

## STRATEGIC AND TACTICAL PLANNING IN MARKETING CONTROL

**Bazarova Mamlakat Supiyevna**

Senior Lecturer, Asia International University

**Abstract:** This article discusses strategy within the main development concept of an organization, as well as the global goals and objectives of entrepreneurial activity in strategic areas.

**Keywords:** strategy, marketing activity of the organization, costs, market mix, reduction strategies, growth strategies, market penetration strategy, product development strategy, new product creation.

The marketing strategy developed by the marketing department is integrated into the overall corporate strategy as one of its essential components. The overall strategy represents the organization's long-term course of action aimed at achieving its fundamental objectives. It is expressed in the organization's main development concept and in the global goals and tasks of entrepreneurial activity within strategic areas. It includes decisions about what should be done with a particular business or product, how the organization should develop, and what position it should occupy in the market.

The overall strategy pertains to the highest level of the organization and is developed by top management as a means of implementing its mission and goals. Marketing activities, on the other hand, operate at a lower level; therefore, the organization's overall strategy becomes a tool through which the marketing department achieves success. It can be stated that marketing strategy development begins with the corporate strategy.

The overall strategy reflects the nature of market behavior that should ensure the organization's long-term sustainability. This implies producing competitive products that will maintain stable consumer demand in a competitive environment. Such products, first, must be interesting enough for consumers to be willing to pay for them, and second, must be more attractive than similar products offered by competitors. The overall strategy aims to develop exactly these types of products, which ultimately provide the firm with competitive advantage.

Michael Porter, one of the leading scholars and experts in strategic management, identifies three types of strategies that determine the nature of competitive advantage in the market: cost leadership, differentiation, and focus.

The **cost leadership strategy** involves the company achieving the lowest possible production and operational costs. As a result, the firm can set the lowest price for its product and capture a large market share. To implement this strategy, firms need well-organized production, supply, and sales systems, as well as strong technological and engineering capabilities. In this case, marketing does not necessarily have to be highly sophisticated.

The **differentiation strategy** means offering products with unique features that appeal to consumers and for which they are willing to pay a premium. This strategy targets the creation of products that are distinct from those of competitors. Firms pursuing this strategy must ensure product design, high quality, continuous R&D, and an advanced marketing system.

The **focus strategy** concentrates on a specific market segment or group of consumers with unique needs. The firm tailors its product or service to meet these specialized demands or creates unique access to the product. To successfully pursue this strategy, the firm must thoroughly analyze the needs of the chosen segment and support its efforts with strong marketing resources.

The **business development strategy** is considered a type of overall (or benchmark) strategy. It focuses directly on the organization's potential—its types of production, fields of activity, and business directions. For convenience, these strategies are generally divided into three main groups:

- growth strategies;
- retrenchment (reduction) strategies;
- mixed (combination) strategies.

The **growth strategy** consists of three different groups. The first group is called the **concentrated (focused) growth strategy**, also known as the intensive or gradual growth strategy. These strategies involve identifying opportunities within the firm's current activities. Concentrated growth is justified when the company has not fully utilized the potential of its existing products and markets.

To identify such growth opportunities, I. Ansoff proposed a methodology known as the “product-market growth matrix,” which includes three types of concentrated growth strategies that expand the firm's market opportunities. Marketing economists often present these strategies in the form of a business activity matrix. The specific types of strategies in the first group are as follows:

#### **1. Market development strategy:**

The firm undertakes all necessary actions to achieve the best possible position in the existing market with the existing product. Implementing this strategy requires strong marketing efforts. It involves reducing production and distribution costs, increasing market share, strengthening advertising campaigns, adjusting pricing policies, and expanding product usage areas.

#### **2. Market penetration strategy:**

This strategy focuses on finding new geographic markets for the already produced product, as well as identifying new demographic segments that can ensure significant sales growth for the firm.

#### **3. Product development strategy:**

This strategy aims to achieve growth by implementing an innovative product policy for the markets already served by the firm. It includes improving existing products, enhancing their consumer properties, ensuring product assortment compatibility, developing new models and types, changing packaging, and creating and launching new products tailored to the current market.

#### **References:**

1. Базарова, М. С., Шарипова, М., & Нуруллоев, О. (2021). “РАҚАМЛИ ИҚТИСОДИЁТ” ДА АҲОЛИНИНГ ИШ БИЛАН БАНДЛИГИ ХУСУСИЯТЛАРИ. *САМАРҚАНД ДАВЛАТ УНИВЕРСИТЕТИ*, 482.
2. Supiyevna, B. M. (2024). O'ZBEKISTONDAGI XUSUSIY TADBIRKORLIKNI RIVOJLANTIRISH VA AHOLINI ISH BILAN BAND ETISH YO'LLARI. *Scientific Journal of Actuarial Finance and Accounting*, 4(08), 78-84.
3. Bazarova, M. (2025). STRATEGIC MANAGEMENT IN THE SYSTEM STRATEGIC MARKETING. *International Journal of Artificial Intelligence*, 1(4), 1707-1710.
4. Bazarova, M. (2025). O'ZBEKISTONDA TURIZM SOHASIDA MARKETING STRATEGIYALARINI KOMPLEKSINING XUSUSIYATLARI. *Modern Science and Research*, 4(6), 483-486.

5. Bazarova, M. (2025). MECHANISMS, METHODS AND TRENDS OF IMPLEMENTING MANAGEMENT MODELS IN MODERN MANAGEMENT EDUCATION. *International Journal of Artificial Intelligence*, 1(1), 591-597.
6. Bazarova, M. (2025). KADRLAR SIFATINI RIVOJLANTIRISH YO 'NALISHLARI VA ISTIQBOLLARI. *Modern Science and Research*, 4(4), 571-577.
7. Bazarova, M. (2025). THE ROLE OF THE ECONOMY IN THE EFFICIENT USE OF TOURISM FACILITIES. *Modern Science and Research*, 4(4), 629-634.
8. Bazarova, M. (2025). STRATEGIC MANAGEMENT IN THE SYSTEM STRATEGIC MARKETING. *International Journal of Artificial Intelligence*, 1(4), 1707-1710.
9. Supiyevna, B. M. (2025). KICHIK BIZNESNI MOLIYAVIY QO 'LLAB-QUVVATLASHDA BANK KREDITINING XORIJIY TAJRIBASI. *YANGI O 'ZBEKISTON, YANGI TADQIQOTLAR JURNALI*, 2(9), 715-721.
10. Bazarova, M. S., & Mahmudov, Z. (2025). SANOAT KORXONALARIDA INVESTITSIYANI MOLIYALASHTIRISHNI TAKOMILLASHTIRISH. *Modern Science and Research*, 4(5), 668-674.
11. Bazarova, M. S. (2022). FACTORS THAT ENSURE THE SUCCESSFUL IMPLEMENTATION OF A SYSTEM OF KEY PERFORMANCE INDICATORS IN THE.
12. Bazarova, M. (2025). O'ZBEKISTON RESPUBLIKASIDA DAVLAT MOLIYASI TIZIMIDAGI ISLOHOTLARNING ASOSIY YO'NALISHLARI. *Modern Science and Research*, 4(1), 29-36.
13. Bazarova, M. (2025). DIRECTIONS FOR FINANCING AND IMPROVING SMALL BUSINESSES IN UZBEKISTAN. *International Journal of Artificial Intelligence*, 1(2), 283-286.
14. Bazarova, M. (2025). O'ZBEKISTON RESPUBLIKASIDA DAVLAT MOLIYASI TIZIMIDAGI ISLOHOTLARNING ASOSIY YO'NALISHLARI. *Modern Science and Research*, 4(1), 29-36.
15. Supiyevna, B. M. (2025). THE US TAXES ON INCOME. *MODERN EDUCATIONAL SYSTEM AND INNOVATIVE TEACHING SOLUTIONS*, 1(7), 221-226.
16. Jumayeva, Z. (2024). RAQAMLI IQTISODIYOTNI RIVOJLANTIRISHDA ZAMONAVIY TEXNOLOGIYALARNING O'RNI VA UNING AHAMIYATI. *Modern Science and Research*, 3(6).
17. Jumayeva, Z. B., & Toshova, A. R. (2025). IQTISODIY O 'SISH OMILLARI: NAZARIYA VA AMALIY TENDENSIYALAR. *Modern Science and Research*, 4(5), 654-658.
18. Jumayeva, Z. (2025). ENHANCING THE COMPETITIVENESS OF LOCAL MANUFACTURERS THROUGH MARKETING METHODS. *International Journal of Artificial Intelligence*, 1(4), 105-107.
19. Jumayeva, Z. (2025). SCIENTIFIC AND METHODOLOGICAL FOUNDATIONS OF UTILIZING MOTIVATIONAL FACTORS IN DEVELOPING ENTREPRENEURIAL ACTIVITIES. *International Journal of Artificial Intelligence*, 1(4), 1571-1574.

20. Jumayeva, Z. B., & Toshova, A. R. (2025). MAMLAKATIMIZDA AHOLI DAROMADLARINI OSHIRISHDA XORIJ TAJRIBASIDAN FOYDALANISHNING INNOVATSION YO‘LLARI. *Modern Science and Research*, 4(4), 429-434.