

The Barriers of Marketing Strategy Planning on Iran Khodro

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Abstract: Basic steps, including the gradual elimination (WTO) today in our country to join WTO monopoly, promoting competition in the market approach to privatization and reduced government Policies ahead. This process of Iranian companies and especially companies with Iranian automaker is facing a competitive environment. That survives in the environment, compatible devices and requires its own specific strategies. Among these tools and marketing strategies is possible to achieve a sustainable competitive advantage. Companies such as General motors, Toyota, Honda, Volkswagen and other leading companies in the automotive industry that design and implement marketing strategies to have a marvelous act and also thoughtful. Today we are witnessing the fact that the Japanese car companies to capture incremental market United States have a car. On the other hand, the Iranian government's policies for licensing vehicles And reduction of tariffs on foreign car imports, Iran, and generally reduce the overall support of the automotive industry, changes in the stock indices and other categories of internal and external stimuli, We see that the automotive industry and increased competition from competitors feel threatened in some way with domestic and especially foreign competitors have been encountered. Today our country to join the WTO first basic steps, including the gradual elimination of monopoly, Approach to promoting competition in the market, privatization and reduced government Policies ahead. Today our country to join the WTO first basic steps, including the gradual elimination of monopoly, Approach to promoting competition in the market, before having privatization must reduce government Policies. Review and analyze the performance automotive world with successful companies, one of the reasons the joint success of all these Marketing companies can be thought of as having a strategic planning and effective use of marketing strategies marketing can be mentioned. According to companies look forward towards globalization and the importance of marketing, marketing planning, intend to evaluate marketing strategy, and available defects in Iran Khodro's marketing strategy was our destination.

Keywords- strategic planning, marketing plan, marketing barriers in Iran Khodro

I. INTRODUCTION

Definition of strategic management: According to importance of strategic management and its role in marketing strategy in the first couple of different definitions this field is provided. Decisions and formulated a series of activities that create and implement strategies designed to achieve Organizational goals (Pearson and Robinson, 18.1380) Logical approach, objectively and systematically for major decisions in an organization to strategic management Qualitative and quantitative data should be adjusted so that effective decisions can be adopted in uncertain conditions.(David, 24 138). Continuous process to ensure superior fit and competitive environment in an organization is change. In this definition, is strategic management, strategic planning, implementation, monitoring (1998, 196 kittler). Currently, the boundaries of trade or commerce marketing go beyond the commercial it also makes moving behind. In such circumstances the deals moving through time and space limitations of the market information and business operation as "a moment and Annie," accordingly, the "operations planning" in the marketing process becomes more important .Especially when the uninterrupted growth of information communication technology and global competition in local area had more impact the marketing become more difficult. Hence there is only support in strategic planning, marketing management, market models are deemed successful, but also in allocating resources and organizations across the country and also interact with the phenomenon of "globalization" and "sustainable development" enterprise capabilities further increases in the utility business. Simply, the new range of cross-border market for goods and services, market and manage the imbalance and instability of traditional marketing and strategic planning, marketing planning is binding.



II. ABOUT COMMON MATTER IN WORLD AROUND US

Today our country to join the WTO first basic steps, including the gradual elimination of monopoly, Approach to promoting competition in the market, privatization and reduced government Policies ahead. These processes and Iranian companies, especially companies with the competitive environment faced by Iranian car is built to survive in the environment, mechanisms, tools and strategies which will call its own. Among the tools and strategies and approaches, can be strategic planning, marketing and use of tools and marketing strategies as possible ways to achieve a sustainable competitive advantage. Review and analyze the performance automotive world with successful companies, one of the reasons the joint success of all these companies can be like having marketing idea marketing strategic planning and effective use of strategies marketing can be mentioned. The reference case analysis of environmental changes occurring in the global automotive industry and also domestic manufacturers, in general, we need to develop and implement marketing strategies for the industrial group of Iran the vehicle can be summarized in the following cases:

- Need to maintain domestic market share and its development.
- Futurism and predict future trends to the domestic market and international markets.
- Competitive process in the domestic market, imports and the threat of Iran's membership in WTO member importing and lower future tax rates and tariffs and trading profits.
- Necessary to identify and create competitive advantage.
- Using company resources for strategic investments. Need for efficient use of distribution networks, sales, after sales service and spares.
- Need to create and expand market share in target export markets. Recognizing the needs for all internal and environmental factors affecting the marketing department and matching processes related in marketing and how to do ,what they should be performed within the company.
- Gradual changes in laws and regulations.
- Requires foresight and forecasting future trends affecting the domestic and global automotive industry, Environmental opportunities and countering threats to use it in order to achieve strategic objectives, Iran Khodro and realize its strategic intentions.

In this study the importance of marketing strategies in the competitive environment of the country's car market and also limit the application of research results by identifying barriers to effective implementation of marketing strategies in the company Iran Khodro, can be used to manage sales and marketing company in the effective implementation of marketing strategies and organizational goals eventually helped the customers and markets. Also, the ranking of importance, we can provide the appropriate prioritization of Iran Khodro Company will manage sales and marketing. Given the importance of each of the barriers to each other and also limitations, and managed to overcome these barriers to achieve the goals of Iran Khodro Industrial Group marketing To.

III. THE STRATEGIC MANAGEMENT PROCESS

Firm Strategy level (macro) moved the organization toward the realization of the mission, type of activities that they should engage in policies that determine its growth. The strategy level (entity) essentially defines how competitive a company in its industry, this, Level of hierarchy consists mainly of corporate executives and business decision the company covers. Indeed, this level should be the basis for strategic managers who can participate in a product field - selected market Competition, it shall. This market segment is relatively unique part of the overall market that the firm cans their competitive advantages, and it claims to defend. Task-level strategies are mostly product managers, geography, and encompass the areas of responsibility their responsibility to develop annual goals and short-term strategies in areas productions, operations, finance and Accounting, research, development. However, social responsibility and implement the strategic is duty of firm. While executives at the company and area businesses have shifted their attention to do everything right, managers need for there to emphasize the right things. (Walker, 1383)

IV. ROLE OF MARKETING IN DESIGNING AND IMPLEMENTING STRATEGIES:

Basis of strategic planning at all levels, to identify threats in order to avoid them. Use Opportunities to exploit them. The main strategic responsibility of every manager is out of control and care in order to participate or to coordinate its activities with changes in the environment. Since you are so successful at

marketing executives range the company and customers, distributors and competitors occupy, usually more familiar with conditions and changes in market environment. As a result, these managers are not only responsible for the design of strategic plans for the commodities market - their products, but often the main participants in the planning process at the firm's business requirements.

V. NEW DEVELOPMENTS AFFECTING THE STRATEGIC ROLE OF MARKETING

Nowadays certainly many countries from the unemployment chronic, deducted budget permanent and reduction purchasing power suffering abundance are Brand. It is clear that national economies to achieve rapid changes and these changes without a problem not look arrive. Two factors underlie these changes are great. The first or in other words increasing globalization of trade and global competition. Today no country can be the ancestor of the global economy. If a country on the international competition to design their marketing, people buy it inevitably pay for it with quality products and high prices, payment will be. Another factor that has an important role in transforming economies is technological changes. In access to information and communication speed, access to raw materials, new success Genetics and electronic wonders, recent decades have witnessed considerable progress. The reality is that the globalization of trade and technological advances may be a threat to the state, but instead of economic entities will be facing numerous opportunities. The situation was doomed old companies and new companies are born. Companies in this market with exactly the same principles of Darwinian principles to the activities engaged in which the natural choice to lead the most suitable for survival. Success in the market means that their fate will force companies to adapt their current environment. In other words, companies offer something that people are willing to buy it. Individuals, economic entities, cities and even countries need to understand how benefits can be established in the market place.

5-1) the challenges of Companies from the perspective of Cutler:

- Global economy
- Income gap
- Marketing environment and socially committed
- Technological advances
- Strong customer
- Other issues such as the older population, increasing numbers of working women, delayed marriage, increased divorce, birth Consumer group needs its own strong and more diverse patterns of abundance for your life.

5-2) Challenges from the perspective of April Dakar:

- Developments such as globalization of markets and increased global competition.
- Service sector growth and increasing importance in maintaining customer satisfaction and loyalty of his services.
- The rapid development of new information and communication technologies.
- Increasing importance of enhanced coordination and efficiency of the interface and marketing programs in the business sector's share of the value of customer life.

VI. REVIEW OF BARRIERS TO THE IMPLEMENTATION OF MARKETING STRATEGY PLANNING IN IRAN KHODRO

In order to identify and ranking the barriers to implement effective marketing strategies in Iran Khodro Co. The three main categories of barriers to effective implementation of marketing strategies that have opinions scholars:

- Operating
- Management
- Strategic

Based on three floors, thirty- six items identified and the results are listed below (results respectively Has the highest percentage in the failure to play a strategic plan.)

- Weak leadership: The above items of items of strategic marketing in strategic planning companies that lack it is seen as one of the obstacles hindering.
- Deficiency (lack of) management skills of senior managers: effective for strategic items in the above item Strategic planning are a company that is marketing it is observed as a lack of inhibition.
- Lack of knowledge of staff in the implementation of marketing strategies: the above-mentioned items of the items effective management of strategic planning in a company that is marketing it is seen as one of the barriers Inhibitors.
- Dispute local leaders: the aforementioned items of strategic items affecting strategic planning a company that is marketing it is seen as a lack of inhibition.

- Inadequate communication between different levels of management in the company: The above items of operational items affecting Strategic planning are a company that is marketing it is seen as one of the barriers hindering.
- Lack of motivation of employees in the company's marketing strategy: The above items of action Items (dedicated staff), effective strategic planning, marketing a company that its absence as you can see one of the obstacles hindering.
- The failure of senior management in the overall picture: the aforementioned items, the items in the effective management Strategic planning are a company that is marketing it as a lack of inhibition is observed.
- Lack of adequate understanding of increasing the company's marketing plan and its results among directors: the above-mentioned items of operational items affecting strategic planning, marketing is a company that its lack of inhibition is observed.
- Problems of coordination between different sectors and companies about the strategy marketing plans: The above items of operational items affecting strategic planning, marketing a company that its absence is seen as one of the barriers hindering.
- Poor understanding of marketing concepts among managers: The above items of operational items affecting strategic planning is a company that is marketing it as a lack of inhibition is observed.
- Lack of participation of the executive department in formulating strategies and marketing plans: the above items the items mentioned in the strategic planning of effective strategic marketing company that is a failure to this is seen as one of the barriers hindering.
- Contribute to poor functional units in the implementation of marketing strategy: The above items of operational items is a lack of effective strategic planning, marketing that is one of the inhibition is observed.
- Poor Vertical Communication: The above items of operational items affecting strategic planning, marketing a company that its absence is seen as one of the barriers hindering.
- Non-compliance and non-supportive organizational culture of the company's marketing strategy: the above items effective operation of the items is a lack of strategic planning; marketing that is one of the inhibitions is observed.
- Poor understanding of marketing concept among employees: the aforementioned items, the items in the effective management strategic planning is a company that is marketing it as a lack of inhibition is observed.
- Were impressed by the marketing planning process internal events: item operation of the items mentioned above (CS system) effective in marketing a company's strategic planning that is one of the inhibition is observed.
- Lack of adequate understanding of the marketing planning process and its results among the employees: the above items of the items in the effective management of strategic planning, marketing a company that its absence is seen as one of the barriers hindering.
- Ambition directors: the above-mentioned items of items of strategic marketing in strategic planning a company that its absence is seen as one of the barriers hindering.
- Loss of mobility due to inadequate staffing made in the company: The above items in the strategic planning of an effective system of marketing that a company as one of the inhibition is observed.
- Lack of consistency and coherence between the activities and practices projected to operate marketing Strategy: the above items of operational items affecting strategic planning, marketing a company that its absence is seen as one of the barriers hindering.
- Lack of staff experience in implementing marketing strategies: the above-mentioned items of the items effective strategic planning is a lack of strategic marketing it as one of the barriers Inhibitors can be observed.
- Lack sufficient incentive to the units responsible for implementing the marketing strategy: the items listed above effective operation of the items are a lack of strategic planning, marketing it as one of the inhibition is observed.
- Does not support financial management: The above items of strategic items (special finance) program effective marketing is a strategic planning firm.
- Non-compliance and coordination between marketing and overall corporate strategies: item above the item effective management in strategic planning, marketing a company.
- Internal weak relationship between functional units in the implementation of marketing strategies: item effective operation of the above items in the strategic planning of marketing a company.
- Non-compliance with the company's organizational structure and marketing strategies: the above-mentioned items of the items strategy (CS structure) is an effective marketing strategic planning.
- Having a broad and comprehensive vision of the framers of the external environment strategies marketing: The above items of items of strategic marketing in a company's strategic planning are effective.

- Between managers and employees resist change: The above items of operational items affecting marketing is a strategic planning firm.
- Lack of marketing analyzes to formulate marketing strategies: the above-mentioned items of the items effective management in strategic planning, marketing a company.
- Rush to the weakness and lack of marketing information systems: operational items affecting the application of the above items marketing is a strategic planning firm.
- Lack of sufficient knowledge and understanding of customers, items: items above the effective management planning strategic marketing are not a deterrent as it is one of the barriers.
- Lack of proper access to the information provided by companies in other parts of the system marketing information: The above items of operational items affecting strategic planning, marketing a company.
- Lack of access to sufficient information about the implementation and formulation of marketing strategy: the above items effective operation of the items mentioned in the strategic planning of marketing a company.
- Restriction of marketing activities to promote: the aforementioned items, the items in the effective management of strategic planning are a company that is marketing it as a lack of inhibition is observed.
- Limited financial resources to implement effective marketing strategies and plans: The above items of operational items affecting strategic planning, marketing a company.
- Lack of human resources for effective implementation of marketing strategies: the above-mentioned items of the items effective operational marketing in strategic planning is a lack of it as one of the barriers inhibitors can be observed.

This rating show that general the company Iran Khodro Company operate more developed marketing strategies is difficult. In other words, can be claimed based on the results from this study will be repeated again the theory of strategic management literature. And to prove that most companies that employ the tools and strategies to achieve organizational goals have problem in the Executive Strategies and developing of operations.

VII. GENERAL CONCLUSION ON THE BASE OF INFORMATION SEARCHES

- Pathology in the absence of strategic goals based on the problematic nature of the operational strategies organizations is approved. In other words, Iran Khodro in the implementation of marketing strategies compared with other stages of strategic marketing management process is more sensitive.
- One of the most common errors made in the strategic management literature, namely by developing strategies suppliers without the participation of the executive department, there is the Iran Khodro Company.
- Experts and sales and service after the sale of some managers of Iran Khodro Company as trustee Iran Khodro's main implementing marketing strategies are a good awareness of the general and sometimes Iran Khodro company does not have the details of marketing strategies.
- Iran Khodro Company in terms of participation and commitment of the executive departments and of other directly marketing strategies and the coordination between the companies other functional units of the hat effective marketing strategies is a weakness.



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