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BUSINESS MARKETING

Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals [1].

Business-to-business marketing is the marketing of goods and services to individuals and organizations for purposes other than personal consumption. The sale of an overhead projector to your college or university is an example of business-to-business marketing. Business-to-business products include those that are used to manufacture other products, that become part of another product, that aid the normal operations of an organization, or that are acquired for resale without any substantial change in form. The key characteristic distinguishing business-to-business products from consumer products is intended use, not physical characteristics. A product that is purchased for personal or family consumption or as a gift is a consumer good. If that same product, such as a microcomputer or a cellular telephone, is bought for use in a business, it is a business-to-business product.

Business marketing is a marketing practice of individuals or organizations (including commercial businesses, governments and institutions). It allows them to sell products or services to other companies or organizations that resell them, use them in their products or services or use them to support their works.

The business-to-business market consists of four major customers: producers, resellers, governments, and institutions.

Producer markets consist of for-profit organizations and individuals that buy products, or to use in facilitating business operations. Resellers consist of wholesalers and retailers that buy finished products to resell for profit. Government markets include federal, state, country, and city governments that buy goods and services to support their own operations and serve the needs of citizens. Institutional markets consist of very

diverse nonbusiness institutions whose main goals do not include profit.

Suppliers are making major adjustments in their thinking, management styles, and methods of responding to purchaser's standards and operational requirements.

Relationship marketing is not a faddish trend but rather is driven by strong business forces: the competitive need for quality, speed, and cost-effectiveness, as well as new design techniques.[4]

A **strategic alliance,** sometimes called a strategic partnership, is a cooperative agreement between business firms. Strategic alliances can take the form of licensing or distribution agreements, joint ventures, research and development consortia, andpartnerships. They may be between manufacturers, between manufacturers and customers, between manufacturers and suppliers, and between manufacturers and channel intermediaries.

The trend toward forming strategic alliances is accelerating rapidly, particularly among high-tech firms. These companies have realized that strategic partnerships are more than just important—they are critical. Xerox management, for example, has decided that in order to maintain its leadership position in the reprographics industry, the company must "include suppliers as part of the Xerox family."[4] This strategy often means reducing the number of suppliers, treating those that remain as allies, sharing strategic information freely, and drawing on supplier expertise in developing new products that can meet the quality, cost, and delivery standards of the marketplace.

Business-to-business marketers form strategic alliances to achieve a variety of short- and long-term goals. [5]

Some strategic alliances are extremely successful and some are dismal failures. Four factors that clearly contribute to successful alliances are:

- ***Choosing the right partner***. The right partner usuallyhas some unique capability to contribute to the alliance, such as access to information, technology, or markets.
- ***Creating a cooperative process***. A variety of sources, particularly those actually involved in managing strategic alliances, identify cooperation between partners as a key element of successful alliances.
- ***Creating an accountability structure***. Someone within each organization must be responsible for making sure the alliance thrives and problems are resolved in an equitable and timely manner.

- ***Observing and controlling bargaining positions***. Fully understanding one's own company's bargaining position is one of the strongest control mechanisms in developing and maintaining strategic alliances. Bargaining positions are based on knowing the other party's interests, long-term strategy, and possible options.

Many strategic alliances fail to produce the benefits expected by the partners. Three general problems have been identified:

- Partners are often organized quite differently, complicating marketing and design decisions and creating problems in coordinating actions and establishing trust.
- Partners that work together well in one country may be poorly equipped to support each other in other countries, leading to problems in global alliances.
- Because of the quick pace of technological change, the most attractive partner today may not be the most attractive partner tomorrow, leading to problems in maintaining alliances over time.[6]
- Strategic alliances often involve multinational partnerships.

Big companies have realized that strategic partnerships are more than just important-they are critical. Though it is so the strategic alliance goals are frequently cited on the pagers of such journal as Management Review, These are:

1) Reducing risks and costs of entering new markets;
2) Filling gaps in current market and technological bases;
3) Turning excess manufacturing capacity info profits;
4) Accelerating new product introductions;
5) Overcoming legal and trade barriers;
6) Extending the scope of existing operations;
7) Cutting costs when divesting operations;
8) Production economies of scale**.**

Strategic alliances often involve multinational partnerships. The brightest example of strategic alliances is between a U.S. manufacturer and six Asian producers of home appliances.

Whirlpool Corporation spent $265 million to buy controlling interest in four competitors in China and two in India.Eventually, Whirlpool hopes to become one of Asia’s top suppliers ofwashers, dryers, dishwashers, refrigerators, and household air conditioners. According to “The Wall Street journal”, whirlpool management believes that the combination of Asia’s fast growth and low proportion of households with modern appliances provides very promising market

opportunities.

For example, China has a population of over one billion people, but less than 10% of all households in China have air conditioners, microwave ovens, and clothes washers.

Whirlpool also hopes to export appliances manufactured in China to other Asian countries. In order to successfully implement this strategy, Whirlpool must substantially upgrade the quality of its joint venture partners' products. According to Whirlpool executives, the Chinese brands are not as reliable and durable as available Japanese brands. Typical air conditioners manufactured by Chinese partner firms last only five to eight years, which is half the life expectancy of a Whirlpool unit made in the United States.

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