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## **Role of marketing plan for a business in Kosova**

Alban Bujupi

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Faculty of Business, Management and Economics

**Role of marketing plan for a business in Kosova**

Bachelor Degree

Alban Bujupi

March/2011

Prishtinë



Faculty of Business, Management and Economics

Bachelor Thesis  
Academic Year 2007/2010

Student: Alban Bujupi

**Role of marketing plan for a business in Kosova**

Supervisor: Prof. Dr. Edmond Hajrizi

March/2011

This thesis is submitted in partial fulfillment of the requirements for  
a Bachelor Degree

## **PREFACE**

This thesis was written at the Marketing and Sales department in University for Business and Technology. First of all, even though I had too many challenges during the long journey of bachelor thesis writing, I consider that it was a great and one of the most learning experiences that I have ever had. During the bachelor thesis writing process and through all three years at UBT I would like to thank some persons who have contributed in my professional development.

First, I would like to thank God for blessing me with health and all other positive things in my life. Secondly, I would like to thank my precious family. Thirdly, I owe my deepest gratitude to my supervisor, Prof. Dr. Edmond Hajrizi, whose encouragement, guidance and support from the initial to the final level enabled me write this Bachelor Thesis. And finally, thanks to the all professors at UBT who have prepared me to complete and do these big works.

Prishtinë, February 2011

## ABSTRACT

This study is in the field of marketing, and the main content of this study gives us the opportunity to understand the importance of marketing. It will help to make sure that while you do a marketing plan, to make it with all necessary information that are needed for a successful marketing plan.

This explanatory study is a case study which provides information from different literature, also data that come up from the questioner that are made for asking different company leaders about marketing and how they implement marketing plan in their business. After doing a literature review, many qualitative data are included in this study.

Based on the findings from conducted research which measures that marketing plays a important role in a business shows that if a company want to come up with a product or service in the market the most important thing what a company has to do is research the market, find the customer, know his competitors etc. and all this important researches are part of marketing. But first of all every business has to have a marketing plan and this is done to know how you are going to implement marketing mechanism and to know how your strategy will be to succeed in a market.

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# 1. INTRODUCTION

## 1.2. *Marketing overview*

Many people do not understand the right meaning of marketing, but the fact is also that many people see in TV that some channels in some cases for advertising they write marketing and this is totally wrong because marketing includes not only advertising but many other things such as: selling process, market research, customer needs, etc.

## 1.3. *Most important things for marketing*

As I mention it before, there are many things that need to be done in order to complete marketing but what you have to consider and be very good focused on that are: Needs, Wants and Demand. These seem to be the same but there is a very important difference that must be consider in marketing.

In this case needs include basic physical needs, social needs, and individual needs. Safety, food, shelter, clothing are part of physical needs and are the basic needs that every people need this in order to survive. A social need includes affection and belonging, and very important needs are needs for knowledge and self-expression that are known as individual needs.

To explain wants, I will take a simple example: every one need food, but not all want the same food. Wants are different from e person to another because of different cultures and personalities.

Everyone have not only different wants but the wants for e person are unlimited but they have limited recourse. In this case when backed by buying power, wants become demand. Demand is what people choose to buy with their money in order to get the highest benefit that adds up to the most satisfaction.



#### ***1.4. Why is marketing plan important?***

Marketing plan is the best way to come up with a successful business in a market. Even if a company have a marketing plan it doesn't mean that this company will succeed in the market, but a good research and a logical plan for the marketing of the company is important to have a better chance of building a long-term profitable relationships. In order to execute a marketing strategy, marketing plan gives the basic references to do that. It provides the basic researches that are needed for a marketing strategy.

#### ***1.5. Overall purpose and research question***

The purpose of this thesis is to understand how important a marketing plan is and also to understand marketing in general. It will provide also information for the businesses that are in Kosova and based on a questioner that I have done to evaluate what advantages or disadvantages their marketing plan give them by running their activity in the market.

The main purpose of the questioner is to know if they have a marketing plan, if they do all the necessary research while they do business, and to get any idea from different companies about the marketing plan.

The following question will be explored throughout this study will I will describe it from material in the literature and also from the answers of the questioner.

RQ1. Why is important to have a marketing plan?

## **2. LITERATURE REVIEW**

### **2.2. *Understanding Marketing and the Marketing Process***

#### **2.2.1. Definition**

There are many definitions of marketing. But here I will mention some of them.

“Marketing as a social and managerial process by which individuals groups obtain what they need and want through creating and exchanging products and value with others.” [2]

Another comprehensive definition of marketing says that:”Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and companies goals” [6]

In general all of the definitions have the same meaning; the main concept of those definitions is that marketing helps us to understand who the customers are, what to produce, and how to be profitable by satisfying the customer needs.

#### **2.2.2. Importance of Marketing**

Marketing in a general way is much more than advertising and selling, it is a process that goes through some important steps like: determining what costumer’s wants or needs, satisfying customer needs with good products and services, the price of the product or services should show profit to the business. [6]

Marketing in a business is like a bridge that connects the company with customers but in one or other way it connects also the company with its competitors because marketing presses you to know better you competitors. The reason why marketing is one of the most important processes in a company is that marketing is the best way to accomplish the mission of the company. Marketing starts with the mission of the

company, and through the following questions, the company have an idea if this mission is exactly that what brings the company in that position that they want, if it is profitable, and those questions are:

- What are its goals?
- How does the organisation define itself?
- Who are its customers?
- How does it intend to fulfil the mission?
- Why should this company exist?

Once you have those answers it will give you a clear overview of the organisation and makes you know if this mission is realizable. [8]

Those owners that have a vision for their firms and see the firm in a good position in the future, they have good chances that their business will succeed because to form a vision for the company the key to achieve that is by planning how your marketing will be, what strategy you will use, what steps you will follow and all this necessary steps brings the company in a very good position in a market place. To understand marketing, it needs very much studying and learning but in general marketing is more of an art than a science and it is difficult to develop this skills.

Till now there was many proposes for understanding marketing but one of the most understandable for marketing is “satisfying customer needs by coming up with a profit to the firm”, because if you know how to satisfy customer needs you are able to understand how to do marketing, and once you have reach this point you will make sure that while you do that, your company comes up with a profit and once the results are those what you have planned, you have done a great marketing. [8]

At this time technology has improved a lot, thanks this technology the way of planning and realising marketing is very easier than it was before some decades. But what we can consider as a “boom” that changes many things regarding advertising and in general marketing if “Internet”, there are so many ways of advertising your product, researching for many data’s that may be useful from marketing, knowing your competitors and finding very important details about them, but also internet is a good way to come closer with your customers. [6]

Once you know marketing management you have to create an idea of what strategies you will go through in order to realize the company vision and those strategies you execute are the bases things that helps the company earning large profit. [3]

I will show you in the following table the core marketing concept.

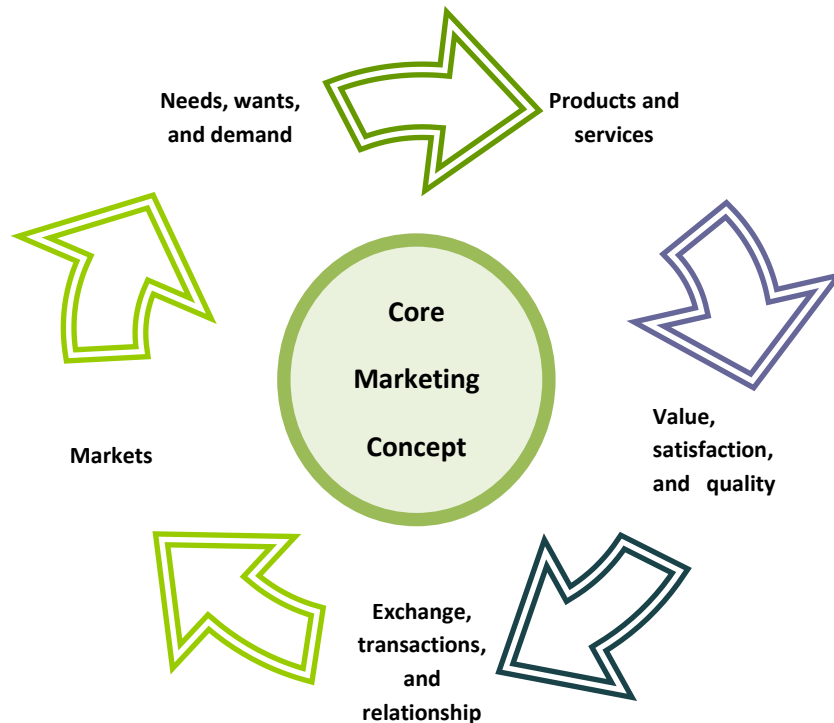


Fig. 1. Core marketing concept [13]

From this figure we can see that in marketing first of all investigate Markets and makes a clear view of those people that he has to do, and after that is important to see what their needs, wants and demands are. Once you did all this research you have to decide what to produce or what to sell and comparing to all your competitors you have to come up with a price that satisfy your customers and due that coming with a good quality by witch you can make start selling, exchanging and forming a relationship with partners and customers. [3]

When we mention marketing we have to consider marketing mix that is known as “the set of controllable tactical marketing tools, that are known as four P’s, are Product, Price, Place, Promotion that a company blends to produce the response it wants in the target market. [3]

The following figure shows the particular marketing tools.



Fig. 2. The four Ps of the marketing mix [2]

- **Product**—the value of your product to your customers and how prepared are you to change or adjust your product to meet the needs of your customers.

- **Price**—the price or quality of the product that you offer to these customers and whether or not your price is competitive or the product of a higher quality than that offered by your competitors.
- **Place**—where are you situated in relation to your customers and how accessible are you to these customers.
- **Promotion**—how do you reach your customers? Is it by direct mail, incentives, advertising through the yellow pages, or other methods? [2]

Entities that offer services rather than products are encouraged to add the following three Ps to the above-referenced 4Ps:

- **People**—clearly identify your specific target market by demographics—age, sex, income, race and ethnicity (if applicable), geographic location—so that your efforts will not be scattered and you are simultaneously able to identify the right training to your employees and concentrate on your customers' needs and quality of customer service based on those needs.
- **Processes**—the right processes are designed to focus on consistency and dependability of service. Your customers deserve to know that your service will be available on certain dates and at specifically stated times.
- **Physical Evidence**—the appearances of the physical space where your services are offered are as important to your customers as it is to you and your staff. [2]

If a marketing manager goes right thru all this Ps and get the data's that this seven Ps required, the marketing of that company will have a strong base that helps to know what to plant, how to implement that marketing plan and what strategies to use. But the most important elements for marketing mix are the four Ps, in this case: Product, Price, Promotion, and Place through witch a manager can easily solve marketing problems.

### ***2.3. Marketing channels***

Marketing in general is a large concept that provides inside of it different channels that each of them have a special role to complete the objectives of the marketing managers. Not all of the companies or firms have the same channels that they use for their marketing because it depends on what kind business it is or what product or services those companies' offer. [3]

Promotion as a part of the 4 Ps is that part that includes those marketing channels that are known as the “Promotion mix” and it contains Advertising, Public relations, personal sales, sales promotion. [3]

Advertising is the channel that presents the product or service to the people in some different channels like television, radio, billboards etc. in this way, with different photography’s and slogans you give the costumers an idea about the product or services that you will sell to your costumers. Advertising have some objective like: To promote the product or service, to remind, to compete, to support, and to persuade. Advertising is parted in two types of advertising, “Above the line advertising” that is placed in TV, cinema, newspaper, radio. The other type is called “Bellow the line advertising” uses the way of sponsoring someone to advertise its company, also advertising via direct mail. [3]

Public relation is a very important element of promotion mix that is good related to advertising because public relation uses different methods to get the attention of the customer for the product or services of the company. It organised and planed significant news about the product, presents presentations to the media, newspaper or magazine articles and in this way the company comes closer to its customers by informing them in the best ways they can. [3]

Personal selling is the promotion mix element that is oriented on using the best methods to purchase the product, in this case to reach the company goal. Personal selling is very much oriented on organising programs to training the sales people and also organising presentation to direct to the customers to convince them to buy those products. [3]

Sales promotion is everything that a company do to purchase the product by using methods like discount that motivate people to buy your product, buy-one-get-one-free (BOGOF), this is a method of liquidating the product and is known as an example of self-liquidating promotion, free gifts is a god example of getting the customers attention to buy your product for example: if someone is a regular customer, to give this customer a golden card which he can use to have some percentage of discount of that product or service that the company offers. [3]

Promotional mix has two basic resources that is based on get information and those are information about products and brands and information about the company, the best way to explain this is to take a look of the following graphic that shows how this promotional mix element are related to each other. [11]

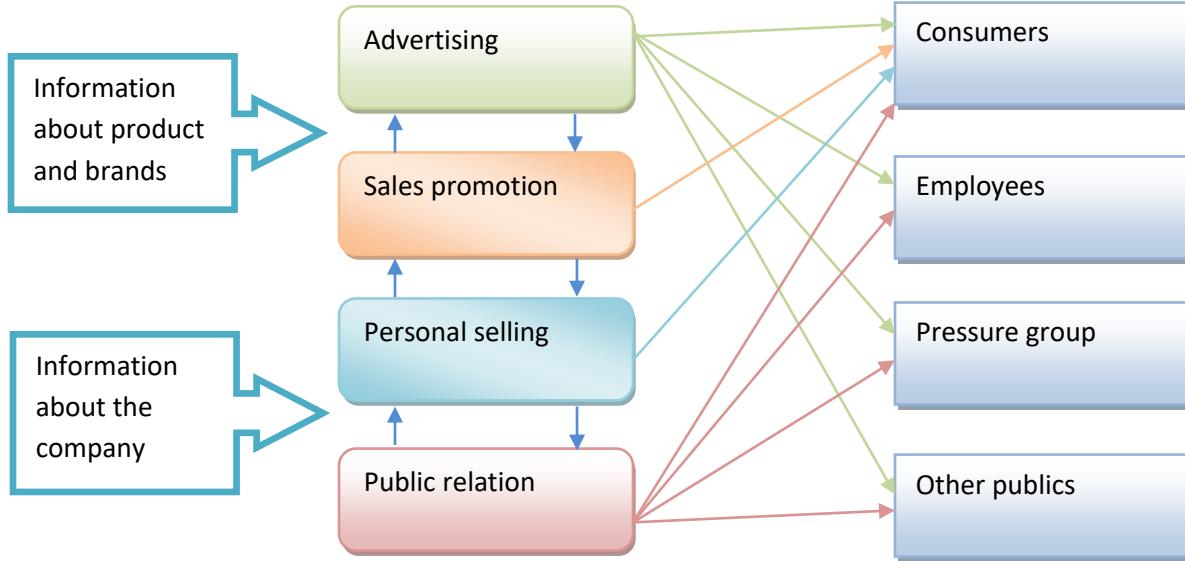


Fig. 3. Promotional mix [9]

If we take a look at this figure it will make us realize that promotional mix, as in general marketing, is very much focused to costumers because this is the main goal of marketing, and it is done to research and find the best way to get the costumer attention for its product or service. The most important elements of promotional mix are advertising and public relation. These two elements are oriented on different aspect like for example not only to costumers but also to employees, pressure groups, and other publics. But even that advertising and public relation is very important, that does not mean that promotional mix can be functional with only this two, because personal selling and sales promotion are related to the most important factor that is costumers, and without sales promotion and personal selling, promotional mix will not give the best information that marketing needs. [11]

#### 2.4. Marketing environment

Marketing environment includes everything that surrounds and impacts upon the company. In any company if we look for marketing environment we can clarify three types of marketing environment: macro environment, micro environment, and internal environment. [9]



In the following table we can see what these three types of marketing environment provide in itself.

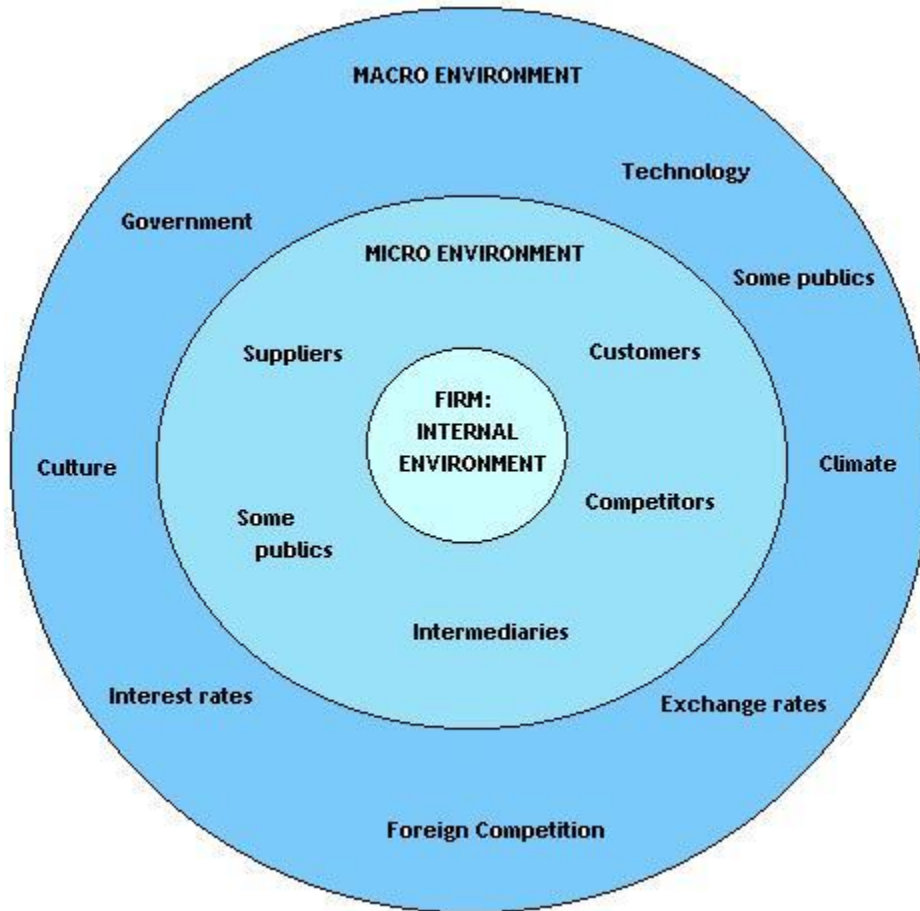


Fig. 4. Three types of marketing environment [9]

Marketing environment has an importance on realising the marketing strategy. These elements of marketing environment can be classified in to controllable and uncontrollable elements that influenced the strategic direction of the company. Because of their orientations marketing environment can be analysed in two levels: Macro environment and micro environment. [10]

Micro environment comes up with results by looking at uncontrollable variables. Micro tends to suggest small, but this can be misleading. In this context, micro describes the relationship between firms and the driving forces that control this relationship. It is a

more local relationship, and the firm may exercise a degree of influence. Micro environment has to do with a very important part of marketing and this is the relationship with customers and competitors that needs a high consecration. [10]

Comparing to micro environment, macro environment is the part of marketing that includes in it very important factors that are: political factors, economic factors, technological factors, social factors, and cultural factors. [10]

All those factors that are internal to the organisation complete the internal environment. Those elementary factors of internal environment are known as the five Ms which are: Men, Money, Machinery, Materials, and Minutes. [10]

## ***2.5. Marketing in Kosova***

Kosova as the youngest country in the world during the last 20 years changed many things and also mutate the war and had big changes especial in the economics way. In general the way of doing business is improving everyday because at this time is more essayer to research market place. During my research I saw that many of companies did marketing for their companies. But some rarely places continued their business in the “old way”, they don’t really follow the main steps for marketing. In this case they see that people buy their product till a time that they really don’t know because they doesn’t do anything to estimate how long will this product be sold or this product to be improved, or having more success in the future. In general most of the companies have good marketing staffs that are good prepared and have knowledge in doing and planning marketing. [14]

Faculties in Kosova have a very important rule on improving Kosova’s businesses because what we learn at this time in our faculties is not the same as it was before many years, but one of the most important reasons is also the interests of people to study economics and in this case to study and to be a specialist in marketing. At this time there are many managers but what impressed me was that most of the managers are young gentleman and ladies that uses their fresh education from the moderns’ faculties and from the results and also performance of the companies they showed that they really do a great job for their companies, and this results are all thanks modern faculties and interests people to study. [14]

Based on my research that I have done for knowing how is marketing on companies in Kosova, I saw that many companies, specially new companies, are very

much pain attention to Marketing. Kosova after war has done many changes, and this changes are the most important steps that makes Kosova moving on forward with the right movements to success and to build Kosovas identity in every aspect like the economical aspect, culture, and political. A good thing that happened after war is that in this new country have been build new factories, new businesses, a new market that started using the new way of doing business and these entire new things that happened at that time, are showing great success at nowadays. [14]

## **2.6. Marketing plan**

### **2.6.1. Marketing plan overview**

Many companies operate without a formal plan for their marketing. The reasons of those managers to act in that way without doing a formal plan are different because of the type of company. In a new company usually the managers are very busy and sometimes they don't have time for planning. In some small companies managers thing that this kind of companies do not need such a plan like a formal marketing plan. But not doing a formal marketing plan is also present to some mature companies, and this happens because of some managers that thing that they have done well without formal planning and there for such a thing cannot be so important. Yet formal planning can yield many benefits for all types of companies, even if this companies are small or large or thing that they may not need a formal planning because they have not done it till now. Planning in many aspects is good, and in this case it encourages management to think ahead systematically. It forces the company to sharpen its objectives and policies, it also leads in a better coordination of company efforts, and it has a direct influence on providing a clearer performance standard for control. [2]

Marketing plan helps you to be more closely to your customer and to understand what their needs are and based on that you will know how much your product or services will be needed in the market. It will help your business to be more protective and to reach the best position in the market by considering your competitors. As it was mention in privies section, marketing plan includes a lot of research and once that is done from all those information you will understand if you can participate in a market with your product or services, this is also why a lot of businesses bankrupt in a short time while they are part of the market because they even have done any mistake during their research or they didn't do any research at all, and in some cases some information are very important, especially those for marketing programs, objectives etc. When you do a marketing plan it is very necessary to know the basic questions like: Who are your

customers? And who are your competitors? Where are you now and where you want to be? Etc. A marketing plan must be organized in clear objectives and to know how you will reach those objectives. It is important that those objectives that you pretend to achieve must be logical and realistic. [5]

In this part I will mention some basic stapes that a marketing plan needs to include inside. There are many analyses during a marketing plan. At the beginning must be the EXECUTIVE SUMMARY that gives an overview of the marketing plan. If some investors read this section of executive summary, they will be able to know if they are interested on your marketing plan, because in this part is very important to highlight the main points of the marketing plan that are 8 of them. [7]

1. The first point must be SITUATION ANALYSIS which includes industry analyses, sales analyses, competitive analyses, costumer analyses, SWAT analyses, and analysis of marketing activities.
2. OBJECTIVES is the second point which includes corporate objectives, and marketing objective that separate in two terms, short term (upcoming year), and long term (3 to 5 years).
3. MARKETING STRATEGY includes marketing segmentation strategy, targeting strategy, target market, product life cycle, potential strategies, and core strategy.
4. MARKETING PROGRAMS contains marketing mix, loyalty programs, market research, customer service and support, personal selling, trust and credibility, and trade promotion.
5. IMPLEMENTATION PLAN contains product design and development, marketing and sales, resource requirements, distributors, and scheduling.
6. PRFORMANCE EVALUATION AND MONITORING includes monitoring Ad. Campaigns, sales Analysis, profit and loss statements
7. FINANCIAL INFORMATION includes financial capsule, financial assumptions, budget, and sales projections.
8. CONTINGENCY PLANS includes alternative strategies, and symptoms of failure. [7]

Planning is a way how you organise a certain activity by knowing its outcomes. In this case organising a marketing plan is very important to follow these important elements that I just mention before. It is a process that has to be organised in order to come up with a marketing plan and it has to be done in this way how I will show in the following table.

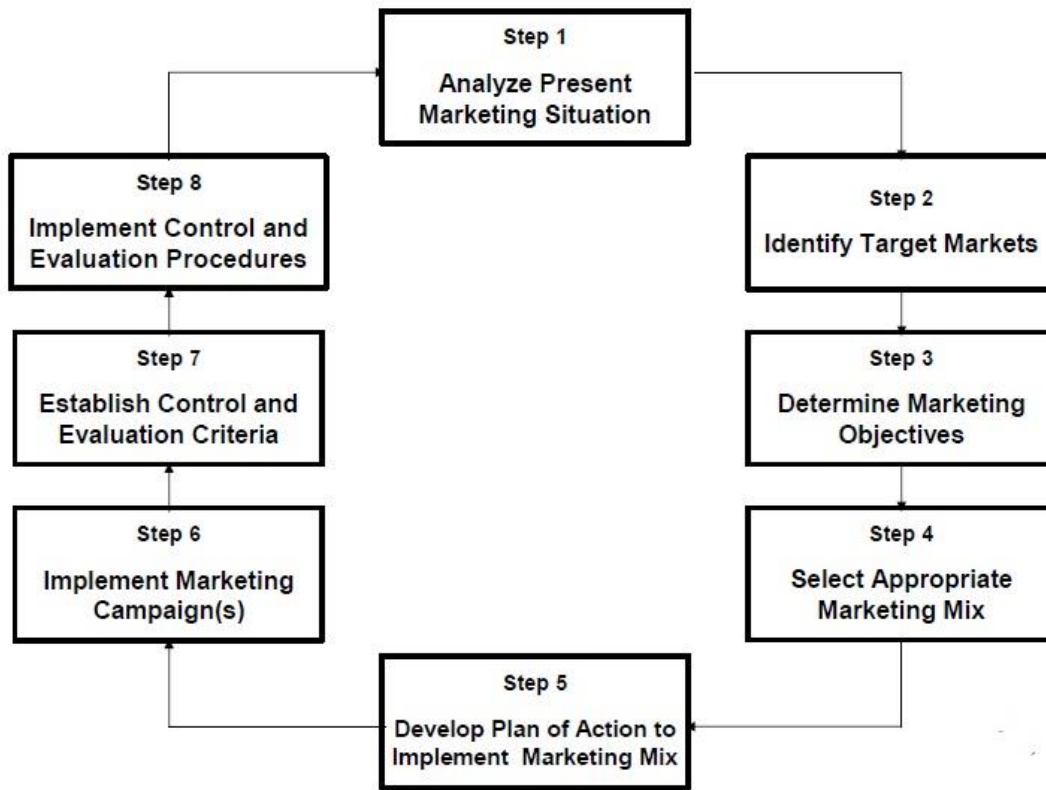


Fig. 5. Marketing process [8]

### 2.6.2. Marketing Planning Process

This process includes in itself many analyses and factors that has to be considered and gat those information that are on this process list. I will explain each of these steps in more details but in a short way like it is written in the following part.

### 2.6.2.1. Step 1: Analyze Present Marketing Situation [8]

#### External Analysis

- Market size and growth
- Competitors
- Market share
- Buying practices
- Political
- Legal
- Technology
- Industry past performance
- Social factors
- Opportunities

#### Internal Analysis

- Financial resources
- Production capabilities
- Production capacity
- R&D capabilities
- Sales capabilities
- Corporate mission & objectives
- Distribution capabilities
- Costs
- VITO Management style

### 2.6.2.2. Step 2: Identifying Target Markets [8]

#### Position Analysis

- Specifically defined market segments
- Geographically located
- Current size
- Potential growth
- Estimated resistance to be encountered
- Assess ability to overcome expected resistance

### 2.6.2.3. Step 3: Determine Marketing Objectives [8]

#### Traditional Marketing Objectives

- Increase sales volume
- Increase growth rate
- Increase market share
- Increase market penetration
- Maximize return on investment (ROI)
- Promote positive company image
- Promote social responsibility

#### Criteria for Effective Marketing Objectives

- Consistent with corporate objectives
- Realistic
- Attainable
- Measurable
- Specific
- Not mutually exclusive

#### **2.6.2.4. Step 4: Select Appropriate Marketing Mix Factors to Consider [8]**

- Product / service strategies including specifications, product line and product support activities
- Distribution strategies including delivery channels, types of middlemen, warehousing, inventory, transportation costs and shipping costs
- Promotion strategies including type of salespeople, advertising venues, trade shows, catalogs, direct mail, web site offerings, search engine optimization and Email campaigns
- Pricing strategies including retail (List) & wholesale (Net) pricing, discounts, rebates, coupons, no sales tax and free shipping

#### **2.6.2.5. Step 5 & 6: Develop and Implement Plan of Action To Carry Out Marketing Mix [8]**

- Determine required mix activities
- Estimate time required for each activity
- Arrange activities in logical sequence
- Combine activities into plan of action
- Establish dates for start / completion of each activity
- Assign responsibility for the performance of each activity
- Determine costs and set budget for each activity
- Begin implementing plan of action for each activity based on established start dates

#### **2.6.2.6. Step 7 & 8: Establish Control and Evaluation Criteria and Implement Procedures [8]**

- Identify key performance areas
- Establish performance standards / criteria
- Measure performance results
- Compare performance results with established performance standards / criteria
- Identify discrepancies between results and established performance standards / criteria
- Diagnose the causes of discrepancies
- Establish corrective action to bring results into line with established performance Standards / criteria
- Implement corrective procedures and measure performance results

These steps show just the main steps that are needed to go thru in order to come up with a professional and successful marketing plan.

### 3. PROBLEM STATEMENT

The first chapter provides the basic information about what this thesis will include in itself, and shows on what this thesis is focused on. The basic research question that is made in the first chapter is the bases of this bachelor thesis and at the end the result of this thesis will show the answer to that question.

There is a lot of literature for marketing and marketing planning, and also different opinions about it. The main concepts are the same in different places, but there are also different ways how companies organise and plan their marketing. There are many managers and marketing specialists but of curs each of them has something special and it is not because of their education or that they may have participate in different marketing training programs, but as we now marketing in general is like a science but the truth is that it is more an art than a science that not everyone can be a successful marketing manager.

Till this chapter, literature review has been done. In the chapter of literature review, I have put some information from two books that provide material for marketing and marketing strategies, and some definitions about the main elements of marketing. These books are: *Marketing: an Introduction* (Upper Saddle River, NJ: Prentice Hall, 1996. Print.), and *Marketing the Core* – Roger A.Kerin, Steven W.Hartley, William Rudelius. For more information and materials for marketing, I researched on internet. I have found many materials and literature on internet from different web pages, this information helped me to explain marketing and to show how marketing must be done and what is the form of forming a marketing plan, all this information was needed for the second chapter.

At the beginning I wrote something about the definitions of marketing and what marketing in general is. After knowing that what we are talking about I started to write about the importance of marketing and to mention the basic elements of marketing like marketing concept and the 4Ps. By going deeper of understanding marketing I have put materials that show what marketing channels are and also explain some importance channels in more details. I have found in internet very important literature material that I have used to explain marketing environment. After having an idea about the basic information for what marketing is and its main components, I wrote a short part of how marketing in Kosova is, how much do Kosova's businesses have knowledge on managing marketing. From this part I continued with marketing planning were I showed an overview about marketing planning and then I have explain the marketing planning process where I have explain deeply each of the steps. For all this work on the second chapter, I have also used some figures that are very important on understanding better those parts that



needs to be explained. These figures are from those books and internet researches that I have done for completing my bachelor thesis. Of course there are many figures for special element on marketing, but I have chosen those that may be easier to understand and those that show more information that we need to know.

Literature review is done, till this point a big step, that helps me to come up with an idea of answering the basic question of this bachelor thesis, is done. “Why is important to have a marketing plan?” to get the answer of this question I was more focused on the answers of those manager that I have interviewed.

## 4. METHODOLOGY

It was not easy to get information for my thesis because it provides material that in different literatures are not explained in the same way but in general it always comes up with the same idea. My thesis is a qualitative project because of the questioner that is made to interview managers and business owners.

My experience at UBT helped me to start organising and doing research for this thesis, because there I had many projects, and for all those projects I had to do research and organise those materials in order to complete that project. My idea was to get as much information as possible from books that are related to marketing and from internet sources. Two books that I used are: *Marketing: an Introduction* and *Marketing the Core* and to explore more I used internet. After reading those parts that I needed from those books, I also researched on internet and compared those materials and from both sources I used the most important materials. I used figures to make a clear perception for what I tried to explain, but also because of some information that needed to be presented in that way.

The most important element at this thesis, which gives to this project the main purpose, is the basic question that has been done at the first chapter. Based on this form that I choose to do my research, my thesis can be considered as a Case Study.

## 4. RESULTS

This thesis provides material from different books, WebPages, ideas and conclusions that are collected from interviews with marketing managers and company owners.

For this thesis I have find very qualitative material from two books which are: *Marketing the Core* – Roger A.Kerin, Steven W.Hartley, William Rudelius, and Kotler, Philip, and Gary Armstrong. *Marketing: an Introduction*. Upper Saddle River, NJ: Prentice Hall, 1996. Print. But I also used more than 15 different web pages, where I have compared and chose the most understandable and qualitative material.

For the interview I formed one questioner with 9 questions and interviewed 5 different companies. The 6<sup>th</sup>, 7<sup>th</sup> and 8<sup>th</sup> questions are multiple choice questions, all the other questions are questions that I can get their opinion for marketing and marketing planning.

In the following part I will show the result for each question.

*Question 1:* What forces you to join the market with your product/service?

*Purpose:* With this question I wanted to know what factors they consider at the beginning of starting their business.

*Conclusion:* 75% of the interviewed have answered with a pretty much same answer. From their opinions I will mention the main factors which are: costumer needs, competitors, and the benefits of that product or service.

*Question 2:* What did you do to make sure that you can sell you product/service?

*Purpose:* What steps and strategies did the company use to manage the risk of producing their product.

*Conclusion:* 4 of the interviewed companies were very good focused on what do the

people want. To know this they contact direct to the people and present their product. From there they realised if they can sell their product. By considering their investment for a certain product, they had to consider also what price the product will have. The economical situation in Kosovo was the most important factor to consider for what price the product will have.

*Question 3:* How is your company organized at the marketing sector?

*Purpose:* Knowing what personal do they have at the marketing sector.

*Conclusion:* From my personal view, that I created from visiting different businesses and based on the answers of the interviewed persons, I can say that: as large a business is, more marketing personal is in that company. Small businesses usually have one person that cares for all the company marketing. This companies that I have interviewed two of them are big businesses, one of them deals with textile and the other one is a big supermarket. The supermarket comparing to the textile factory is in general better organised. The supermarket has a big staff and a professional one, and in the other side the textile factory is led by the family members some cases not certificate persons.

*Question 4:* You as a manager, what do you think about marketing; can marketing help a business to be part of the market place? If no, explain why? If yes, how?

*Purpose:* The benefits that comes from marketing

*Conclusion:* All of the interviewed answered with YES, and how it can help a business is that: marketing provides information that are the bases for knowing if you can start with that business, it also shows you the costumers and all your competitor.

*Question 5:* What were your priorities at marketing sector when you started your business?

*Purpose:* Their marketing orientation at the beginning of their business.

*Conclusion:* 3 of the companies that I interviewed were oriented on presenting their

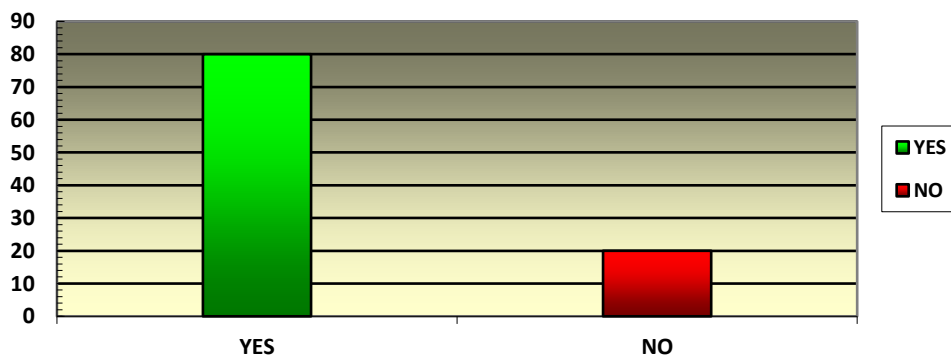
product to the people and to show its quality with advertising. Two other companies at the beginning used discount to sell as much its product. From this answers we can see that most of the businesses use different ways to present and make the product to be known to the people.

*Question 6:* Does your company have a marketing plan?

*Purpose:* Knowing if these companies have a plan for marketing.

*Conclusion:*

<i>Com.</i>					
<i>Answ.</i> \	Com. 1.	Com. 2.	Com. 3.	Com. 4.	Com. 5.
YES	X	X		X	X
NO			X		

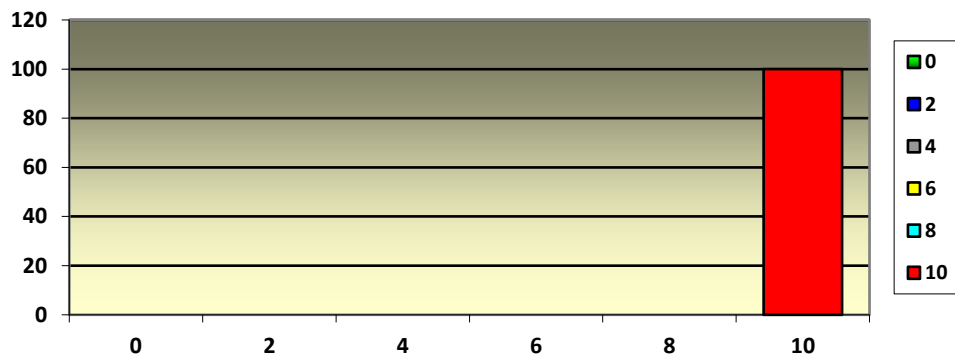


*Question 7:* How important is marketing for a business. (best grade is 10)

*Purpose:* How they consider marketing

*Conclusion:*

<i>Com.</i> <i>Answ.</i>	Com. 1.	Com. 2.	Com. 3.	Com. 4.	Com. 5.
0					
2					
4					
6					
8					
10	X	X	X	X	X



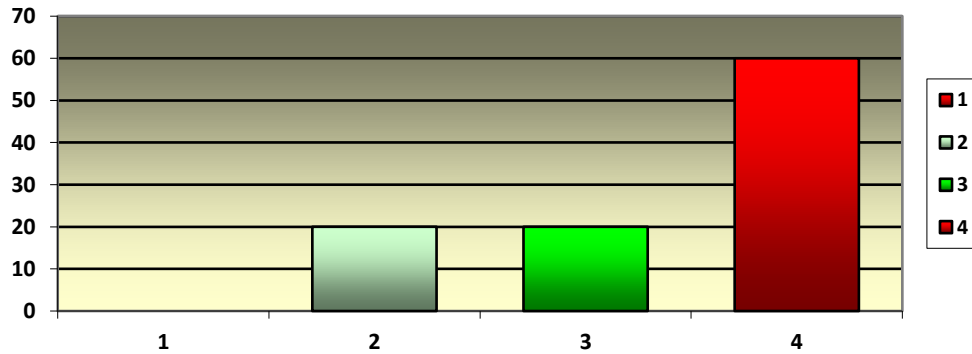
Question 8: How important is for you as a manager to do marketing plan?

Purpose: How much do they appreciate a marketing plan

Conclusion:

<i>Com.</i> <i>Answ.</i>	Com. 1.	Com. 2.	Com. 3.	Com. 4.	Com. 5.
1					
2		X			
3				X	
4	X		X		X

- |                                     |   |
|-------------------------------------|---|
| 1. Not important                    | 3. Is important, but only if you are able to do |
| 2. Can be important, but not really | 4. It must be done                              |



*Question 9:* You as a manager, how do you consider marketing in Kosova?

*Purpose:* Question 9 is a question that I made to have an idea from experienced persons on the field on marketing for the marketing in Kosova.

*Conclusion:* From their perspective, they say that Kosova has improved in many aspects, and marketing is one of them. The large companies are more focused on having a professional and successful marketing and one of the reasons is because they have money and marketing needs a lot of it. Those large companies pay professional managers, invest on advertising, but also invest on different training marketing programs for their marketing personnel and all this cost money. But also small businesses at this time have understand marketing and its importance and good managers, and specially marketing managers, can bring those businesses in a good position in the market place. In general most of them have a good impression regarding to marketing in Kosova.



## 5. CONCLUSION

Marketing in general is the most important element in starting a business. It provides sources that give the basic information of how to participate in a market place. There are many steps mentioned in the literature review that during this theses I have understand better what the importance of this steps are. This information shows you that marketing is the main element of connecting the company with customers but also to be as close as possible in the form of being informed about the competition. There are marketing channels that marketing managers used them to organise marketing and bring the company in that position that they want. These marketing channels are separated in that way that every channel has its own orientation.

The answers from the questioner were a great help for me. Their opinions about marketing and marketing planning have been a good hint to explain and form a clear answer for the question that is mad in the first chapter. Most of the interviewed persons had the same meaning about marketing and its importance. Most of the companies, that I had an interview, considered marketing as a priority. They told me that without marketing, you will not be able, not even have an idea, to enter in a market. Most of them ranked marketing in the most important position. Some very large companies, that at this time are having a great success in business, have a special care or are very much focused on having a professional marketing staff that holds the company at that position and always tried to reach more, because these are the benefits what marketing brings to the company. But it always depends on how good marketing is managed. As it can bring benefits to the company because of good management, the opposite can happen if there is not a good marketing management. To avoid these bad things that can happen to the company is PLANING marketing.

Some professional marketing managers showed a big interest and appreciated very much marketing planning. The idea about marketing planning in general from all the interviewed persons was that marketing planning help managers to manage the personnel of marketing in a easier way and thy always know what needs to be done and also all the staff is prepared for every activity that marketing sector needs to do.

Marketing provides very important elements that any kind of business uses them. With marketing you will be able to know your costumers, your competitors, and you will know where you will sell your product or service. One of the most important elements of marketing is Advertising that is known from most of the people because not only managers has to do with that, but the customers are very familiar with that because advertising is the most effective way for a company to get a relationship with its customers. Some of the advertising channels are: TV, Radio, Billboards, Newspaper etc. and this are the main things that people are connected most of the time and it is the perfect place where company can present their offers.

To begin a business, doesn't matter small or large business, is very important to know your customers and competitors. In a way, we can say that all this factors belongs marketing. Bye knowing everything what marketing do, we will also know how it can help us to know better the market and how we can be part of it. At this time there are going to be many ways of doing marketing from a company, and the main reason of this is Internet, every day there on internet you can find different ways of advertising your product or service, but internet can not only help on advertising but one of the important thing that you can do at this time is to find information about customer needs, and also information, that are very necessary to know, those about your competitors.

### 5.1. **Results about RQ 1.** Why is important to have a marketing plan?

When someone want to start a business is very important to know what he is going to do first and how. And like in every kind of activity that you are going to do is very important to make a plan, than doing it.

Marketing is a very big subject that in itself provides many steps that are necessary to follow them in that way that it must be done. Otherwise during your business activities you may have troubles.

On the literature review, I wrote how a marketing plan must be organised and what the main steps are. From there we can see that if it is done in that way, it will be much easier for the company to manage the marketing sector and also it helps the company to manage the whole process of the business much easier. This is also why it is important to organise and have a marketing plan.

In some cases, not all of the company managers use a plan for marketing because they think that they know everything what they need to do, but this usually happens in some small businesses.

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## 7. QUESTIONNAIRES

### Questionnaire for Marketing

Date: \_\_\_\_\_

Company name: \_\_\_\_\_

Owner name: \_\_\_\_\_

Type of business: \_\_\_\_\_

1. What forces you to join the market with your product/service?

2. What did you do to make sure that you can sell you product/service?

3. How is your company organized at the marketing sector?

4. You as a manager, what do you think about marketing; can marketing help a business to be part of the market place? If NO explain why? If YES, how?

5. What were your priorities at marketing sector when you started your business?

6. Does your company have a marketing plan?

7. How important is marketing for a business. (best grade is 10)

- 0
- 2
- 4
- 6
- 8
- 10

8. How important is for you as a manager to do marketing plan?

- Not important
- Can be important, but not really
- Is important, but only if you are able to do
- It must be done

9. You as a manager, how do you consider marketing in Kosova?