

Session 4

3. STRATEGIC PLANNING

3.1. Marketing Management

Marketing Management in Strategic Planning use practical techniques and the management for all market activities. International business contributes an interesting marketing techniques, cultures, religions, designees, economics averages, and social backgrounds.

Marketing manager has the ability to influencing the timing, and the manager understanding the demand of the customers, combination with targeting decision, the marketing manager can identify the desired positioning they want the company, product, or brand to occupy in the target customer's mind.

When the marketing manage has to implement the marketing plan, the manager has to be specific company will execute the chosen strategy and achieve the business' objectives. The marketing has to determine the executive summary with explanation of situation analyst to summarize facts, mission statement, short and long-terms, objectives, financial objectives, segmentation and positioning.

3.2. Definition, planning and strategic planning Process

Strategic Planning Process is the result-based accountability system, the companies planning in the future with new implementations, but they need to make sure, where are they in the market, what they needs to work, where do they want to be and how to get there.

3.2.1. SWOT Analysis (Strengths, Opportunities, Weakness and Threats)

The SWOT Analysis is identifying the internal and external factors that are positives and negatives to complete the objectives of the company vision.

Strengths: the potential of the company to increase the productive in the market

Weaknesses: the disadvantage to decrease the productivity

Opportunities: use the strength to increment in the company and use the weaknesses to change to better extructure

Threats: The Company's needs to understand and change the negative in positive or the company has been destroyed. Threats may also come from changes in legislation, tax laws or licensing requirements. Identifying threats can help a company prepare and plan for issues that may come up that could throw its strategic goals off course.

3.2.2. Strategic Planning and SMART Goal Setting

SMART goals are designed of what to be done and be used as the tool to create and working in one direction, also the employees can align to the company with their respective disciplines. The structure of the goals remains the same:

- Strategic
- Measurable
- Attainable
- Results-based
- Time-bound

Strategic: is very important to think strategically about building the goal , and the goals has to be same direction and should be define specific targets for improvement.

Measurable: measure the goal is fundamental to evaluate the effort and the productive yearly.

Attainable: Build goals that are within possibility.

Time-bound: Create standards that lead toward goal execution.

3.3. Market Opportunities Analysis (MOA)

The objective is to identify opportunities and evaluating the organization's financial, technological and viable readiness to exploit them. Also includes the customer needs, identify the target market, competition, and the company resources.