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RATIONALE FOR THE CHOICE OF STRATEGY POSITIONING FOR BUSINESS

Positioning strategy is a conscious plan or branding process that acts on the symbolic levels of consumer consciousness, where values and associations really have weight. The positioning strategy on the market is based on business data and seeks to draw up an exact chain of words to balance the notions of differentiation, differences and similarities in a single brand description. This is a long-term effort to strengthen the identity of the company and its products or services in a unique space in the minds of the target audience. This is an organized brand attempt to abandon the crowd and influence how their target audience perceives.

The idea of market positioning was first introduced in 1969 by Jack Trout in an article published by Industrial Marketing magazine. Later, this concept was popularized when Trout and co-author Al Ries published a bestseller book entitled "Positioning -The Battle for Your Mind" in 1981. The Ries and Trout book describes the positioning strategy as an organized window search engine in the mind of the client, based on the notion that communication can only take place at the right time and in appropriate circumstances.

Steps of an effective positioning strategy can be:

- drawing up a positioning plan;
- comparison and contrast to determine the uniqueness of the company;
- an analysis of competitors that helps identify the strengths and weaknesses of the business. Understanding the differences between business and its competitors is central to finding gaps in the market that can be filled;

- definition of the current position. This is just as important as any analysis of competitors. This is because the company must understand its own position on the market in order to be able to compete properly for its share;

- an analysis of the positioning of competitors, which determines the market conditions, which influences how strong the competitors are;

- developing a unique positioning idea;

- checking the brand positioning efficiency. The testing methodology will consist of a qualitative and quantitative data collection, which is determined primarily by steps in this regard.

An enterprise should create its own testing model according to industry and target audience. In general, the testing methodology should include a mix of qualitative and quantitative data collection, which may include focus groups, surveys, in-depth interviews, ethnography, surveys, brand image design, planned frequency of use, price expectations, distribution expectations, potential issues, etc.

Based on the results of these tests, you can consolidate the concept of winning positioning. It then becomes a project to develop all of the promotional assets and marketing plans and materials (packaging, promotion, pricing, brand name, distribution, product improvement, website copying, customer service, etc.). All subsequent brand messages should remain consistent with the final concept of brand positioning.

Each brand has positioning, even if it may be unclear or unrecognizable. Sometimes this positioning is the result of inertia, history, or competitive activity, which seems natural to the company's operations from day to day. But a brand that wants to be strategically successful should not leave its positions at odds, or worse, for competitors.

A company or brand seeking to dominate the market should control its positioning with the help of scientific methods of marketing research. And creating an optimal positioning strategy will help focus and enhance long-term brand advertising and marketing efforts. Using the analysis of competitors and their position, researchers should be able to evaluate each project statement of positioning in the market and evaluate them according to the developed criteria.

The typical approach underlying the arguments against the formal strategy of positioning in the market is that it causes an official organizational position regarding the identity of the company, its core values, its desirable clientele, and so on. As soon as a rigid stand is assumed, the idea of turning to meet the needs of the transition market may seem more risky.

It is also true that market positioning limits market penetration, but this fact should be considered as less restrictive than the exemption from thinking of segments where profitability is likely to be low. In unstable markets, it may be necessary, even urgent, to take steps towards repositioning production lines, brands, or even entire companies. It is also true that repositioning on the market represents a serious problem that involves a thorough primary analysis of market positions. But if they are correctly identified, repositioning can be effective.

All this information is the basis for choosing a positioning strategy.