

Features of the Development of the Marketing strategy of the Enterprise.

Mamatkulova Shaira Jalolovna

Abstract

This article reveals the features of developing a marketing strategy for an enterprise. The development of a marketing strategy is a complex process that requires in-depth research of the state and development of the market, as well as an assessment of the position of the company that it occupies in the market. At the level of the enterprise as a whole, a general strategy is formed that reflects the general strategic line of development and a combination of its possible directions, taking into account the existing market conditions and the capabilities of the company. Strategy focuses on what the firm does and does not do, which is more important and less important in the current activities of the firm. Whatever strategies a company is pursuing, it must be able to react quickly and realign its strategic focus

Keywords:

Strategy competition innovation Company integration Diversification Marketing Market concepts segmentation Product Price sales Communication Consumer differentiation