

STRATEGIES OF KNOWING THE MARKET BASED ON MARKETING DECISIONS

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Abstract. The strategy to address markets allow consumers to know the behavior towards the supply and make more easy the building of decisions for production development. Market pulse is determined by receiving signals that consumer launch. Companies must not to be limited to knowledge of these signals but have to find causal links they generate to be able to build a profitable economic policy. Knowing the structure and the market's reactions the companies build their production strategy to foreseeable minimal risks.

Keywords: strategies, decizioni, marketing, market

The main variable of the maret structure is the demand for products that changes itself constantly depending by the needs mobility. On the maret depth we can determine the offer's dynamic and we can set the posible corelations between the demand and the offer of the potential market.

Market exploration should be done both in qualitative as well as the quantity. So, investigations should clarify the ability, dynamics, spatial distribution and market structure. The capacity market is dictated by sales volume, dynamic demand, the number of buyers and direct and inverse correlations between consumers and suppliers of products. In this set of information needs of the company built economic policy. Obtaining relevant information set is done by statistical sampling to determine the degree of penetration of the product on the market. After sampling, the investigation goes on the market. Construction market survey for provider enables real image on the customer level, the preferences and the number of customers who require certain products which occupies a particular company. Market size is determined by knowing the structure of supply, goods logistics, the arrangement of shops and warehouses and to study the spatial correlation of meeting consumer products.

Indicators of market spatial noticeable following: the degree of market concentration, the migration application catalog, commercial attractions based on learning theory and the degree of application of commercial network, market segmentation and typological indicators. The degree of market concentration is determined by territorial division sales, commercial network density and degree of application stores. Study of consumer demand and needs of the population must be done with maximum requirement because this problem is the central core of the market. Research consumer needs is done starting from the bank and developing real consumption statistics

based on the survey, consumption norms. After knowing the consumer needs to go to study consumer demand and to cover them on offer. Methods for determining consumer demand are mainly the following: sales analysis, the movement of stocks, preparation of budgets for different categories of consumer products based on synthetic indicators of demand and elasticity of demand. Offer to cover demand are studied within the company taking into account the characteristics of domestic and foreign markets. Supply dynamics are studied based on the diversification of products, based on renewal of varieties, based on age and coverage of domestic and external demand. The study follows the external market knowledge and applying the following concepts and operational models: feature and market size, its situation and trends worldwide, including knowledge of methods to study the details of the market and shaping these characteristics by main indicators of efficiency in order to determine reserves for export competition and in conditions of minimum risk. Research these issues begins with relevant information search theory and form a reliable database. Success on the foreign market should be sought by applying methods on a simulated market where researchers use information and decisive role in determining the variables that satisfy the restrictions. Knowing the situation in and of indicators reveals a surprise behavior allow market processes to various internal and external stimuli and indicate the movement of goods on the correlation request-offer in their temporal evolution.

Among the indicators used in the analysis of situation in the foreign market is remarkable industrial production, employment of human potential, product orders, the production capacity utilization; volume of investment, wages, consumption structure, consumer preferences, trends in saving, the volume of trade with various countries, the ratio of exchange, trade and payment balance, the dynamics of monetary circulation, interest rate, discount rate. Analysis of these indicators enables the market developments and, respectively, of economic activities. Thus, knowing the prices allow the situation in determining the direction of evolution.

The main research methods of situation in the foreign market are: the method to link indicators, balances method and correlation method and price formation. These methods are effective if studies were developed to predict the activities of market structure. Forecast in the market can determine the nature explorers when evolution trends of economic and normative phenomena when developing effective ways states structure and market size in systemic conception. The studies could not predict the

ability of a product or service without taking into consideration the conditions of substitution with other products and services that meet their prospective evolution.

Forecast prices in systemic conception is based on the correlation forecast demand-supply, inventories of raw materials and products, the use of production capacities and labor, the methods of work and management processes.

Joint marketing problems can know if it addresses the following activities: correlation between marketing mix elements, the content of the concept of mix and method of its methods for determining the marketing mix. Correlation between marketing mix elements are determined by knowing the market reaction, response buyers to increase marketing actions, about the stress-effect in the market. Quantify this correlation according to the following factors endogenous and exogenous market researchers: demand for new products, expansion of commercial practices, economic situation including developments in technology and legislation. Applications for products reflect consumer behavior and their preferences towards certain industries. Industry practices is related to distribution channels and techniques for selling products on the market. On their basis can lead to competition between suppliers of products. The main factors that companies act in the market are: products, prices, promotion and distribution. The product includes quality, price structure includes specific expenditures, taxes and profits, promotion refers to advertising effort includes logistics and distribution activities and channels for placement of products, including network of storage. The combination of shares of companies for winning the market through quality products, as low prices, effective ads and minimum risk distribution core concept of marketing-mix. Pursue the objectives of the marketing mix of product sales during the program with minimum effort, taking into account the resources and budgets involved. To determine the best choice of marketing mix demand equation is elaborated considering the action of internal and external market factors and integrates settlements so as to obtain maximum profit.

Develop marketing mix strategy starts with developing products that include ways of conceiving? making goods for market. The strategy includes concrete forms of expression product of enterprise attitudes towards economic environment in which it acts, which reflect societal attitudes towards competitive market trade. The strategy produced act addressing the following classes of activities:

- product research in qualitative and quantitative study of marketing, including the ongoing renewal of the property for market competition;
- modeling structure and upgrading their products by design, considering the market demands so as to ensure profitability of the planned actions triggered by decisions;
- legal insurance against product counterfeiting, ensuring the protection provider and the consumer.

Strategy for industrial products is built knowing these domestic and international orientation of technological and marketing:

- expression components in industrial marketing advertising product acceptance review of the classical

concept of product (sum of features combined in an identifiable form) and its formulation arhemo-systemic concepts;

- acorporale correlation with body parts, which advertise in the value of Commodity Science as part functional characteristics and expanding utility with instructions for use, patent protection, prices and other information requested by the buyer;

- communications on brand producer, the degree of application of the new product performance compared to other products made worldwide, so products to integrate without risk in marketing programs that enable the effective use of resources and ensure maximum profit of the company;

- life cycle of products defined as the interval between the time of appearance and disappearance of products on the market plays a major role in outlining and implementation of marketing policy of companies. Based on the life cycle of a company restructures strategy market timing on the recovery of products on the market, refocusing their distribution or interruption of production and renewal of assortment and estimate the evolution of new products. Factors influencing the duration and structure life cycle is as follows:

- Scientific and technical progress and growth of consumer income;

- Nature of the product, expressed by the rate of aging and the size of its product range. Products made in rich sortiments have lower survival;-

The ability to receive new product uses and to be extended to other sectors of consumer goods and delay period allows the revitalization of decline;

- Regulatory competence and favorable growth factors restricting competition;

- Determination of production conditions and market products designed where life can be preserved in the original draft;

- Maximizing the lifetime of a model taking into account the permeability exponentially market, the degree of novelty of the product made and during aging;

- Applied Development of technical criteria, economic and marketing for screening new products.

Renewal and timely product launch advertising market knowledge and practice of the following acts:

- Novelty products should be designed and trial both are technologically and in terms of competitive marketing. In this sense novelty products are judged in relation to the supply-demand correlation conditioned on the dose of technical and marketing innovations reported in similar products in the competitive market. Product should change from news to consumer behavior in the idea of demand-sensitive growth.

- Creativity in the field of manufacturing products to be quantified by determining the exact attributes, through the delivery of morphological analysis and the practical application of value engineering.

- Aided design of new products need to appeal to models cyber Demon type and lead to a design, exceeding the limits of strict compliance, leading to the solution „mute seller” in the idea over the wishes of the customer overlap.

- Developing actions based commercial advertising a highly efficient promotional policies.

- Accompany product usage instructions, the documents concerning the period of warranty, the price compared to similar products on the market and last but not least, design for packaging.

- Service coverage for the entire range of activities you perform to the consumer product (installation, inspection, installation, consultation to product selection, etc..)

- Pre-release of products on the market should begin to test consumer acceptability (sample sales, operational demonstrations, asking consumers desire)

- Release of products must be done by following the following sequence: specifying the period of release with the timing, choice of distribution channels and market preparation.

- Tracking behavior in the sphere of consumption products.

- Develop product strategy since setting the range of products (Collapse or diversification), differentiation of products in a certain range, improving products quality and the renovation of their attributes and continuing with the marketing of products and ending with external cooperation strategy in a maximum efficiency. This suite of decision does not preclude a design and cost, respectively, an economic substantiation of prices in competitive market economy conditions. The price, As a basic element of the marketing competition, consists of cost of products plus taxes and profit. It reflects the degree of adaptation to economic activity in order to meet market demands of consumers and the idea of achieving maximum efficiency. The price is conditioned both production and the location market (monopoly or oligopoly) that is sold. Prices on domestic and foreign market of products sold, bought that have these names:

- Internal prices can be: production, delivery, sale;

- Prices on foreign markets may be: scholarship (courses), the auction, the transaction (bargaining) agreement or understanding (monopoly) and cartel prices.

Domestic price dynamics that is influenced by international conjuncture, the correlation of demand-supply, productivity, trade size and movement in various areas of competitive marketing.

The price develop strategy is based on these policies:

- Prices based on traditional cost and operational research;

- Prices application-oriented to coordinates products offer;

- Prices based on elements of competition policy.

To reduce prices can investigate both the cost and profit on this fee. Intervention on the manufacturing costs of products depends on the method of determining costs and ways that can reduce loss of resources, technological and human capacity.

Methods of substantiation of expenses may be summarized as follows:

- normative method allows to be calculated in advance the expenses on normative and applied a set of rules to eliminated discrepancies that arise over projections made by the manager. Applying this method ad knowledge on the current data and information flow forecast work, computer standards are made according to specific technological processes, products structure, content and forecast current rules, the evolution trend of costs and causes which produce disturbances.

- standard-cost method allows the determination of total expenditure on antecalculatiei efforts for materials, labor,

overhead and profit. This method is applied in practice these three variants: the standard version, partial cost, single-cost standard version and standard version with dual registration cost.

The first two methods allowing the deviations from expenditure and indicates precalculate ways to eliminate disturbances. The last option but not follow deviations determine output indicators recalculated the cost-effectiveness compared with incurred costs.

- cost-time-machine to establish the hourly costs at a set of similar machines by combining the direct and indirect costs resulting from the manufacture of products.

- direct-cost method enables the determination of variable costs only direct and indirect costs. Fixed costs are covered from the profit at the end of the period analyzed. Outs in the total fixed and variable costs is through breakdown keys for each type of product.

- operational research method follows the actual phase of technological processes and establishes the structure models to calculate the costs. This method of total expenditure on the foundation theories sought-forecast-risk; storage-tunes-marketing theories, theories of economic-equipment-control system, human resources and theories of value engineering, financial and accounting theories and theories-office connection reverse-decision. Reducing production costs is through value engineering and analysis. Applying this method to the redesign of industrial products is based on the following algorithm:

- lattice structure and product knowledge training database of fixes that are required to reduce costs of manufacturing, assembly and operation;

- techno-economic analysis of the functions of each component of the product and retain the attributes of high efficiency;

- redesign products based on the idea of loose zoom functions and of non-economic costs functions;

- Systemic analysis of new functions in the technical-economic aspect to minimize the cost-value use of the product;

- specify the final structure of the new product and technical-economic efficiency calculation.

Illustration of this algorithm on Shelf-supporting cable structure of the power plants is made in order to minimize costs in conditions of restrictions that:

- installation and removal of shelves without restriction;

- multiple degree of freedom in mounting any kind of construction in the desired position for assembly;

- structure of the new product to include interchangeable parts and have reduced weight and dimensions and the total cost to reach minimum values.

Application engineering and value analysis to design and redesign new products functional structure of plants and power lines has enabled the conception of these savings: 24% from the initial investment, 36% to 26% in cement and metal used in traditional solutions. Using value engineering and analysis to design and redesign of curtailing energy installation costs by reducing both consumption and their specific technology, and by printing a new line of functionality stations, networks and energy consumers.

The practical application of the three operational phases of engineering value information and creation,

evaluation variants and selecting the optimal solution completed by putting into operation of variant economic innovate power systems with concrete orientations such as: introduction of new concepts of computer aided design, assembly, implementation of new materials and technologies that improve the quality and functionality of products, modernization and upgrading of energy by increasing the quality of energy produced by computerization.

Distribution strategy is based on the following activities:

- Forward planning for the markets in order to determine possible channels for use in technical and economic conditions favorable. Competitive markets are studied distribution systems of opponents and how the marketing of products;
- Setting goals with the restrictions distribution market;
- Evaluation of alternatives for distribution channels and maximum efficiency.

Distribution can be intensive, selective and exclusive. In the first case is called on a broad base of sales through various channels to ensure this product to any location requested by the buyer. This system can be easily controlled by the manufacturer distributed goods intensive. If selective distribution is resorting to some channels that move quality products known consumer brand. Exclusive distribution involves using a single intermediary in a particular market. It can be easily controlled by the producer of goods.

Long distribution channels is preferred to trade commodities. Short circuits are preferred distribution in the marketing of perishable products. New products are eligible for existing distribution channels or channel-built. The design of distribution channels for new products is done by knowing the coordinates of the market. The information obtained can be input for the product efficiency. of industrial marketing program in the market economy. Efficient distribution of goods in a competitive economy based on profit appreciate the producer during planned time. Promotional strategy follows the information buyers and supports deployment of sales by advertising, public relations and merchandising (product design and optimal management of sales). This way companies communicate to consumers the characteristics of new products and register their reaction to the utility goods sent to market.

Based on the information system for the commercial company builds its image on domestic market activity, that external employment to a better position in industrial marketing. Elements of the communication society market and for that information, ideas and attitudes, sources of information, promotional ideas that carry messages, recipients, and support the message from consumer reaction to products provider. The means to support promotional activities are: advertising, product design, optimal management of sales and public relations, international exhibitions and trade fairs respectively. Advertising stimulates demand providing a link between production efficiency? trade and consumption, influencing the sale and purchase. Advertising forms can be: the product, the producer of goods, consumers interested in purchasing products both domestically and internationally. Merchandising aims at promoting

products through design and the optimal management of sales and practiced at the producer, distributor and user of the product. Public relations as forms of promotional support policy is materialized by direct contracts between producers and consumers systematically made products in the idea of establishing a climate of trust between the parties regarding the quality of the various markets recovered. Financial resources for the construction and implementation of promotional strategy is formed of: share of profits, establishing the Fund with sources taken from promotional sales, allocation of special funds for advertising, design products, forming relationships with distributors and consumers of products, etc.. Promotional mix is established by studying the nature of the market, distribution system, the product to be promoted, flexibility and opportunity for public relations and funds allocated for implementing the policy of gaining consumer confidence. Promotional mix is the difference between product categories, the structure of markets, that external.

Effective promotional strategy can be established on direct questionnaires completed by consumers, based on analysis of the relationship between advertising and sales of surplus from sales made in advertising and profit growth as a result of personnel actions throughout the sales distribution network.. Industrial Marketing Management Advertising developing a suite of decisions in the companies policy orientation towards consumer preference, considering the production. This news is cause consumer applications, arrange sales and distribution channels, including the production, so that showing a correlation between supply and demand optimal time to maximum profit. Guidelines marketing companies is reflected in the establishment of economic unity by the appearance of a new department specialized groups and by products. In this perspective companies run their marketing activity starting with training staff. Organizing activities of the companies have to be done on the following specifications: Extended attributes Industrial marketing line, increasing the role of business functions, organizing research in the field of marketing, expansion of cooperation between commerce and industry views closer to the idea and action. Organization charts containing marketing specialized compartment can be designed based on functional (marketing research, product promotion, distribution, price, marketing programs, etc..) Organization charts containing marketing specialized compartment can be designed based on functional (marketing research, product promotion, distribution, price, marketing programs, etc..) The efficiency of the organization to appreciate the power of iteration, the links between managers and performers as well as on the basis of information entropy to quantify the disturbance and influence profits. Marketing information system includes a set of processes and structures (hard-soft) including data flows with which the commercial company may prepare marketing decisions. Commercial company information flows allow correlation between sales and production-distribution-line easier to correct shortcomings identified collaboration between suppliers and consumers of products. Any necorelatie these lines of action involve additional costs, which affect the effectiveness of marketing. Building a relevant decision

on the marketing activity involves the correct assessment of situation in that the conditions for market, a company that stifles economic activity in the conventional market. Data taken by companies must facilitate: continuous monitoring and pertinent consumer served, knowing their purchasing power, selecting the most effective ways of selling products, promotional programs targeting surprise requirements for new products to be launched, substantiating prices on domestic and foreign market and determine the efficiency of the entire production-market activities. Achieving marketing information system is based on logical and technical projects, specifying the content of data flows and knowledge, processing procedures, maintenance of hardware and software for running applications, organization and knowledge databases. Improving soft hard structures will lead to the design and implementation of marketing expert systems. The database should provide information on the state of market development, negotiations between content providers and consumers of goods, marketing studies and structure their degree of updating and cyclical situations in domestic and international markets. To establish the optimal variant information to companies and building decisions is called, besides information flow, including soft and hard structures set of models that allow simulation relations marketing, price models, models of consumer behavior patterns market simulation and model-building decisions in conditions of risk and uncertainty.

Since all the attributes of management (provision, organization, coordination, command, control) and functions of Companies (R & D, commercial, manufacturing, human engineering, financial and accounting) with information that converges operating system decision is logical that the decision to systemic focus all marketing activity management-production-market correlation profitable idea. Directs marketing decisions in the market economy development and production activities related to meaning oriented activities continuously adapt to market conditions, competitive companies.

The marketing decisions can be:

1. Strategic and tactical decision. First built for longer periods of time taken by the Board of Directors, shall be promulgated by the higher bodies of commercial companies. Tactical decisions refers to regulations of the current activities in order to effectively achieve the annual targets. Strategic decisions are decisions only within the framework as fixed place of operation and the tactical decisions are derived, seeking concrete targets on framework development directions.
2. Scheduled and unscheduled half-planned decisions. The building is scheduled for routine matters on which the solution is forthcoming on the legislation. Half-planned decisions are taken for damage by operating schemes of technological processes, the distribution network to market products. Unscheduled decisions are built to solve new problems.
3. Certain, uncertain and risk-based decisions. Certain decisions using mathematical models to argue that all elements are known. Uncertain decisions mathematical models are built with the variables can be achieved with a certain unknown probability. To determine these probabilities are studied postdictia events in the process

investigated. Risk-based decisions depend on the monetary value standard and is divided into decisions that human element is risk aversion, risk preference and indifference to risk. If the cost involved in an action triggered by decisions is greater than the monetary value standard, then decision-maker manifests the risk preference. If this cost is equal to the monetary standard, then the decision-maker is indifferent to risk. If the decision cost less than the monetary value standard, decision manifests caution in risk. Risk is the harm that a commercial company support if not adopted effective decisions. The risk is in the form of conceptual decisions and means the possible profit incoming losses in the if decisions deviate from the optimal solution.

4. Competitive decisions based on game theory-market society. These decisions constructed in the society come in conflict with those of the market, especially the foreign, to disruptive factors can not be quantified easily, because uncertain nature.

Marketing activity to organize the market by knowing the characteristics of the goods required quality and quantity, price and level of competition. This orientation affects the organization of production (product life cycle, demand trend, quality, changing consumer behavior, the emergence of new products, etc.) Implementation and realization of contacts taking into account the existing stocks of means of transport available and the collected amounts. Marketing programs include the following sequences: diagnostic analysis, market research, strategic and tactical actions, financial evaluation and results control.

Study market is bounding area which will place the minimum risk-based products probably then move to design and manufacture products that can sell with maximum efficiency, then the set of programs and the distribution of products.

When developing marketing programs should consider the following factors of influence: the determinants of activities are of technical nature (technical level, reliable spare parts, warranty period) of a commercial nature (price, delivery dates, distribution network, technical assistance, service, etc.) of a financial (market conditions and income, and credit structure of interest rates, currency of payment, etc.) the institutional (customs duties, trade agreements, free zones, etc.). Technical level of product life cycle dictates of each of their constituent elements. Life cycle of a product in the acceptance of engineering quality and innovation include cycle-cycle cost. The cycle of innovation is built through research and application in production of the new results obtained by specialists. Profitableness cycle includes five phases, namely: sensitivity beneficiary of the new product, phase of growth in demand, product maturity on peak demand, when demand consumer saturation constant and replacement with new ones that meet consumer demands. Ensure a quality level of products in the technical knowledge of economic and legal advertising requirements of the market forecast, according to market demands involve product design, adoption of new manufacturing technologies, tracking new products on the market and organizing activities that service and technical support. Product quality must be designed and supported a system based on relevant information, to

be applied in practice depending on the level of spending. Cycle life can be extended to each product if the quality of materials as appropriate to add a human element and corresponding to a total quality management (resources, work processes, new technologies of production dynamics, etc.). Quality management costs of each ad to determine quality level of products, production of synthetic indicators that reflect the quality of products, construction decisions to improve the quality of a Multi-analysis and determination by a comparison of cost efficiency increase product quality in relation to risks produced by the lack of quality.

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