



Marketing is very important for some spheres of strategic planning of the company.

First, it ensures main methodological principles and marketing concept, which directs company strategy to the demands of the most important groups of customers.

Second, it provides initial data to experts that workout strategic plan and helps to define attractive market opportunities and evaluate company potential.

Main goal of marketing is not only sales growth. Marketing department shall keep demand on the level, defined by strategic plans of top management. Promises attract customers and fulfillment whereof keep them loyal. Marketing department formulates the promises and ensures the fulfillment whereof. All the departments shall work smoothly to ensure meeting of customers' demands and to serve their loyalty.

The creation of high customer value is the goal not only for separate department, but also for entire company.