

MARKETING AND ITS USE WITH EMPHASIS ON MARKET RESEARCH IN THE SALE OF HETEROGENEOUS GOODS WITH RESPECT TO COMPANY MANAGEMENT WHEN MAKING MANAGEMENT DECISIONS

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Abstract: *Market research as a continuous marketing activity is largely used when making managerial decisions of the top management of heterogeneous companies. Market research is a constant activity and a specifically responsible job that is carried out in accordance with approved marketing plans, budget funds available to marketing, and plans they bring for future events according to their plans. The goal of such activities is carried out in order to achieve effects on the company's income both in the present time and in the future. The presentation of marketing activities is subject to continuous control by the management bodies in companies, with the emphasis that it is necessary to submit numerous current and monthly reports to the company bodies.*

Keywords: *Market research, marketing, management reporting, efficiency.*

1. INTRODUCTION

Defining the problem and research goal according to the relationship of the management body in relation to defining the marketing plans in numerous heterogeneous companies that have been approved by the top management [1.6]. Marketing plans are adopted on a periodic level, which are medium-term, long-term in nature, with a note that the importance of ongoing marketing activities of the company should not be omitted [7-14].

As one of the most important factors in the market research process, it is limited by the limits of data sources [15-20].

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Determination of research methods is one of the important limits in marketing planning that can help make valid decisions of the top management of the company, but also of other management bodies [21-30].

2. MARKET RESEARCH AS PART OF COMPANY MARKETING AS A BASIS OF MANAGEMENT

Market research as part of company marketing as the basis of management is presented by the authors in figure 1.

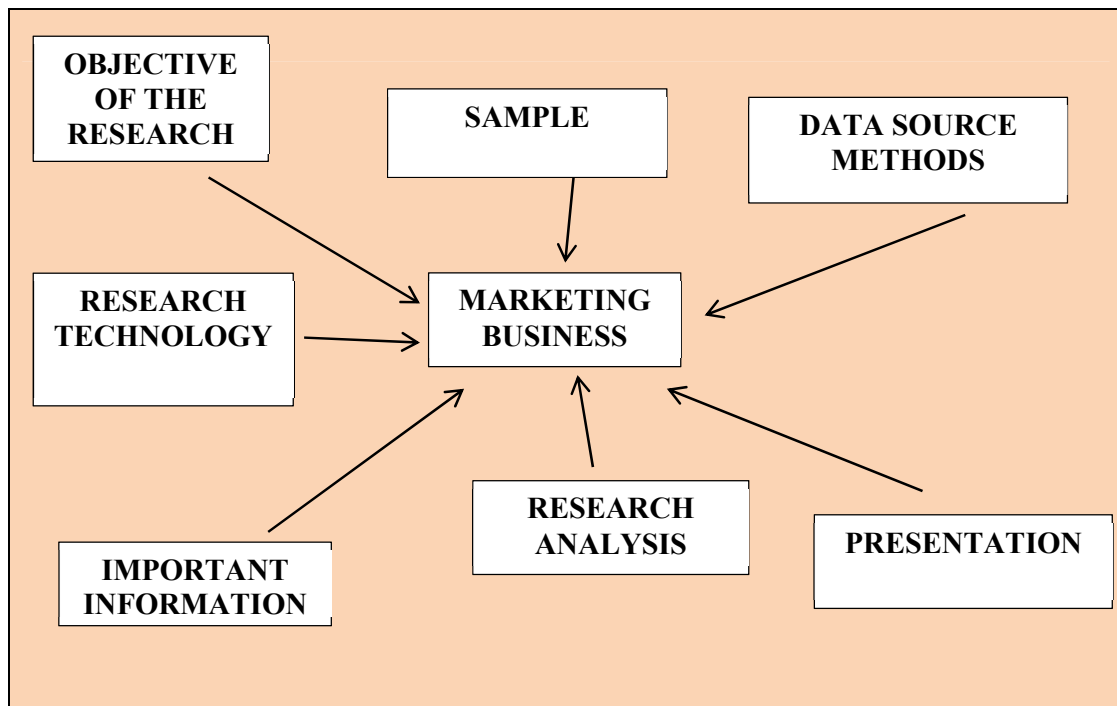


Fig.1: Presentation of marketing business. Source: Authors, 2024.

3. MARKETING FACTORS

Marketing factors fall into two broad categories, which are presented below. Internal factors:

- Business goals,
- Money,

- Management skills,
- Cost structure,
- Available workforce distance from consumers.

External factors:

- Political,
- Legal,
- Legislative,
- Social,
- Competitive,
- Technological forces.

Stages of market research:

- Defining the research problem and goal,
- Determination of data sources and methods of research,
- Selection and sample size,
- Determination of research methods,
- Collection of information,
- Processing and analysis of information,
- Presentation of the obtained results,
- Writing a report.

4. CONCLUSION

Market research in transition economies such as the Republic of Serbia presents marketing itself as a continuous activity. In addition, it is widely used when making management decisions of the top management of heterogeneous companies. Market research is a constant activity and a specifically responsible job that is carried out in accordance with the approved marketing plans, available money, time, market conditions on which it operates at the request of top management, budget funds available to marketing, plans they bring for future events according to their plans . The goal of such activities is to achieve the effects of

primarily financial benefits, which for the company's income both in the present time and in the coming period is a variable category that is applied in a large number of legal entities on the domestic and international market. The presentation of marketing activities is the subject of continuous control of the management bodies in companies, with the emphasis that it is necessary to submit numerous current and monthly reports to the company bodies, but also to the management of state bodies that can control all the activities of the company and therefore marketing.

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