

MARKETING OBJECTIVES AND QUALITY SYSTEM FOR ENTERPRISE DEVELOPMENT

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Abstract

Marketing is the right way to achieve objectives. Choosing a strategy from a quality system is one of the most complex activities of today's modern society. In developed countries, as well as in some developing countries, it is an important process of income and continuous development.

Improving the quality of products or services and the objectives based on the marketing strategy for increasing the quality in the enterprise, without a doubt, is a challenge, for which we are all interested and committed to succeed. The quality of products or services is closely related to the external and internal factors that affect an enterprise.

The desired tangible benefits of a successful strategy will be the growth and development of enterprises that affect every country's economy.

The approval of quality for the achievement of the objectives stands out because consumers choose a quality product or service since the organization by achieving the objectives has also increased the reliability of its consumers. In this paper, we will attempt to analyze marketing objectives as part of marketing strategy and quality systems.

Keywords: quality, marketing, quality system, enterprise management.

Introduction

Marketing is the right way to achieve objectives. Choosing a strategy from the quality system is one of the most complex activities of today's modern society. Every day we think about how to create and actualize the necessary performances indicators to ensure success and avoid failure. Quality assessment is an important process that ensures that the product or service we create is safe.

Kotler on Marketing (1999), Phil Kotler claimed that "Marketing has the primary responsibility for achieving profitable revenue growth for the company (p. 18)." Therefore, the quality of products or services is closely related to external and internal factors that influence an enterprise.

Every enterprise assesses the current situation, sets goals and develops policies, implements activities to achieve those goals, and then measures the results. With that information and through the efficiency of the activities undertaken to achieve the goals, the implementation of the activities, as well as through the measurement of results, the state of the enterprise can be constantly revised and improved.

Always the main goal of a company is the interest (profit) that the manager has planned for the realization of his management. The objectives of the enterprise define the tasks of the manager. Achieving the enterprise's goal will contribute to its achievement of the set mission. Objectives, about the mission, represent its development. They are the basis of strategies, plans, priorities, distribution of resources, and the starting point of every action of management (Shuklev, 2013, p. 127). To manage the objectives of the enterprise means to manage the tasks of the enterprise in all processes and at all levels. For the objectivity of the tools, the enterprise has assigned tasks to all processes and levels. Their determination to create opportunities and clarify the goals (profit, increase in sales, increase in market share, diversification of risk, etc.) at every level in the enterprise, management connects the goals of management to a particular system (Ristevska-Jovanovska, 2012, p.23).

Enterprise goals are what the enterprise strives to achieve and what it wants to measure, its activity in the context of the mission (Durankiev, 2010, p. 58).

Marketing is a very important element of contracts with strategic goals: basic customer needs, development of narrow goals and priorities in implementation, employee perceptions of quality and performance, and helping employees collaborate (to link system and price and to support quality standards management).

The enterprise's mission (what it has decided as a goal from its beginnings) can in some cases be unclear or needs modification due to environmental conditions that can be unattainable (Ristevska-Jovanovska, 2012, p.23).

The mission consists of five basic elements:

- a) Level of development of the enterprise
- b) The personal parameters and goals of the owners and management of the company
- c) Environmental conditions
- d) The amount of available funds
- e) The specific situation of the enterprise for the achievement of long-term goals.

A company's mission statement reflects the company's purpose or reason for being. A well-defined mission establishes the main goal for the enterprise to be different from other similar enterprises, defining the scope of general activities in terms of the products that will be offered and served in the markets (Shuklev, 2013, p.127).

Determining the goals and objectivity of the enterprise means that through decisions, opportunities should be created to define the goals (profit, increase in sales, increase in market share, risk diversification, etc.). At each level of enterprise management, all of these are connected in one specific system - management goals (Ristevska-Jovanovska, 2012, p.23). Enterprise objectives are often an important starting point for effective management (Figure 1). The achievement of the enterprise will contribute to the achievement of the mission. Objectives in terms of strategies, plans, priorities, and distribution of resources are the starting point of every management action (Shuklev, 2013, p. 127). Each business entity has a hierarchy of goals and in this presentation of business goals; there is a difference in their extent - from the top of the lower pyramid to its base. thus, at the top of the pyramid, there are accountable-strategic goals. while in its base they include obligations of a technical operational character, with the performance of which the company's strategy is realized (Raimi, 2008, page 82) Marketing planning decisions should be made as a result of predictions/projections for the future, and yes are based on collected and well-analyzed data regarding marketing, depending on the conditions of the functions in the enterprise (market demand, production plan, price, distribution, promotion, and others). (Raimi N., 2010, p. 65).

Marketing objectives and quality system

Quality is one of the main goals that every company wants to achieve. In the development of products or services, you should first choose the level of quality that will hold the position of the selected product in the market. Here, product quality indicates the ability of the requested product to respond to its functions. It includes complete product sustainability, validity, accuracy, ease of treatment, and other valuable attributes. While some of these attributes can be objectively measured, from a marketing perspective, quality should be measured in terms of consumer perception ability. Enterprises choose a level of quality that agrees with the requirements of the selected market and the level of quality of competitive products (Ristevska-Jovanovska, 2012, p.117). Based on the strategy of the enterprise, how to realize business goals for peace, you only need one concise word to elaborate the future vision, which must be clear and understandable at the same time inspiring and motivating. in this context, the mission must be defined and clarified with special care, because one must clarify "what-how-for whom" will be produced or served, so the mission has a higher business goal (Naser, 2009, page 192).

The company needs to apply the above levels so that all the objectives it has are by the quality policy. Implementation of all the rules established in the quality policy gives priority to the achievement of the quality objectives and contributes to the development of the quality management system. Also, all these quality objectives that are included in the quality policy should be treated with more attention by the general director, because the purpose of the enterprise and their realization depends on what the director decides.

The strategic planning of the company implies planning the way and the goals according to which the company will manage the marketing. Therefore, more detailed planning is undertaken internally in each unit of the enterprise. Major departments and functional units (marketing, finance, accounting, purchasing, operations, information systems, human resources, and others) should work together to meet strategic goals. If we carefully analyze the marketing objectives as shown in Figure 1, which shows the continuous growth of the market, a quality system is necessary, one of the methods used for small, medium, and large enterprises seeking the objectives (ISO 9001 version 2015 page 5).:

Quality objectives and planning to achieve them

The organization shall establish quality objectives at relevant functions, levels, and processes needed for the quality management system.

The quality objectives shall:

- a) be consistent with the quality policy;
- b) be measurable;
- c) take into account applicable requirements;
- d) be relevant to the conformity of products and services and enhancement of customer satisfaction;
- e) be monitored;
- f) be communicated;
- g) be updated as appropriate.

Therefore, he must carefully plan all the processes of the enterprise, starting from its management, the activities to be carried out by the enterprise, the realization of the service process, the internal assessment, measurements and, finally, all these important levels for the enterprise, the director should know how to be able to easily take preventive and corrective measures in all cases that will become visible through the business processes. So, the quality objectives depend entirely on the monitoring and monitoring of each work process and all the directions that the enterprise will lead. Taking preventive and corrective measures will help the enterprise to identify cases in which there is inadequacy and in a faster time it will be able to prevent deficiencies by correcting the obstacles and problems that have arisen. Partnering to build customer relationships.

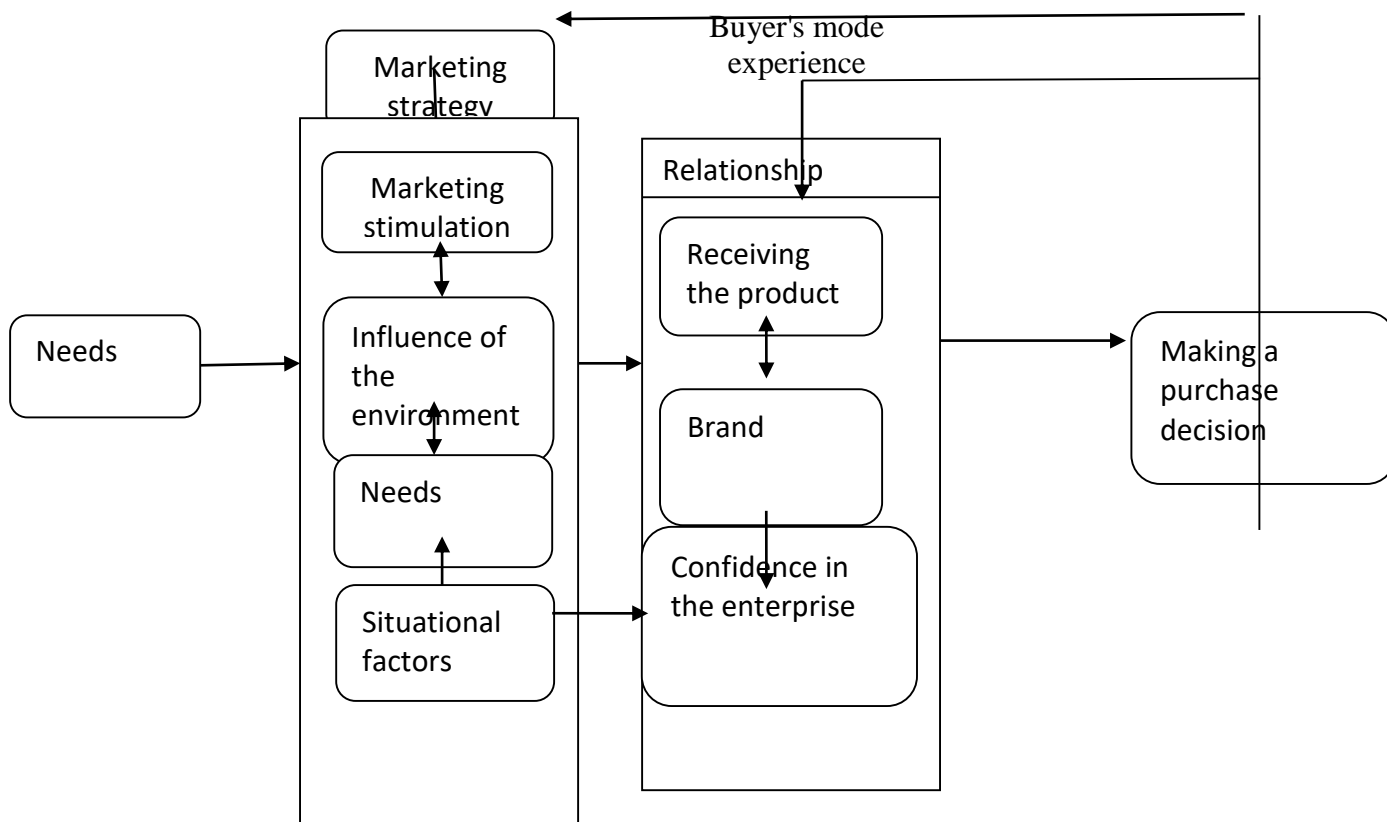


Figure 1 Schematic view of building a marketing strategy according to the buyer's behavior
 Source: Durankiev B., 2010, "Marketing" Sofia, UNSS, p. 100

The organization shall maintain documented information on the quality objectives.

As shown throughout the literature, the prosperity and growth of the market, all enterprises in their system are based on standards that focus on customer satisfaction and the quality of the product or service, as a key element for their development.

Conclusions

Businesses of all shapes and sizes use a management system. Small companies aim for rapid growth, while medium-sized companies aim for well-being and successful growth, large companies, in addition to national and international standards, also create their standards as a guarantee of successful development.

The objectives of every enterprise must define a quality system for marketing strategists so that the company can achieve its development goals. A quality system can direct or manage certain activities to achieve the company's goals. These activities include rules, roles, and responsibilities.

Having a marketing strategy in a company enables companies to be effective and stable in a quality standard which is the main basis for marketing. Also, quality production or service is a necessary link in the marketing strategy.

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