THE ROLE AND IMPORTANCE OF STRATEGIC PLANNING IN MARKETING

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Abstract. Marketing strategy is the marketing of a firm's target market is a master program that represents the activities of the company and includes the process of achieving its goals through the development and implementation of a long-term marketing mix (marketing mix). Separate product, pricing, distribution, sales and communication policies are defined for each segment of the market. The marketing strategy determines which product (service) the firm should enter, which market, and when. The following marketing strategies have been tested and successfully used by companies in the world market practice**.**

Keywords: strategy, strategic planning, long-term planning, diversification, segmentation, internationalization, commodity market.

Strategic planning is the process of defining the mission and goals of the enterprise, identifying the resources needed to ensure the effective organization of the enterprise in the future, and choosing product strategies to acquire them.

The strategic planning process is a tool to help make management decisions. Its function is to provide the innovations and changes needed to respond appropriately to changes in the external environment. Strategic planning is more rapid in one way or another. It ends with the establishment of general directions aimed at ensuring the growth and strengthening of the position of the enterprise.

It is necessary to create a system of plans for the proper organization and evaluation of all departments of the enterprise, their interaction.

The process of strategic planning faces a number of challenges during its implementation. The main challenge is that the initial decision-making process is related to the structure of authority in the organization. A new strategy usually changes existing relationships in the enterprise and contradicts enterprise management policies The natural response is to combat any innovation that changes the usual relationships and powers. Another significant problem is that the introduction of strategic planning can lead to a conflict between the various previous activities that provide benefits and the new ones. it is possible that enterprises with rapid planning will have neither the principle nor the interest in strategic thinking regarding the introduction of strategic planning in the first place.The next problem is that an enterprise usually does not have information about itself or the external environment in order to plan effectively strategically. the lack of decent managers makes the issue much more complicated.

Long-term and strategic planning. The main differences between them. Ministries are the planning entity in long-term planning. This indicates that this work is not effective enough. Ministries did not have sufficient capacity, strategic objective data and time for this work. Therefore, the objectivity of planning was low, and the results were not satisfactory. The plan was formed as a "strict guideline", which is the basis of strategic planning - the adaptability of the plan. This is more important than strategic planning, but it is not the main difference. The main difference is in the interpretation of the future.In a long-term planning system, extrapolation is a historically formed trend of future development. Business leaders generally believe that future performance will definitely improve over the past, and this is the rationale for the plan.In the system of strategic planning, the future is not necessarily better than in the past. Therefore, strategic planning pays great attention to the analysis of the future of the enterprise. Its main task is to identify the conditions and opportunities that change the current trend. This analysis is supplemented by an analysis of the position of the enterprise in the competition.

Strategic management arose from strategic planning in an evolutionary way, that is, strategic planning is its essential basis. It is of growing interest in firms facing difficulties related to the implementation of fundamentally new strategies. In order to better understand the essence of strategic management, it is necessary to focus on the organizational "behavior" of commercial and non-commercial enterprises. This is very important. Because there is an inextricable link between organizational "behavior" and management.Marketing strategy is the marketing of a firm’s target marketis a long-term program that represents the activities of the companydevelopment of marketing complex (marketing-mix) an down the process of achieving the desired goal by implementingincludes. Separate brand, price, distribution, for each segment of the market sales and communication policies are determined.Strategic planning is the vision of the enterprise, the knowledge of the role of the enterprise in the economy, socio-economic life of the country and the development of ways and means to reach a new level. In strategic planning, there are no clearly calculated indicators, but the goals are based on various forecasts, looking to the future.

F. Kotler writes about the firm’s strategic planning: “The firm’s goals are the process of managing the application of strategic consistency between its marketing capabilities. "Strategic planning is based on a firm's clear program statement, supportive goals and objectives, a healthy business portfolio and growth strategy."Underlying the marketing strategy are the following five requirements: The market is not the same, it consists of specific segments. An enterprise may consider the requirements of one or more segments in the market. The company can operate in the market independently or in partnership with other companies. When choosing a marketing tool, make sure the ones you are considering are compatible and complement each other. When entering the market, it is necessary to take into account the economic situation. The modern reality of the market is several marketing strategiesforms. Power strategy is the development of a large, standard of a brand or servicespecific to a firm operating in the field of production. Of power the original source and the firms that operate are large to it from making a very different product in a non-existent category usually more efficient and less expensive to produce can be set up. In addition, the power strategy is broad extensive research, a welldeveloped sales network, and large-scale advertising takes advantage of the benefits created by companies. This the basis of the image formed for the strategy, its immense power and understanding the power is inherent. Therefore, the possibility of such firms.Depending on whether you are competing in a wide market, pushing your competitors out of the market they try to do. They are the cheapness and quality of their product(average level of quality).This model involves developing a strategy for market and brand renewal. The starting point is the difference between the actual and planned development of the enterprise. This means that the company's goals cannot be achieved using the previous strategy. The goal is either necessary to correct it or to look for a new strategic direction. The model was proposed by American scientist A. Ansoff, who is of Russian origin. He called it the "commodity-market" rule. The general form of this rule is as follows: Depending on the combination of two factors (market and product development and renewal), it forms four lines indicating the state of the firm:1. The firm enters the existing market with an existing (old) commodity. 2. The firm enters the existing market but with a new brand. 3. The firm enters a new market but with an existing brand. 4. The firm enters a new market with a new product. Advantages of the "Commodity Market" rule:

- Demonstrate the complexities of the market maturity;
- Ease of use. Disadvantages include:
- One-sided to strengthen the firm's market position

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