

INFLUENCE OF MARKETING STRATEGIES ON ORGANIZATIONAL PERFORMANCE. EMPHASIS ON FIRMS FROM WOOD (FURNITURE) SECTOR IN BiH.

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ABSTRACT

Marketing Strategies gives independent venture a course toward viable advancement. Advertising techniques contrast starting with one business then onto the next and ought to be modified to suit the necessities of the specific organization. It influences and affect the organizational performance in many ways such as leadership assesment, executive coaching, executive team alignment and organizational consulting.

Wood sector in BiH is one of the most profitable sectors. BiH is the best place if someone wants to find modern furniture at reasonable prices. It is not unknown thing that the BiH wood industry is such an important part, maybe most important, of the country's industry given that more than a half of the country is covered by forests, beech, fir, oak, ash...etc.

So many supplies of domestic natural resources provided the original stimulus for the firms to start furniture production which is export-oriented.

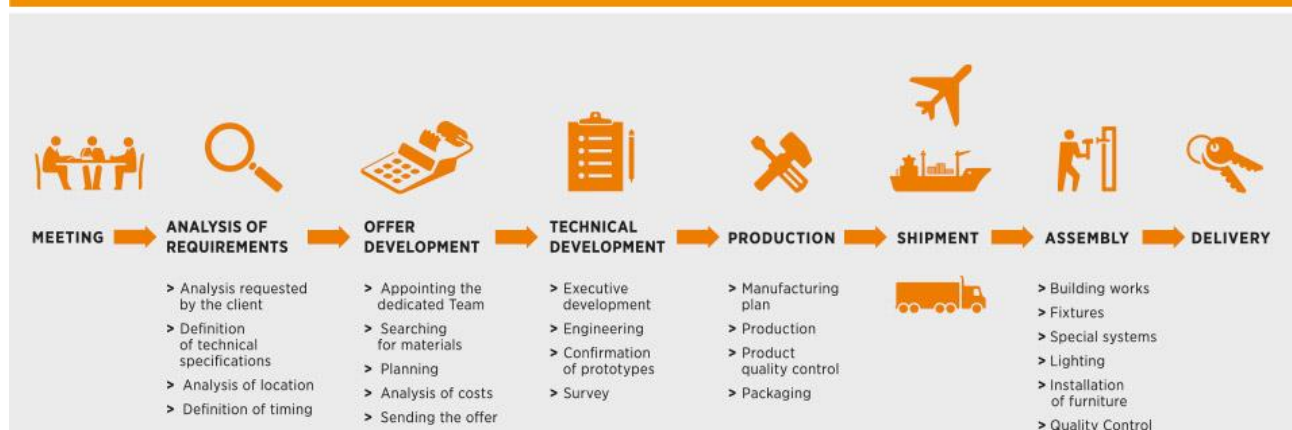
Analysis that is going to be used is qualitative, based on previous researchs that are done on this topic. Also interviews with the people from marketing in three companies that are wood furniture producers.

Keywords: Marketing Strategy, Organizational Performance, Wood Sector, Furniture Company, Furniture Production, Natural Resources, Forest, BiH

1. INTRODUCTION

The research that author is engaged in is all about furniture production in BiH, and effects of marketing strategies on organizational performance in that kind of companies. In this work author is going to show qualitativite type of research with an interviews. Also, it is going to be shown and discussed about all benefits of furniture production in BiH.

PRODUCTION PROCESS



Generally, the cutting edge making of furniture, as particular from its outline, is a noteworthy large scale manufacturing industry in Europe, the U.S., and other propelled areas. It is to a great extent a twentieth century industry, its improvement having anticipated the development of a mass customer advertise and additionally the advancement of the large scale manufacturing system. Prior furniture making was a craftsmanship, backpedaling to the most antiquated developments.

These days, it is considerably simpler to offer a furniture when we have such huge numbers of digitalization and individuals know about it. Indicating new plans, advancements and offering the general population what they really need to see, need to have in their homes. With the correct advertising, each household item is sellable.

While each business is one of a kind and requires diverse promoting, systems keeping in see the geology and product offerings, here are a portion of the techniques that work for most furniture organizations;

1. Contender Research

What Competition is utilizing as a part of locale? Research catchphrases clients' write in the web crawler so it can be discovered furniture related items.

2. Make Responsive Web Design

Make website open on all gadgets like Android, iPhone, iPad. Clients these days utilize web with their cell phones and having Responsive Web Design is unavoidable.

3. Setup E-Commerce Solution

Allow clients to peruse through website to discover new furniture outlines and to buy from that website. Make Shop front and online business installment setup that will enable clients to see and purchase furniture.

4. Inbound Marketing: Be Found in Search Engines – Search Engine Optimization

It can be found in Search Engines. In the event that clients are seeking web and not finding furniture items in list items, there's no need of pushing ahead. Increment site web crawler perceivability with the goal that Executives of Companies in locale can without much of a stretch discover website.

5. New Content is King – Create Content that tends to your Target Audience Concerns

Expanding perceivability in web index isn't conceivable without having quality substance. Make Fresh Content as pictures promotion offering markdown on buy of furniture, Discount coupons, Image Gallery, Videos, and Blog Posts. Composing Fresh Content frequently and tending to Target Audience concerns and instructing them about the items and arrangements offered would work.

6. Pay-per-click Advertising

Display and Search Advertising would be a decent method to spread organization's message and leaving computerized impressions. One tip in case you're thinking about utilizing this alternative is separate show and hunt arrange battles. This will let down cost per click.

7. Online networking Marketing

Create LinkedIn Company Page, LinkedIn Profile, LinkedIn Groups, and advance them with the goal that organization, items and arrangements would show up in query items. Instagram, Pinterest, Twitter Page, Google Plus, Facebook, YouTube are where you ought to connect with your intended interest group. Utilize Google for Business and furthermore share organization's physical area with the goal that it's available in neighborhood list items.

2. LITERATURE REVIEW

2.1. What is Marketing ?

Dr. Philip Kotler defines marketing as “the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services.”

In other words, we can say that marketing today is at long last client centered. Online networking got that going. Markets are indeed discussions. Advertising is tied in with knowing the market, making the correct item, making want for that item and telling the ideal individuals you have it.

Also, it can be said that marketing is helping people to buy products.

Showcasing practice had a tendency to be viewed as an innovative industry previously, which included promoting, dispersion and offering.

The way toward showcasing is that of putting up an item for sale to the public in which incorporates these means: wide statistical surveying; advertise focusing on and showcase division; deciding circulation, evaluating and advancement techniques; building up a correspondences procedure; planning; and visioning long haul advertise improvement goals. Many parts of the promoting procedure (e.g. item plan, workmanship chief, mark administration, publicizing, copywriting and so forth.) include utilization of the imaginative expressions.

Nowadays, no company can operate and make profit without good marketing because people want to see, feel and experience the product or service before buying or using.

2.2. Concept of Marketing

The 'marketing idea' suggests that to fulfill the hierarchical goals, an association ought to envision the necessities and needs of buyers and fulfill these more adequately than contenders. This idea started from Adam Smith's book *The Wealth of Nations*, yet would not turn out to be generally utilized until almost 200 years later. Marketing and Marketing Concepts are specifically related.

Given the centrality of client needs and needs in promoting, a rich comprehension of these ideas is essential:

Needs: Something essential for individuals to carry on a solid, steady and safe life. At the point when needs stay unfulfilled, there is a reasonable unfriendly result: a brokenness or passing. Necessities can be objective and physical, for example, the requirement for nourishment, water and protect; or subjective and mental, for example, the need to have a place with a family or social gathering and the requirement for confidence.

Wants: Something that is wanted, longed for or hoped for. Needs are not basic for fundamental survival and are regularly formed by culture or companion gatherings.

Demands: When needs and needs are sponsored by the capacity to pay, they can possibly wind up monetary requests.

Marketing research, directed with the end goal of new item advancement or item change, is frequently worried about recognizing the customer's neglected needs. Customer needs are integral to advertise division which is worried about isolating markets into particular gatherings of purchasers based on "unmistakable necessities, attributes, or practices who may require isolate items or showcasing blends." Needs-based division (otherwise called advantage division) "puts the clients' wants at the cutting edge of how an organization outlines and markets items or administrations."

Although needs-based division is hard to do by and by, has been ended up being a standout amongst the best approaches to section a market. Moreover, a lot of publicizing and advancement is intended

to demonstrate how a given item's advantages address the client's issues, needs or desires in a one of a kind way.

Advertising starts with a maker and finishes with a customer. It's the procedure by which customers find out about and acquire items and administrations. Promoting is something beyond publicizing, however it includes that part of the procedure. It additionally incorporates the media through which an item or administrations offered and the examination that goes into a ultimate choices of how to bundle and offer it.

There are a lot of types of marketing but the author decided to take top 10 that are mostly operating nowadays. These are:

Branding

Items and administrations need a concentration, an objective market, and an unmistakable name, or "brand," to end up fruitful. Marking is a type of promoting that fills in as the reason for future publicizing. It makes the item or administration both appealing and understood. Marking frequently incorporates particular names, mottos, and designs, for example, a logo.

Public Relations

PR is the exposure that is gathered from tricks, explanations and newsworthy activities by an organization. Advertising is a type of showcasing that works one next to the other with advertisement battles and advancements. It is an approach to advance a brand through insightful arranging, and through issuing advertising proclamations or public statements to news and data outlets, for example, radio, TV and daily papers.

Broadcast Advertising

Purchasing radio or TV time is a standout amongst the most common types of paid promoting. Advertising to potential clients through radio regularly depends on jingles and catchphrases to get consideration. Television advertising can undoubtedly be focused towards the crowds of various projects through socioeconomics gave by the TV demonstrate makers and by organizations that give statistic data.

Purpose of Purchase

Bundling is key to purpose of-procurement advertising endeavors, and frequently characterizes an item's position on store racks. Bundling is something other than making a holder that holds the item; it assumes a part in mark acknowledgment, shopper security and retail openings. For benefit organizations, "bundling" incorporates introduction and picture.

Online Presence

The Internet and every one of its changes is the most recent outskirts for advertisers. An online nearness is just about a necessity in the 21st century as a component of any advertising endeavors. Advertising should be possible in an immense exhibit of arrangements, from sites to online networking and versatile applications, and can take into consideration customization, content-based advertisements, and communication from the gathering of people.

Direct

At the point when producers bargain straightforwardly with purchasers, they take an interest in direct advertising. There are no outsider delegates, for example, center retailers or wholesalers. Coordinate showcasing happens through the mail, phone and Internet as organizations offer their items and administrations specifically to shoppers.

Multi-Level

Multi-level promoting is a type of direct deals that includes a chain of associations through which the organization selects and offers its items. Multi-level showcasing is likewise called organize

advertising in light of the fact that sales representatives win commissions on the items they offer and also on the deals made by their system.

Road Teams

Road group promoting utilizes individual connection to express the excellencies of an item, administration or occasion to potential clients. Road advertising ordinarily targets customers straightforwardly before a setting or store, and gives an engaging method for getting over the vender's identity with outfits and tricks performed by the group.

Philantropic

Organizations utilize their help for foundations and mainstream charitable gatherings to facilitate their picture and advance their brands. Through sponsorship and participation in raising money occasions, humanitarian showcasing makes a feeling of group inclusion increased in value by shoppers.

Guerilla

Guerilla marketing can consolidate a significant number of the other promoting writes, however is embodied by how it shocks purchasers and establishes a long term connection. Guerilla promoting for the most part includes whimsical employments of customary advertising.

The BiH wood sector has truly been a standout among the most essential areas of the BiH economy and represents near 10% of BiH GDP. It incorporates ranger service, essential wood preparing, and esteem included generation, including furniture, joinery, and cabinetry. BiH wood segment trades became unequivocally finished the past years, coming to about \$700 million. It speaks to one of the biggest fare parts with a considerably positive general exchange adjust. Putting resources into included esteem handling is required as the greatest open door rests with more grounded advancement of the wood handling part.

3. CONCLUSION

With all this research that author did so far and eventhough wood sector is one of the leading ones in BiH, it can be truly said that marketing of wood sector in BiH is not so shown and developed. There are a lot of things that are worth seeing or hearing about but we do not get that chance. Why do we need to send all our good stuff to Germany and Italy, why our people can not recognize good quality?

It is all about economy. Eventhough it is raising every year, government has put very high taxes, and it is not protecting companies thanks to whom economy is raising. For example, Turkey is paying to the furniture companies to go in other country and open shops there because they want to go in the market and compete, to be recognizable turkish brand also outside the borders, not only in Turkey, which is not with our government here in BiH.

Marketing Strategies gives independent venture a course toward viable advancement. Advertising techniques contrast starting with one business then onto the next and ought to be modified to suit the necessities of the specific organization. The improvement of a promoting system includes the detachment of an objective market portion, an arrangement of obvious objectives, a considerable measure of shopper explore, and the usage of activities went for getting the word out

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