



EXPLORING THE MARKETING STRATEGIES MEASURES OF SME'S IN UTTAR PRADESH

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ABSTRACT

This paper explores marketing management strategies by Small and Medium Enterprises (SMEs) play a vital role in Uttar Pradesh economic development. SME's are the backbone of every major economy and empirical studies prove that small firms are more efficient and innovative in their operation, product development and marketing strategies. The objective of this paper is to explore the factor measuring marketing strategy of SME's and analyze how effectively marketing strategy process takes place in SME's including effectively implementation of marketing strategy is done in SME's as well. This study is qualitative approach in nature in which we have studied the major characteristics of selected Small and Medium Size Enterprises with help of exploratory research design. Primary Data was collected through a open ended questionnaire by having interviews with the entrepreneurs and marketing managers of SME's. Small Medium Size Enterprises operating in Uttar Pradesh were selected as a sample of study and a unstructured questionnaire was prepared for in-depth interview with marketing managers owners of SME's. Face to face interviews were conducted to analyze the marketing strategies of SME's. The evidences show that SME's under study achieved success and established their names, brands through innovations and marketing strategy mainly market segmentation, targeting and positioning. Beside these factors, Innovations also shapes the unique designs that not only meet the need of customers but updated Their services are innovative in a sense that they satisfy the customers time to time. This paper discusses the deepest and new insights of factors responsible for marketing strategies processes and performance. Furthermore, these study also analyses the challenges of Uttar Pradesh SMEs in globalize market together with their economic. Finding of this paper also reflect towards the globalization factors and different strategies external to the SMEs inclusive of incentives, regulation and policy issues, and infrastructure had very excessive consequences at the advertising and marketing control strategies and structures of SME for the effective performance of marketing strategies.

Keywords: *Marketing, Marketing strategies, Marketing Performance, SMEs*