facebook and other social networks in order to communicate and collaborate with clients.

Companies in this way are trying to get closer to customers and find out about their needs in order to achieve greater success. Social networks can provide great success for companies, primarily because they offer direct relationships with their customers that are now more accessible to them whenever it is very important. It is important to create the conditions for cooperation with the clients at a deeper level.

One of the greatest advantages of modern times is the possibility of cooperation with clients and smaller companies. These companies had previously had no opportunity to have deeper cooperation with their clients, but due to changes in the field of information technology, they are now available and enabled. Therefore, is to cover their advantages like free tools,unlimited time of use,limited advertising cost,available resource,able to analyze the obtained data etc.

We can say that in a globalized society the availability of global markets is not only for large companies, but for small companies that are ready for the challenge.

CONCLUSION

Marketing the widest treatment in economic literature finds itself as a business policy of the enterprise, but not as a classic system, but as a specific type of business policy. Traditionally, "marketing" is the concept of "adhering" to the process of linking producers (or potential producers) to a product or service with consumers - both existing and potential. Marketing methods are rooted in the social sciences, especially in psychology, sociology and economics. Through advertising, marketing is also associated with creative arts.

Marketing is the process used to determine which products or services can be in the customer's interest and which strategy should be used in sales, communications and business development. It generates a strategy that lies in the techniques of sales, business communication and business development. It is an integrated process through which companies build strong relationships with consumers and create value for their consumers and for themselves. Marketing is used to identify the consumer, to satisfy the consumer and to keep the consumer. With the buyer in the focus of these activities, marketing management is one of the most important components in business management. As a consequence of stagnation in the development and innovation of existing markets in the last 2-3 years, marketing has emerged to set the stages in the development of new markets. Implementing marketing strategies, as a measure to remain profitable, requires businesses to shift their focus to production and to focus on perceived needs and desires of their customers.

The concept of marketing concept means that achieving organizational goals depends on knowing the needs and desires of the target markets and delivering the desired pleasures. It suggests that, in order to meet its organizational goals, the organization should anticipate the needs and wishes of the buyers and satisfy them more effectively than competition. Marketing, in general, has the task of delivering the goods or service from the point of production to the point to the consumer of such goods or service. The main marketing goal is to increase the volume of sales or the expansion of the market share.

In order to realize one marketing goal, marketers combine certain product features, pricing, distribution and its channels and marketing communications. In a word, they form a marketing mix. This marketing mix is developed for a specific market, where solutions are obtained on the basis of previous marketing research that shows exactly what the customers want: whether they are willing to give more money for a particular product, how familiar they are with the operation of that product, where they are accustomed to shop and in what way, how much time factors affect it and how much the difference between the desires for the success of the product and the real possibilities it has on the market.

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