

STRATEGIC PLANNING IN COMPANIES (PART 2)

*G.G. Aliyeva, master student,
g.alliyeva@gmail.com.*

*Research supervisor: Alizada S.I.
Candidate of Economics, Assoc. Prof., AUAC
Azerbaijan University of Architecture and Construction*

A poorly constructed marketing strategy in an enterprise can be an obstacle to growth. Companies with poor sales and marketing face declining revenues. The result is poor sales follow-up, lost sales and a directionless brand - all of which lead to an inability to grow your business. An effective marketing plan can solve this.

Let's take a look at 4 main strategies for developing a company:

Business plan. Creating a winning business strategy focuses on the company's mid- and long-term goals and helps the team really grow. A good strategic plan also allows you to think about the future of the company and the planned way to develop the company. Key elements of the strategic plan include:

- Company values: Ideals that influence decision making in good and bad times.

- Big goals: Envisioning where the business will be in five years - key measures of success.

- Purpose: why was the enterprise created?

- Annual goals: S.M.A.R.T. goal methodology (Specific, Measurable, Attainable, Relevant, Time-bound).

- Initiatives: Having projects and improvements to continue development.

- Annual critical numbers: These indicators are the pulse of the year.

2. Lowering the organizational structure. Determining who does what in the business, when and why (this creates accountability in the team). When each position is given clear responsibilities, it is possible to better clarify how much return on investment is being achieved per person.

When determining the organizational structure, the following should be taken into account:

- The role and responsibility of each employee in the company must be defined;

- It should be determined how each person contributes to the quality, volume and profit of the business;

- Clarification of information flow paths between levels in the

companies.

3. Investing in employee engagement. Investing in staff development should be a key factor in the development strategy of a company. Businesses are often devoting more resources to marketing and sales than recruiting new employees.

A well-thought-out recruitment and onboarding strategy, as well as an active network, can result in reduced turnover, less stress, higher engagement and job satisfaction, long-term loyalty and business growth.

4. Effective sales and marketing channels. The difference between sales and marketing channels is that sales is a natural process, while marketing is more complex and raises awareness of the enterprise. Both affect production and profits, and the ultimate goal of both is to secure business and help the enterprise grow. Alignment between the two is necessary for business growth.

Ways to achieve effective sales and marketing channels can be categorized as follows:

- Defining the ideal customer (the most common characteristics of customers and the market)
- Branding through images and key messaging on social media applications (such as LinkedIn and Instagram);
- Finding opinions and conducting surveys;
- Setting goals and tracking key performance indicators;
- Ensuring open communication between departments.

Implementing these strategies can optimize construction brand presence in the field and online, attract qualified customers leading to more closed deals, increase construction cash flow, and even attract potential employers.

Increasing market demand makes deliberate lead management even more important for builders. Construction companies—especially those that handle larger volumes of work (such as remodelers and specialty contractors)—need every advantage they can get.

Of particular interest are the emergence of three issues that require a strategic management perspective by construction organizations - knowledge workers, new markets and information technology.

Today's workplace is changing from a skills-based environment to a knowledge-based environment. This transformation, first seen in production, focuses on the daily work performed by personnel. Traditional operations in manufacturing required workers with advanced machine skills over long periods of employment. Knowledge of various engineering

procedures was not as valuable as the skill required to keep the assembly line moving at each station. In contrast, today manufacturing facilities are characterized by highly automated machines with robotics, automated vision systems, and artificial intelligence components.

Operating these advanced manufacturing facilities requires workers to operate an automated segment of the facility that was previously handled by multiple skilled operators. In this way, manufacturing is shifting from a skills-based economy to one that values knowledge as the key to operational efficiency.

Similarly, the construction industry is witnessing the emergence of knowledge-based tasks as a central focus of organizational operations. Previously, professionals trained in specific subjects and were encouraged to remain with a single employer for long periods of time in the tradition of professional apprenticeship. However, this trend is changing with an emerging focus specialist in areas such as technology, automation, economics and market development.

Access to information from sources such as the Internet, government and corporate databases, and private agencies has become a critical attribute as information sharing is now a key component of business operations. [2]

New markets - a second challenge for the construction industry is emerging markets and the competitive landscape. Historically, the construction industry has segmented markets into traditional classifications of heavy, industrial, commercial or residential customers. The entire life cycle of a construction project represents an opportunity for professional services. However, the knowledge to identify, find and realize these opportunities must be developed as part of an extended construction organization strategy.

Because of the broad focus on project management requirements, the unique requirements of strategic management have received significantly less attention. In particular, existing literature and research reports provide little opportunity for professionals to acquire strategic management knowledge. In response to this issue, current research has been conducted to examine strategic management practices in the industry and to identify strategic areas that require greater attention by the industry.

It is vital to constantly improve the performance of the service area, as it is one of the main factors of the company's profitability. In fact, it is not unrealistic to expect sales to increase by 20% or more of total company revenue by demonstrating excellence in customer service. From

implementing a quality assurance strategy to asking your customers for honest feedback, these will help ensure a seamless customer journey from prospect to post-sales.

Even if you have the highest quality products or the most talented employees, whether or not customers choose you depends heavily on the service experience you provide. That's why learning how to improve customer service is so important. In this guide, we'll look at more information behind why improving customer service should always be a key business goal, and provide advice on how to build a great customer service strategy. Brands around the world are paying attention to how investing in great customer service can pay dividends in the long run. Companies and researchers collect data year after year that support the need for a specific customer service strategy:

- 96% of customers say superior customer service is important when choosing and staying with a brand.

- 94% of customers who consider their business experience "very good" will buy additional products or services from that company in the future.

- 78% of customers will forgive a mistake if exceptional customer service is provided.

Customer service managers play an integral role in developing and implementing improvements to their teams experiences. As a customer service manager, it's important to address different areas of your strategies to reach and retain customers and ensure your teams meet company goals. Monitoring the continuous progress of the methods you use can help you understand which aspects of customer service management need further improvements. [5]

References.

1. Baronin, Grabovy, Bolotin: Organization, planning and management of construction. Textbook, 2012, 528 pages.

2. Steven Male and David Langford, Strategic Management in Construction, 2010, 258 pages.

3. Martin Betts, Strategic Management of IT in Construction, 2004, 406 pages

4. M.A. Mammadov, S.I. Alizada, F.A. Mammadova, Strategic management, Baku, 2022, 240 pages.

5. H.David Sherman, Joe Zhu Service Productivity Management: Improving Service Performance using Data Envelopment Analysis (DEA) 2006th, 350 page.