



**An Analysis of Strategic Marketing Management on  
Organizational Performance**

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## Abstract

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### Abstract

The aim of this research was the analysis of strategic marketing management at VT Garment Company on organizational performance. The objective of this study was how relationship of strategic marketing and strategic planning on organization performance development at VT Garment Company in Bangkok.

This paper was documentary research based on past studies of various scholars such as books, magazines, journals, newspapers and online sources of what they had been analyzed about strategic marketing management on organization performance. Performance of organization in public was the key conception that require clear strategic marketing management. This research had significantly reflects organization performance because strategic marketing was systematically evaluates the characteristics that could improve the performance of organization. These were associated with meeting a great degree of specific organization requirements on demand creative and innovative strategic

marketing, which may bring about additional performance for organization at VT Garment Company. So, researcher found that strategic marketing and strategic planning were a suitable strategies toward organization performance. Those strategies illustrated the development of organizational performance that meet the needs of changing better on performance organization at VT Garment Company in Bangkok.

**Keywords:** strategic marketing, strategic planning, organizational performance.



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## CONTENTS

	Pages
1. CERTIFICATE.....	A
2. ABSTACT .....	B
3. ACKNOWLEDGEMENT.....	C
4. TABLE CONTENT.....	D
5.1 CHAPTER 1: Introduction.....	1
5.1.1 Research Background.....	1
5.1.2 Research Problems .....	2
5.1.3 Objective of the study.....	2
5.1.4 Scope of the study .....	3
5.2 CHAPTER 2: Literature Review.....	4
5.2.1 Strategic Marketing .....	4
5.2.1.1 Setting Objective.....	4
5.2.1.2 Research Design for Strategy .....	4
5.2.1.3 Strategy for Product Positioning .....	5
5.2.2 Strategic Planning.....	5
5.2.2.1 Strategy Formulation.....	6
5.2.2.2 Tactics .....	6
5.2.2.3 Action plans.....	6

5.2.3 Organization performance..... 7

5.3 CHAPTER 3: Findings..... 8

    5.3.1 Conceptual Framework Model..... 8

    5.3.2 Relationship of strategic marketing and organization performance..... 9

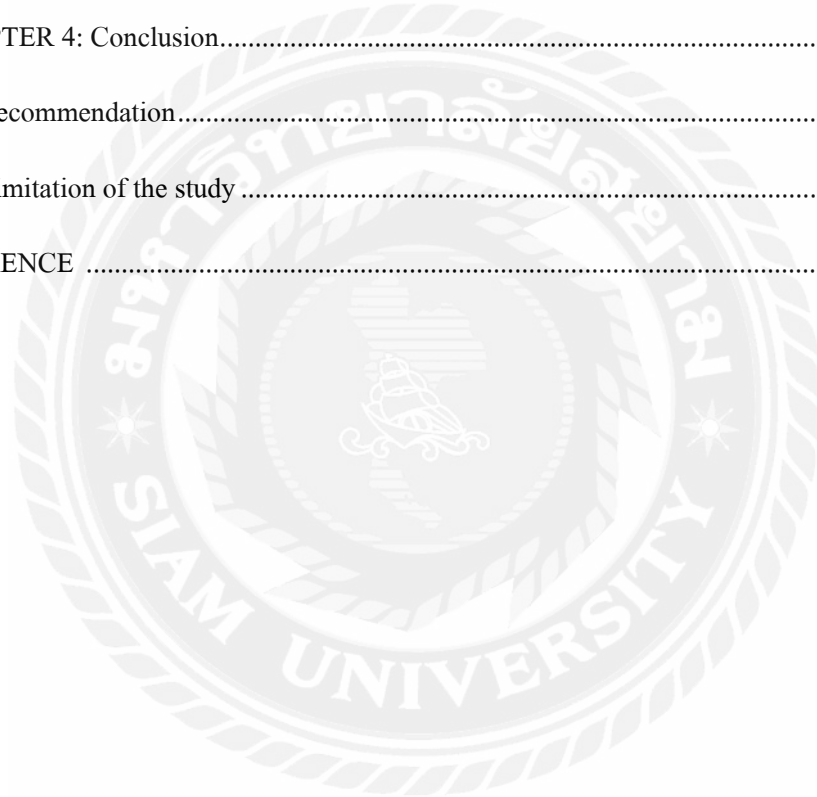
    5.3.3 Relationship of strategic planning and organization performance..... 10

5.4 CHAPTER 4: Conclusion..... 11

    5.4.1 Recommendation..... 11

    5.4.2 Limitation of the study..... 12

6. REFERENCE ..... 14





## **5.1 CHAPTER 1: Introduction**

### **5.1.1 Research Background**

This research is study about a strategic management on organization performance at VT Garment Company in Bangkok. VT Garment Company is located at Khwaeng Bang Phong Phang, Yan Nawa, in Bangkok founded by Mr. Chalumon Lotharukpong in 1981. The products of sportswear and outerwear are manufacturing at VT Company. This company have facilities in Myanmar and Thailand around about 3000 employee's member. Mr. Chalumon Lotharukpong is leading VT Garment Company successfully that his father founded in 40 years ago. VT garment apply Toyota Production System (TPS) and 5s methodology at the head office company in Bangkok an effort to contribute the amount of the company production method of what is needed and when it is needed as the results of making improvement (Lotharukpong, 2020).

The company approach in order to achieve strategic marketing, strategic planning and organizational performance of transformational goals. The products of sportswear, outerwear designer and manufacturer have implemented company-wide enterprise resource planning and product life cycle management solutions and adopted Industry 4.0 driven digitalization. At VT garment Company, the products of sportswear, outerwear designer and manufacturer takes pride in something bigger than its award-winning quality and craftsmanship. It is one of the biggest factories worldwide with the Fair Trade certification advocating better wages and working conditions, local sustainability, environmental protection and overall fair trade. VT garment Company is always focus on strategic marketing management on organization performance (MPDVNews, 2019).

Researcher analyze the strategic marketing management at VT Garment Company and its importance of organization performance. Because poor management can lead to bad performance or profit and on the other hand, good performance is in reverse. In order to prepare for the challenges,



strategic marketing management is needed to performance for long-term improvement in organization (Pollock, 2018).

In this study, researcher focus on strategic marketing on organization performance dealing with setting objective, product design for strategy, strategy for product positioning. Moreover, this study analyze how relationship of strategic marketing and strategic planning such as strategy formulation, tactics, action plans on organization performance of VT garment company in Bangkok.

### **5.1.2 Research Problems**

In this study researcher has evidence of miss management specifically strategic marketing on organization performance in the management structures of company. Strategic marketing on organization performant could be either a driver of effective strategy planning, setting objective, product strategy design and good stead word action of organization (Rodrigues, 2019).

Strategic planning at VT Garment Company is in high risk failure rate and the lack of strategic marketing and planning dealing with setting objective, research design for strategy, strategy for product and strategy formulation, tactics, action plans to be better organization performance (Kurkoon, 2017).

### **5.1.3 Objective of the study**

The aims and objectives of this research is to study the strategic marketing management on organizational performance development. Specifically, this study seeks to...

- To study relationship of strategy marketing on organization performance development.
- To analyze the relationship of strategic planning on organization performance development.

#### **5.1.4 Scope of the study**

This study was conducted the strategic marketing management on organization performance. This paper was documentary research based on past studies of various scholars such as books, magazines, newspapers, journals etc. and electric sources what they had been analyzed about strategic marketing and strategic planning on organization performance. But, this research paper was accounted for time limitation depending on time frame study. This study was conducted on December 2019 to April 2020 based on various documents.

The study was directed by different theories and literature related to strategic marketing management on organization performance. There is a lack of empirical evidence on whether strategic marketing management organization can improve the performance. Therefore, the study focus on the adoption of the strategic marketing and planning on organization performance dealing with setting objective, research design for strategy, strategy for product positioning, and strategy formulation, tactics, action plans of how impact of organization performances development.

## **5.2 CHAPTER 2: Literature Review**

### **5.2.1 Strategic Marketing**

Strategic marketing management is the parts of strategic planning which is wider than strategy including vision, mission and objective of organization performance. In addition, strategic marketing management is becoming important management throughout the organization and it focus on sustaining competitive advantage to explore opportunities and prevent from threats of environment. So strategic marketing management is basically more important to be comprehensive going forwards that can provide setting objective, research design for strategy, strategy for product positioning on organization performance (Ali, 2018). Strategic marketing on organization performance is based on the setting objective, research design for strategy and strategy for product positioning.

#### **5.2.1.1 Setting Objective**

Setting objective for organization performance is vital of achievement in any organization or company. So, every organization have to set objective or goals to be better performance according to Chaffey (Finance, 2017). If the company need to set objectives marketers have to research the SMART objectives setting for organization (Woodruff, 2019).

#### **5.2.1.2 Research Design for Strategy**

The strategic marketing design is the formulation of a strategic marketing research and budget for each target market, which need to be endorsed by organization's board of chiefs. This is often the organize at which the particular detailing of the marketing blend is embraced (Weller, 2016).

### **5.2.1.3 Strategy for Product Positioning**

In creating a positioning of products, the organization is endeavoring to make a unique place for its item within the minds of partners. To be effective, a thorough understanding of the capabilities of the organization is needed and target market needs such that a specific differential gain can be established and conveyed effectively. A company can implement a variety of positioning techniques, and can be used either individually or together (Bueno, 2019).

Moreover, managing strategy is the combination of strategy planning and organization performance to make decision to implementation of the strategy to achieve the objective of organization performance (Bus, 2018).

### **5.2.2 Strategic Planning**

Planning of strategy is a road map of direction way to meet organization performance where to go or should be next couple of years (Vo, 2018). Strategic planning is also of vital importance for organization to grow performance. Strategic planning is analyzing what organization's vision and mission of where are we, how to get there that should have a clear road map on organization objective.

Ovidijus Jurevicius described that the process of strategic planning is an efficient method of strategic performance plan in organization throughout primary assessment, systematic analysis, formulation of strategy and evaluation. Organization manager should create a complete strategy process of strategic marketing successfully management in the company. Strategic marketing plan stages are many components of the strategic process that are spread into strategic analysis, formulation of strategy, monitoring and implementation (Jurevicius, 2020 ).

Strategic Planning is described as three caritas of strategy formulation, tactics and action plan.

### **5.2.2.1 Strategy Formulation**

Strategy Formulation is an objective method of choosing the most suitable course of action for achieving the organizational objectives and vision. It is one of the critical cycle stepping stones. The strategic plan helps a company to review its finances, include a financial plan, and carry out the most effective course of action to maximize income (Osborn, 2018).

Strategy formulation is the process of determining and establishing the goals, mission and objectives of an organization, and identifying the appropriate and best courses or plans of action among all available alternative strategies to achieve them (Osborn, 2018).

### **5.2.2.2 Tactics**

The word tactic is an ancient Greek origin of term 'taktike' which means 'art of arrangement.' To put simply, tactics refers to the skill of dealing or handling difficult situations, to achieve a specific goal. It is defined as a process that integrates all the resources of the firm like men, material, method, machinery, and money, to cope up with the changing situation immediately. It can be a caution that prevents the organization from uncertainties.

Tactics are subordinate to, as well as in support of the strategy on organization performance. There can be an end number of tactics in a single strategy. Formulated by the middle-level management, i.e. department heads or divisional managers are responsible for making tactics considering the company's overall strategy to develop organization performance (S, 2018 ).

### **5.2.2.3 Action plans**

Generally, it's a proposed strategy or course or action. Specifically, in project management, it's a document that lists the steps needed to achieve a goal. That is, an action plan clarifies what resources the company need to reach that goal, makes a timeline for the tasks to get to that goal and determines what team members need to do it all.

An action plan is a document that documents the project. It is a detailed list of the work that must be done to complete the goal of the project. It outlines what resources of company need to achieve that objective and what timeline will be, including the tasks that are involved in getting from the start of the project to the finish in an organization performance (Athuraliya, 2020).

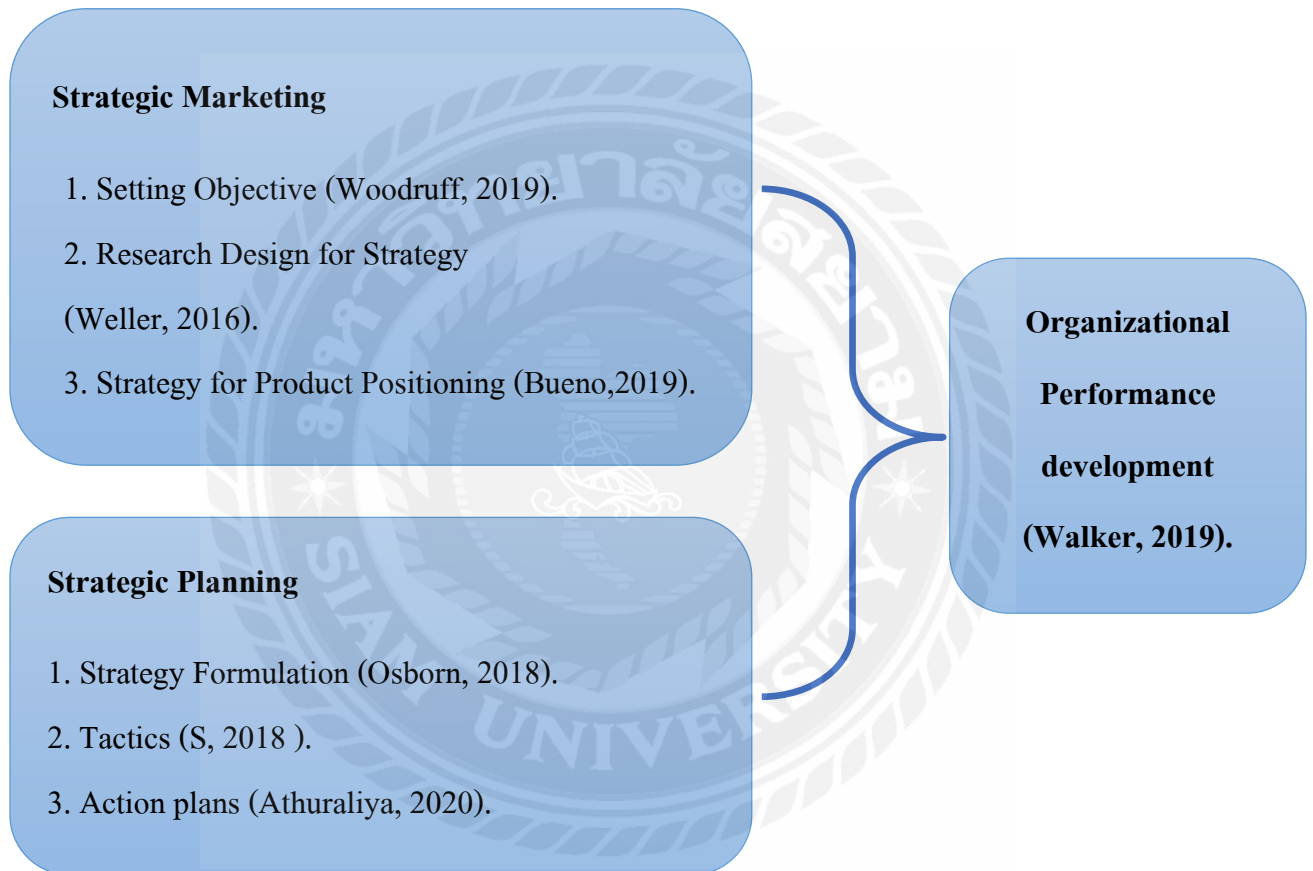
### **5.2.3 Organization performance**

Organization performance is a heart of conception in public management in the organization according to Pederson. Performance of organization in public is the key conception that require clear strategic marketing management and planning. In an organization, leaders or manager require high performance in order to gain clarify the goals and enhance employees' orientations performance (Almatrooshi, 2016).

According to Bashaer Almatrooshi (2016), performance of organization is exclusively positioning to fulfillment of strategic marketing management (Almatrooshi, 2016). Walker also stated that performance management is an important element of an achievement and benefit company. In addition, performance development is a tool for improving organization performance and the process of performance development provide the leader and manager to identify organization development such as setting goals, progress measurement and strategy outline to success the objective. To develop performance organization, company managers have to allow to track of progress and making adjustments the needs of regular quarterly reviews of organization. Furthermore, the best way to improve and measure of organization performance is to place better position with team performance and objective goral, measurement the progress and its results, the clear road-map to reach aims and goals (Walker, 2019).

### 5.3 CHAPTER 3: Findings

#### 5.3.1 Conceptual Framework Model





### **5.3.2 Relationship of strategic marketing and organization performance**

Strategic Marketing is the attitude method and continued efforts to the marketing organization take to achievement of objective or goals. The strategy revolves around how the team is planning to hit its goals, while keeping marketing priorities in mind and remaining aligned to the business objectives (Getscher, 2017). Aashish Pahwa (2020) defines five strategic routes marketers can take to hit their goals and organizational performance (PAHWA, 2020). Strategy is an important part of the strategic marketing process that often gets overlooked by marketers who are eager to take action.

This research has significantly reflects organization performance because strategic marketing in organization performance is systematically evaluates market characteristics that improve the performance (De Toni, 2017).

Marketing strategic could result in greater organization thus improving performance that is one of the outcome in the research model, which consequently allows for greater organizational performance. So, strategic marketing is a suitable strategy toward market responsiveness as it offers the development of organizational performance at VT garment Company that meet the needs of a changing strategies (Maharjan, 2017).

Organization performance is achieved by approach of strategic marketing pursued meaning either undertaking standardization or adaptation. In order to securely organization adapt to varying performance, the strategic marketing should take into consideration the internal and external business environment that affects a VT garment company positively to revel in greater performance.

The influence of marketing strategy focus on various dimensions such as setting objective, research design for strategy, strategy for product positioning and organization on performance development. Moreover, strategic planning has the impact of strategic formulation, tactic and action plan of company to be development of organization performance that attention by numerous researchers (Daniel, 2018).

The study conducted by organization performance measures of VT garment company, focused on product design marketing element found conducive to performance of companies pursuing organization in that it can serve product adaptation as a means of differentiation for rival's products and influence organization performance toward development (Islami, 2020).

In overall, the study found strategic marketing management have a significant positive relationship on organization performance at VT Garment Company. The provision of setting objective to organization has been postulated to augment the value associated with performance. This study reveal observations as strategic marketing and strategic planning are significantly important on organization performance at the company (Paulo, 2018).

### **5.3.3 Relationship of strategic planning and organization performance**

Strategic planning is impact on organizational performance. Several theoretical and empirical works, published in the leading journals, were reviewed in order to observe links between strategic planning and organizational performance (Khoshtaria, 2019).

Consequently, it was clear that more studies need to be performed in this direction. It was found, that there is a slight inadequacy between the measurements of strategic planning employed by various researches. For organizations to survive, VT Garment Company operate successfully with forces present in the organization that are unstable and uncontrollable which can have a great effect on strategic marketing and strategic planning (KING, 2018).

## **5.4 CHAPTER 4: Conclusion**

### **5.4.1 Recommendation**

To develop organization performance development at VT Garment Company, strategic marketing and strategic plan should be more discussion the essential steps of strategic planning and design of specific needs within the organization. The strategic plan is reviewing which can make necessary changes or adjustments to the emergent strategy that would affect to organization performance. The strategic planning is identifying the gap between the current status and future status of organization that need to allocate adequate resources and strategy analyzing to achieve better performance.

Organization performance is the name given to a growth strategic marketing where the business seeks to setting objective, research design for strategy, strategy for product positioning, there are many possible ways of approaching this strategy at the company.

VT Company managers should be a formal part of the organization, but in some technology based companies they may be within the engineering department or may indeed be engineers with supplementary strategic marketing training and planning or vice versa. In some companies, the strategic marketing management function is the hub of many other activities around the company. Strategic marketing and strategic planning are one of the most important things that need to happen to bring organization performance development at VT Garment Company in Bangkok.

The strategic marketing management is to be messenger of the organization performance, delivering information to the departments that need market facts to make decisions and whilst involved with the entire organization management's focus is on driving performance development. As such, it is pivotal to the success and future of a business at the company.

Strategic marketing management identifies a market opening, quantifies the opportunity to make sure it is big enough to generate organization performance, and then articulates this to the rest of the strategies.

Strategic planning management should meet the problem to organization performance development in the form of market requirements.

Strategic marketing and planning management empowers the managed effort by defining a development process, supported by the requisite strategic marketing and planning tools such as setting objective, research design for strategy, strategy for product positioning, strategy formulation, tactic and action plan. So organization performance can choose the right management options to achieve organizational goals.

#### **5.4.2 Limitation of the study**

Strategic marketing management research needs more time to research details and take time months or years. To investigate or solve the problem, researcher should carry on final outcomes to meet better results in this research. If the results are made situation or available might have been changed thoroughly or problem in which was made could have been solved systematically. So, researcher need much time to gain proper information and time. Occasionally, time, money and efforts are contributing nothing.

To conduct strategic marketing research systematically is a budget luxury. Research needs some money to investigate analysis of data, preparation to report and interpretation.

Researcher could not solve any problem directly even strategic marketing is interesting to state a source of information. To the extent source is reliable and is used properly, it is useful. Even, an excellent research project is useless if outcomes are not considered. To make decisions, almost business field, the existing risk or uncertainly are heavy costs on strategic marketing research and do not guarantee surely and safety.

To contribute of this research, it depends on quality and reliability or the proper information and many times to reports for top organization performance. It is not seriously consider that recommendation is completely fully perfect in this research.

Researcher must be aware of these limitations problem that cannot be completely eradicated. Next time, more attempts would be made to minimize adverse impact of these limitation factors and plan carefully such as budget of adequate, timeliness, implementation and proper use etc. have prospect strongly to contribute in completely strategic marketing research.



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