

Problems and Countermeasures of the Marketing Management Business

Tingting FU

Jinan Vocational College
Jinan, Shandong 250000 China

Abstract—As the development of China's economic and social development levels continue to improve, and the contact of the world's increasingly close business as an important force in promoting the revitalization of China's national economy and socialist construction in the ongoing development process to create a significant economic and social benefits. However, companies in the process of further development have more and more obvious drawbacks, hindering the healthy and sustainable development of China's enterprises. In this paper, the current status quo of Chinese enterprises in marketing management and problems were analyzed and research systems and how to improve the effectiveness of enterprise marketing management made several suggestions, and strive to be able to promote the healthy and sustainable development of China's enterprises to provide timely information.

Keywords- Business; Marketing; Issues; Measures

I. INTRODUCTION

A. Marketing Management Overview

Marketing is through the creation of individual and collective offers for sale, and others with the free exchange of products and value are to the process of obtaining. It is seeking a social thing and management. Marketing management is the planning and implementing marketing concepts, goods, services and creative practice and promotion to the target groups, namely the satisfaction of the customer and the organization's goals to implement a creative exchange activity. Its essence is demand of management; its mission is to influence the level of demand, time and content. Generally, it will be subject to the production concept, product concepts, marketing, or marketing concepts, marketing concepts and social influence marketing concept. The marketing concept is for any organization to determine the target market's needs and desires, and more effectively than the competition, the more favorable the transmission satisfaction. It must first determine the market, focusing on customer needs to carry out activities affect customer satisfaction through customer profits.

B. Specific Marketing Management Process

Analysis of market opportunities: market opportunity exists in the market unmet consumer demand. There is no one company, as it can rely on the current market and endless and enduring product. Therefore, any company must continue to seek to find and analyze new market opportunities for the company's survival and development to find a way out.

Explore market opportunities for the company through systematic or informal methods of access to market intelligence and pay attention, look for new market opportunities, and generate new ideas to market development. Explore market opportunities to tap the market to establish and expand sales; it can open up new markets; develop new products and more.

Assess market opportunities to explore market opportunities in the post, identify market opportunities, it is an important prerequisite for successful marketing. To make the company the opportunity is to become the market opportunity, we must be consistent with the company's goals. At the same time, learn the ability to take full advantage of the market opportunities.

Selecting the target market is in the discovery and evaluation of market opportunities will generate many new marketing ideas. Companies need to do is to market new ideas were selected in line with the views of the company's goals as a development task. By the need to measure market, market segmentation, target market selection and market positioning are for target market selection. Develop marketing mix: After positioning the company to develop a product development plan, you can start planning the details of the marketing mix. It is the company's target market for determining the integrated use of a variety of marketing tools (including product, price, distribution, promotion), which is combined into the overall strategy of a systematic, so as to achieve the company's goals. Organization, implementation and control of marketing are to carry out marketing; you must set up a marketing organization and establish a reasonable, scientific marketing organization. Control through the annual plan, profit control, policy control to achieve control of marketing.

II. STRATEGIC MARKETING

Marketing strategy marketing can be divided into three stages: marketing strategy planning, marketing planning and marketing management.

A. Marketing Strategic Planning

Marketing strategy planning is the process of marketing strategy development, which includes the company positioning, business mission statement. They faced external environment analysis, discovery marketing opportunities and threats and challenges; internal environment analysis, through to corporate resources, competitiveness, corporate culture and policymakers style objectively assess are to identify the relative strengths and weaknesses of competitors; set goals and overall strategy and marketing strategy formulation. "Marketing strategy planning is an integral part of the company's overall strategic plan that is the basic

method to achieve business goals. It is the premise and basis of production, finance and personnel and other programs. It is marketing objectives as a guide, the market environment for analysis, guidance and coordination of marketing and it is finally for the internal and external conditions to achieve a dynamic balance. "

B. Marketing plan development

Marketing planning is the marketing strategy into concrete executable marketing plan; it needs to make fundamental decisions on marketing budgets, marketing mix and marketing resource allocation.

Strategic Analysis of the Company

"Internal and external environment analysis are the two aspects of the company's strategic analysis by the environmental analysis that can predict changes in the direction of the environment, and it can be predicted on the basis of changes to the enterprise because the opportunities and threats to help succeed implementation of marketing strategy. " The company's external environment is including aspects of the competition, economic and legal thing. The company's internal environment is including company funds, personnel, organization and so on. "Corporate strategic marketing analysis SWOT analysis can be used inside an enterprise capabilities .S (Strengths), W refers weak points (Weaknesses), O indicates the presence of external business opportunities (Opportunities), T represents companies face external threats. Through SWOT analysis looking S, W, T, O main factors associated with the business of strategic marketing, through human, material and financial resources to identify the strengths and weaknesses of the enterprise, to finalize business strategy. "

C. Strategic Design Company

"Strategic design is based on the company's overall strategic plan to guide, in accordance with the" customer satisfaction "and" Marketing role "marketing purposes and principles, from the market choice and competition strategy, marketing management and control of the strategic planning."

D. Corporate strategy implementation and control

Planning the implementation of the marketing strategy is based on pre-established plan strategy; execution and control of the process are in an orderly manner. "The implementation of the marketing strategy is to arrange specific marketing strategies from theory to practical action process." "Rational allocation of company resources are to provide information support, rational organization, good corporate culture, technology innovation support is a prerequisite to ensure the successful implementation of the strategy."

"Marketing strategies need to target control, schedule control, control to major issues, it has a progressive, interactive, systematic features. Excellent leadership can improve the organizational structure, scientific strategic planning, good corporate culture is marketing Conditions of effective control strategies to control the marketing strategy.

There are four types: active control, personnel control, performance control, avoidance control, which can be budget, audit, and on-site observation of three methods, which can also be used to carry out marketing strategies based on the actual situation. Adjustment, but the adjustment will not affect the implementation of the marketing plan that shall prevail. "

III. PROBLEMS OF THE ENTERPRISE MARKET MANAGEMENT

A. Obsolete concepts in the enterprise marketing management

Many of our businesses in marketing management, marketing ideas are still stuck in the stage of products, which mainly reflected in the specific business too much emphasis on the production aspects, without considering the actual customer demand for the product on. Although some companies can realize the importance of customer needs are met, but their behavior is working in a passive state, blindly to find ways to adapt to changes in market conditions, but they did not create their customer demand for products, it is difficult to enhance the enterprise market competitiveness.

B. Innovation lack of ideology

In recent years, with the improvement of people's quality of life, people's life values have also been improved to some extent. How companies take marketing tool to achieve consumer satisfaction is an important part of business marketing efforts. However, there are still some companies that do not fully understand the strengthening enterprise marketing management, enhance creativity, increase business competitiveness in the market, if the company does not have the sense of innovation and marketing management, then the business will always remain in the original development stage.

C. It does not establish clear marketing objectives

Marketing as the best means is to enhance the competitiveness of enterprises in market. The competition can enable enterprises to achieve economic and social credibility of enterprises to be acquired in the operation and development. Therefore, the establishment of scientific and clear marketing objectives is enabling enterprises to survive and develop long-term. However, as for many of the companies in marketing, there are no clear marketing objectives. The marketing efforts throughout the state are in the blind, so that it would make marketing companies in trouble, it not only will increase production costs, but also hinder the product sales channels, so that as for some product backlog problem, the development of enterprises will bring a great deal of distress.

D. Lower quality of the Marketing planners

In some companies, some managers own relatively strong technical skills, but because of their lack of experience in marketing and management, especially low-quality marketing planning staff itself, thus making business difficult to control the actual situation of good marketing,

and they cannot Market the forefront of corporate marketing situation analysis, and ultimately affect the management level marketing.

IV. ANALYSIS OF THE STRATEGIES FOR EXISTING PROBLEMS OF ENTERPRISE MARKETING MANAGEMENT

A. *Marketing concept for the scientific innovation enterprise*

Enterprises are to establish a good marketing idea, and in real-time, it dynamically adjusted according to changes in the market and innovation, and to carry out marketing management has a very positive meaning. Meet customer psychology: marketing concept for the existing problems, innovative marketing ideas primarily through the following points. The ultimate goal of marketing is to make customers satisfied while achieving economic efficiency of enterprises, therefore, innovative marketing idea of the need for full consideration is to the client's mental activity, all customers' angle of view, the maximum extent is possible to meet customer. At the same time, it required to achieve the enterprise's economic development goals. Full application of new media, in the rapid development of technology, people understand the information in the new media tools that are also gradually moving in the direction of the evolution from traditional newspapers, magazines, television and other media. Therefore, the concept of corporate marketing cannot remain complacent in the state through a variety of media. The penetration in the enterprise information is enabling customers to learn all aspects of enterprise product information. Explore the cultural value of products for the production of products enable businesses to get off

Authorized users to make their own values resonate companies to allow customers to tap the cultural connotation of their products, and make full use of the knowledge content of the product in marketing activities.

B. *Reasonable and rich enterprise marketing tool*

In the new era of development, people's lives are more colorful, in order to increase their marketing efficiency, according to changes in people's lives, appropriate and reasonable adjustment and rich marketing tool is also necessary. Enterprises should be based on customer needs and their actual development, taking into account a variety of media use value basis, the reasonable application of the eight marketing tools (including: the development of marketing, reverse marketing, irritating marketing, remarketing restrictive marketing, maintenance, marketing, marketing, balance, inhibit marketing). And full development and application of relationship marketing, marketing value, value network marketing, trade marketing, network marketing and other marketing tools are in order to promote the diversification of corporate marketing.

C. *4.3 Establish a sound corporate marketing mechanism*

Establish and improve the company's marketing mechanism that can be achieved by several aspects. It is to develop or improve an effective incentive for marketers, constraint mechanism. The marketing management is needed

to set a different organization, full attention divided between the various departments of science functions. According enterprise marketing management responsibilities, rights and benefits of combining the principles of various posts, privileges and responsibilities of the officers were clear. The establishment of good operational mechanism and management supervision system makes marketing more rationalized.

D. *Intensify perfect corporate marketing strategy*

From some of our current development trend of successful enterprises, the focus is on brand marketing, brand strategy oriented to improve marketing and management has become a key means of promoting the sustainable development of enterprises. In recent years, more and more attentions are to the brand, more people buy products, taking into account cost-effectively, but also they very valued product brand and reputation. In improving corporate marketing strategy, brand management strategy is a systems engineering for construction, allowing the appropriate product development life cycle that has continued, and thus making this brand driven and efficient development of the entire enterprise. Thus, a brand marketing strategy has become China's enterprises in the development process that must face, and the urgent need to proceed with the strategy.

E. *Strengthen the culture of corporate marketing professionals*

Corporate marketing job is compared with other types of work, the former on the requirements of quality, professional and competent staff is to be higher, and therefore, in order to ensure the smooth development of enterprise marketing management, to enhance corporate marketing personnel training is also necessary. Enterprises in the recruitment of sales personnel have the need for professional skills, qualifications, and so there is a higher quality standard, in order to ensure a good marketing team overall capacity. In addition, enterprises in the marketing process is running, it must be in accordance with the market dynamics of current events marketing, marketing, staff training on a regular basis, and continuously improve their professional skills and overall quality level, thus effectively promoting the stable development of corporate marketing.

V. CONCLUSIONS

In short, with the continuous development of China's market economy and improvement of traditional marketing methods, tools have been unable to meet the needs of our country's economic development and social construction, they cannot meet the people's growing material and cultural needs and spiritual and cultural needs. In order to achieve long-term development of enterprises, enterprises in the development and construction process also need to constantly replenish and improve enterprise marketing management system deficiencies and vulnerabilities, the only way is to improve their market competitiveness, so that enterprises in the fierce market competition can be in place.

References

- [1] He Qiuying. Enterprise marketing management problems and countermeasures [J] Chinese market, 2014,05: 48-49.
- [2] Han Ying. On Problems and Solutions for Enterprise Marketing Management appears [J] Heilongjiang Science and Technology Information, 2014,19: 294.
- [3] Li Xianjiang. Tech enterprise marketing management problems and countermeasures [J] Wuhan University of Technology, 2009,10: 49-52.
- [4] Wang Xu. Scientific management theories and methods of marketing channels. Tianjin University, 2007.
- [5] Peng Xin. Pesticide production enterprise marketing management research [D]. Shandong University of Science and Technology, 2005.
- [6] Li Li. Enterprise security management marketing research [D]. Tianjin University, 2004.