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Management of marketing activity in automobile industry

Ismayil Salimov

UNEC SABA

University of Economics



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Abstract

The automotive industry, which covers a huge portion of the industry, is one of the industry's most critical zones in recent years. This is the biggest factor in choosing my topic. The main purpose of my research is to make the issue of whether the distributors of foreign automotive industry operate in full or in spite of the fact that we have far outstripped the foreign automotive industries, which are distributors in our country.

The uncertainties in marketing management in the automotive industry and the fact that one-to-one management of marketing in the automotive industry was unable to understand the importance and diversity of marketing has led me to start by explaining the key factors of marketing in this industry. Then I continued my thesis by SWOT analysis of domestic and foreign markets. As a result, they have been able to do what they can to effectively manage and how they can do it.

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Introduction

The automotive sector includes wholesale and retail sub-sectors dealing with sales of vehicles and spare parts. The automotive sector is not limited to the production of cars and commercial vehicles. It also includes automobile design, research development and automobile finance with specialized industrial vehicles and other capital equipment. Marketing plays a key role in making all these jobs the best. Marketing: Marketing is the process during which the business executes certain activities to convert them into tangible profits. These activities can be products or services. That is, from the production of a product to its distribution; From the distribution to the end consumer until the strategy followed by the marketing strategy is not a wrong definition. Each company is interested in effective management of marketing activities. In particular, he needs to know how to analyze market opportunities, select appropriate target markets, develop an effective marketing mix, and successfully manage marketing efforts. The aim of this study is to answer the questions about the importance and characteristics of marketing management in automotive sector, the current status of automotive sector and how they are carried out and to benefit from this sector which is developing in our country. For these reasons, in the automotive sector, which is one of the leading sectors of the business world, it is aimed to examine the characteristics of marketing, the importance of brand, social media, traditional marketing. Trademark - is the brand that has been mentioned in the recent years together with the product and that directs the consumer to the purchasing activity. In general terms, the brand is a concept that enables a product or service to be separated from its competitors, which makes it different from the competitors in the mind of the consumer, consisting of the name, symbol, logo, symbol or the combination that differentiates itself. Social Media - a broad-based platform that allows

individuals to specify their ideas and views over the Internet without limitation of time and place, and provides an unlimited use of the multimedia features offered by the internet, and also realizes the existence of an interactive environment based on exchange of views and exchange with other individuals can be defined as. Traditional Marketing - Even as the digital revolution in the automotive industry continues to explode, traditional marketing has hardly gone raging and allied businesses are also evolving. The opportunities offered by traditional marketing, such as TV, radio or newspaper, are common in the automotive sector.

Understanding the importance of the features of marketing, analyzing it properly and the details of its utilization gives us more accurate strategy. The most important issue for the automotive industry development is to properly analyze and use one of the most effective methods.

1. Literature Review

1.1. The essence of marketing in auto enterprises

The automotive sector includes wholesale and retail sub-sectors dealing with sales of vehicles and spare parts. The automotive sector is not limited to the production of cars and commercial vehicles. It also includes automobile design, research development and automobile finance with specialized industrial vehicles and other capital equipment. The sector also provides employment to professionals from various fields such as management, human resources, engineers, sales, marketing, health services, finance, accounting, retail, wholesale and management.

In the time period until the 21st century, after the process of forming the products or services of the enterprises and after the meeting with the consumers, the chance of learning their thoughts about their demands and expectations and their products or services was very limited. There was a situation that was largely unilateral and placed the consumer in a reactive position. However, with the emergence of the internet, technological advances, which have been progressing rapidly since the beginning of the 21st century, have formed a structure where the consumer can intervene at every stage of the product or service. Consumers have become part of a natural process in which the product or service can express its own demands and expectations, or any positive / negative opinions, including the process after the sale, starting from the first stage of the product or service. This situation has made the consumer a part of a system that accepts what is given to him as in the previous periods and that he can freely express and express all his convictions.

Within the new order created by new media and communication technologies, businesses have started to integrate the regulations and changes required by the new system. The social media concept, which can be called as a whole of many social networking networks such as Facebook, Instagram, Twitter, YouTube, blogs, is one of the areas that enterprises have given importance to in recent years.

One of the most concrete examples of this is the efforts of enterprises to establish departments interested in this work within their own organizational structures and to create an effective position in terms of controllable events. As a result of the nature of the Internet, users can create a platform where they can express their opinions and opinions freely. Therefore, the companies should be aware of the positive / negative consensus or differences about their products and services, is a natural part of the age of technology. Sometimes, traditional marketing is more important than digital.

As a result of the activities they carry out under the name of digital marketing in general, businesses strengthen their mutual communication with customers and have the opportunity to learn their views and have the chance to make a positive contribution to the brand image in the value of their brands. In addition, they have the opportunity to revise their business processes thanks to the simultaneous exchange of information with the customers and they have an important advantage in order to satisfy and satisfy their wishes and needs. The aim of this study is to examine the importance of brand, social media, traditional marketing in automotive sector which is one of the locomotive sectors of business world.

Brand

In recent years, the product is referred to together with the product and the consumer is the first brand that directs the product purchase activity. In general terms, the brand is a concept that enables a product or service to be separated from its competitors, which makes it different from the competitors in the mind of the consumer, consisting of the name, symbol, logo, symbol or the combination of these.

In today's communication and technology environment, the brand goes beyond being just a voice or image and has a feature in the mind of the consumer that places the goods or services in a certain position within the framework of trust

and quality concepts. Thanks to this feature, the brand is related to the qualities of the product and the fact that they position them differently from the functionality of the product. In such cases, when the concepts such as brand image and brand identity come into play, the most important point is that the consumer is in a continuum of behavior depending on the purchasing activity. This can only be achieved by a positive brand image in the mind of the consumer with a well-defined brand identity and reflected to the consumer. Brand; a name, a sign, a symbol, a design, or a component of all. This allows vendors to define their products or services and differentiate them from other competing products or services (Kotler et al., 1999: 571). Brand is a commitment of promises. Brand; expresses confidence and expectations. It is a combination of expectations and reliability, which brings the brand to leadership. The brand includes trust and respect. Brands of interest acquire expectations, words and reliability in the minds of people. The most powerful brands in the world are the brands in the minds of people (Davis, 1995: 67-68). Brand; products / services in the same or different, various qualifications and sectors are provided to be separated from each other easily, product / service designs and promotion works are different from the similar ones, with the product, the people and companies that define it on the market, describing, published and announced to a wide audience through is the combination of names, words, phrases, letters, numbers, colors, shapes and designs that are introduced in the framework of the country or international law rules that are introduced, imitated or impersonated by others (Ak, 1998: 121).

As the primary objective of all companies is to make profit and to ensure continuity, and to be aware of the necessity of raising the sales graph of the product or service they sell, they need to accept the reality of the brand concept and become a brand. In the competitive sense, the brand leads consumers to decide which product to buy and use. In this case, the brand can be defined as a perceived

value expression summarized in the mind of the consumer in order to create a separate sign different from the other brands (Uztugh, 2003: 22).

Many businesses want to create an identity for their products and differentiate their products from competing products. After this stage, the company usually initiates the necessary work to ensure that the consumer is aware of and chooses his product. Consumers can be informed about the product, developing a striking promotion and investing in intense advertising / promotions. The choice of the product is more difficult. While many businesses are successful in ensuring that consumers are aware of the product, they do not win much appreciation of the market. These are negative brands, that is, the brand identity has added more value to the product than the negative value (Doyle, 1998: 168).

In the past, it is true that a strong advertising budget plays a key role in the brand building process. But it doesn't mean that something will work in the past. We live in a society that is over-communicated, and each of us faces hundreds of commercial messages every day. Today, brands are born, but not built. A new brand must have the capacity to maintain a positive publicity in the media, otherwise there will be no chance in the market (Ries, Al and Laura Ries, 2006: 30). Therefore, in addition to the existence of a strong advertising budget, it is also important to use this budget within the framework of an efficient and accurate promotion strategy during the construction process of the brand. The consumer's positive or negative experiences in the process of purchasing or using the product or service of the consumer may make the consumer a supporter of the brand and may cause the consumer to choose another brand (Moon and Millison, 2003: 34). The more a brand becomes the privilege in the mind of the consumer, the more real the brand becomes. The purpose of real brands should be to add value to people's lives (Knapp, 2003: 1). Today, it is more important for consumers to position itself under the meaning and meaning of ems brand umbrella 'rather than the use of any product or service.

Brand and product should be considered together. In contemporary marketing, the product concept has expanded beyond the goods and services by including the concepts of person and place. Product; It can be defined as anything that can be offered to the market for interest, attention and consumption, and which can meet the demand or demand (34, p. 197). While the product offers a functional benefit, the brand is a name, symbol, design or sign that increases the value of that product beyond the functional purpose of the product. In this sense, there is a difference between the product and the brand, the product is produced and the brand is created. The product can change over time, while the brand is more permanent. Although the brand basically represents a product, it has more meaning than a name (Uztugh, 1997: 19).

The first and perhaps the most important step and expression of a brand is its name. Creates an atmosphere for all future impressions, from common identity to advertising and packaging. The feature of good naming is that it creates a unique, powerful brand that echoes in the mind and heart of the consumer. An effective name strengthens the value creation process by increasing the value of the brand. An effective name is the first symbol a brand will use to create a privileged, positive impression. However, the science and the art of name creation can be a very complex and technical responsibility. In addition to the other elements of the process; linguistics (language structure), sound symbolism (basic meanings), acquired meanings (accumulated meanings in the time), self-meaning (word root derivations), phonetic (speech sounds) and ethological (behavioral) elements may contain. Most importantly, a name for the products or services of a new institution should be developed after the promise (Knapp, 2003: 93-94). Otherwise, even if success is achieved in order to meet the expectations of the target audience or to satisfy their wishes, the point of attention may be weak. Therefore, it is a much more rational method to decide on the name after the benefit and difference that the product or service will create in the consumer is clarified. Features that a good

brand name should bear; being short and simple, being pleasant to feature, easy to be recognized and remembered, suitable for packaging and labeling, not to be aggressive or negative, easy to pronounce in all languages for foreign markets, to be suitable for use in all kinds of advertising vehicles, to be remarkable hinting and distinguishing nature. It can be said that a brand name will be preferred if it contains many of these features (Mucuk, 1999: 93-94). The choice of the brand name is of great importance in all areas, from the brand's launch to the future success (Reardon, 2006: 13). Therefore, the brand name should be very sensitive when selecting the brand name and should be emphasized both nationally and internationally.

Another issue that needs to be addressed in relation to the brand is the belief in the necessity of having long-term strategies for the brands of the companies, but also with the environmental and human rights dimensions of the brand and in this way it is necessary to have a positive effect on the social perception. Now all the big companies regularly publish thick-thick environmental reports and social reports. These companies employ human rights officers and develop norms of conduct which are called "Code of Conduct", which force companies to follow social rules in this way. New concepts are introduced to board meetings and web pages of the company. The company is a main value for shareholders "shareholder value" as well as "value for stakeholders" are activated. The basic philosophy of this value is that those who act honestly against all those who are relevant to any business can succeed. These different groups include employees and customers, as well as the environment in which the company operates and foreign countries (Werner and Weiss, 2003: 15). This situation, which requires carrying out highly strategic moves and observing sensitive balances, will enable the brand to draw the circle formed by the brand in a much thicker way.

In the twentieth century, the brand was used as an instrument of competition and became an identity. New purpose; the brand has been a distinctive

characteristic of modern marketing and the creation of brand identity. The branding, which began with labeling on merchandise to identify a trade name, has increasingly become a part of the company's strategy, and companies have found it as important to include the brand phenomenon under their respective balance sheets. The concepts of how to build a strong brand, how to keep it up-to-date in time and how to expand the scope of the brand have come to the fore (Farquhar, 1990: 20). In other words, the strategies on the brand have become more and more important for the future plans of the companies.

In terms of society, there are views favoring and favoring the marking. Against those; They claim that the brand leads to unnecessary and unreal product differentiation, especially in homogeneous products, and increases the costs such as advertising and packaging. Whereas; The brand can provide profitability at prices, improve the quality of products and help businesses make more innovations to protect against imitations. It contributes to the protection of consumers. However, it is seen that well-known companies / brands have made many names and sometimes they increase the prices unnecessarily and lead other companies even if they do not (Tek, 1997: 357-358). Although the main point where the negative criticisms made on the brand is interpreted as providing an artificial increase in the price of the product, it should not be ignored the fact that the brand is driven by the brand, rather than the quality of the product, rather than the quality of the product. However, this should still not lead the consumer to the point of purchase at exorbitant prices.

Social media

There seems to be a confusion in terms of the use of the word, around words of social relation, social media, social networking and social technology. To address this confusion, we can explain social technologies as a general concept that covers

three prudent areas of the Web 2.0 era. In fact, there is a fourth category, including social client relations management or social recruitment, where people put the word “social” on their head, covering all cautious tasks (Klososky, 2011: 3). Many of the old habits and ways of working in social and business life have been changed with the rapid progress of technology and the speed of use and expansion of the internet. These changes have brought many new concepts into our lives. One of these concepts is social media. In the simplest terms, social media enables individuals to express their ideas and opinions on the Internet without any time and place limitations, which allows unlimited use of the multimedia features offered by the Internet, and also realizes the existence of an interactive environment based on mutual exchange of views and sharing with other individuals. broad-based platform. People talk about companies and products in social media environments where people like Facebook, Instagram, Twitter, blogs come together - because people are minded. There may not be a direct answer for some of these companies, but it is an answer to all their work. Good intentions, best practices and project timelines are very good tools, but creating a community requires human effort.

Social media is first “social” and second is “media” (Sterne, 2010: 113, 171). Now and in the future, marketers need to adjust their way of thinking because the construction process outside the existing database does not seem to be far away. Instead, it will communicate with fans and consumers through other databases (Facebook, Instagram, Twitter, YouTube, etc.). However, many companies fail to understand this new concept. They often direct them to the company's web page or a sample web page by setting up detailed YouTube pages with the specified placement and click actions sent to users outside the social site. These companies still believe that to market their products to them, users should get into rich databases. For this reason, they serve poorly loyal fans, and this is badly returned to them (Qualman, 2009: 53). If companies want to realize different forms of

marketing, they need to understand their brands and brands well in the market. It is the vision of the company and the social media strategy must be in line with the established identity. However, it should not be allowed to prevent new ideas or the willingness to take the risk of trying to be prevented by the in dead hand 'within the date limit. One of the worst mistakes made by a new social media marketer is to implement the same strategies in all areas, from offline broadcasting to social Web (Zarrella, 2010: 185). The ability of social media to enable mutual interaction between individuals and to share their ideas with each other; in other words, their ability to express their views on a news, writing or development that they read or follow is one of the most important aspects of social media that differ from traditional media. Before you start to express your opinions in a social media environment, you must first listen to the views of the people there. When participating in a new forum, it is very important to first recognize the rules and traditions of the entered environment, and then identify the influential people whose opinions are valued there. (Zarrella, 2010: 185). In the past years, while readers, viewers or listeners have been in a passive position in the face of developments, nowadays, it has taken an active position that reacts to the masses. Social media is a very comprehensive concept and covers a wide range of websites. The common link to these websites is that they allow you to share with your website and visitors. This interaction supports measurable techniques, Internet and internet-based technologies. In this way, it is made possible to deliver information published on social media platforms from one person to a community or from one community to other communities. Common structures of social media; internet and mobile devices, including the search technologies that support electronic sharing, their own concept, slogans or content of high retention rate and the ability to re-design and publish the print media can be listed as. It is also possible to say that the features of social media, which are based on technology infrastructure and which allow for simultaneous interaction, enable the use of interactivity in a very comprehensive and unlimited way. Besides these

advantages of social media; There are also risks in the social media that are based on communication infrastructure, speech and exchange of ideas such as rusting of the brand, attracting less attention or not going in a favorable way. This is particularly frustrating for marketing professionals who strive for a brand that has been built for years by advertising, customer service and long-term performance. A branded brand that is stained by third parties in social media is a troubling situation and it is also quite expensive to correct the perception (Sweeney and Craig, 2011: 4-5). Therefore, brand managers must define the impact of this new environment to develop the brand of their products. Social media monitoring / problem management is taking a reactive situation and advocacy is being pursued to protect the company brand from attacks on social media channels, so brand managers should take a proactive and aggressive approach to meet negative messages and viral message attempts through social media and increase demand for their brands. Brand managers need to include (directly or indirectly) their own bodies in order to increase their positive opinions for their own products (or to reduce negative views) by identifying important individuals in social media organs. To do this, very creative people are required, who are able to do things that seem impossible before (Smith, Wollan and Zhou, 2011: 265-266).

E-brand management resulting from the realization or support of some or all of the brand management-related activities via electronic and information technologies and internet-based technologies; From the perspective of the new economy, it is possible not to define it according to the new business management and the technology perspective. E-brand management is an important tool for companies to provide competitive advantage through the new economy perspective. According to the new business management, e-brand management is a customer-oriented brand management philosophy, and e-brand management, from a technology point of view, is to integrate today's technology with operating activities in order to get more efficient and productive business results

(Buyukozkhan, 2005: 195). Social media such as Facebook, Instagram, Twitter, LinkedIn, YouTube and blogs, which we can include in social media networks, attracts great interest and appeal to high numbers of users. For corporate companies, social media can be seen as a marketing area in terms of their products and services. It was initiated. Companies that have met with their customers by using social media have started to pay high attention to social media, which has a very high usage circulation, to provide direct contact with their customers. The objectives of enterprises should be to take advantage of the advantages of e-brand management while taking measures to reduce the risk of resources or to minimize the effects of them. In the meantime, it should be emphasized that one of the biggest mistakes that can be made as in all e-business applications is to put technology into practice only because it is technology. Performance of e-brand management; it depends on strategic, technological and / or application-related parameters. The proposed structure for the successful implementation of e-brand management that can be addressed to a very wide area, the area of activity, the characteristics of the target customer group, etc. can be revised considering the elements. Similarly, the success factors appropriate to the characteristics and requirements of the sector in question can be emphasized by focusing on importance levels (Buyukozkhan, 2007: 242-243).

In the past years, companies that have worked on brand valence by using traditional media tools have realized that it is an inevitable necessity to work on social media while making future strategies related to brands within the competitive environment framed by the unlimited possibilities offered by technology. Most companies tend to reduce costs of one-on-one interaction and provide a profit by automating communications with customers or using digital systems. These systems are in fact not intended or intended for the purpose of improving customer service (Pringle and Gordon, 2001: 169). However, in terms of social media, the situation is different and many companies that have the

importance of social media can establish departments under digital marketing or similar names within their organizational structures, increase the value of their own brands for internet users or have the opportunity to intervene immediately about positive / negative opinions and ideas. they work to create a mechanism. Sharing the positive and negative opinions and ideas of the internet users with other users via social media brings opportunities and dangers for companies. Because, in the present-day economic world, companies who have experience in any product or service, rather than the companies telling themselves, have much more meaning for other potential customers. The fact that a person who expresses his / her own opinions in a positive or negative way, can affect the purchasing decisions of potential customers, is gaining more importance in the sense that social media is an area of one-to-one, independent and only experienced experiences. Therefore, companies are aware of this fact by successfully positioning their own brands in this new field, producing various strategies on image perception for their brands, having the chance to intervene immediately in case of any negativity and being aware of what happened in the 'social media world'. for social media brands are carrying out various studies. The oral and visual identity of your strategy should be well defined, related and necessarily differentiated, whether a brand is new or reborn. Digital identity is activated at the point of starting to apply this well-defined brand identity to your website or other mutual communication environment. In other words, this experience is the beginning of experiential identity. The combined oral and visual identity should be applied consistently throughout the site and should be presented in a prominent manner. Its size and size should be appropriately adjusted so that it becomes more clear and readable (Perry and Wisnom, 2003: 135). The opportunity to interact with the target audience by using social media tools or social media will increase the positive side of the brand image and identity of the companies and increase the brand value. On the other hand, by using social media tools, it will be possible to measure the wishes and expectations of the target audience and thus to see the

changes that might be on their habits simultaneously or to make predictions. In this way, it will have the opportunity to take positive steps towards the future as well as to increase the value of the brand on the target group and to have a chance to save a lot of time, labor and money. Therefore, the correct use of social media by companies should not only give them a great financial advantage, but should also be considered as an important and valuable investment to their brands.

Traditional Marketing

Although the age of digital marketing nowadays, traditional marketing still has its effect. It remains the first method to produce cold calls and hot sales to this day. Traditional media are also called “old media” and are used as a trend for mass communication, advertising and marketing, and before the emergence of internet and social media. Even as the digital revolution in the automotive industry continues to explode, traditional marketing has hardly been dominant and allied businesses are also evolving. The main purpose of digital marketing should be to reach potential decision makers with information about products and services to enable profitable customers to take action. And to do so, telling the story of a brand with minimum cost to people because the basic marketing impulse will never change.

Even the highest-tech marketers hold traditional marketing techniques along with the features of online strategies such as value and relevance. In order to reach the potential audience, we can say that traditional marketing definition moves are first started, or in other words, digital marketing is basically based on traditional marketing definition approaches; Traditional marketing strategies used in the early twentieth century are still applicable to some degrees and situations today. However, the same marketing strategy may not be effective under all circumstances: sometimes, modern marketing is the best and marketers should

think and work on these tactics, and sometimes they aren't very successful. Then, common outbound marketing channels such as TV, radio or newspaper can be used. And they must be part of the promotion mix. Different channels will be used for different purposes, products, brands or industries. While some traditional marketing methods are declining, others are going strong and still others are managing the marketing world. Therefore, a balance must be made when selecting channels. For automotive sectors, there are expensive propositions such as TV and radio. In contrast, signage and billboards are not only budget friendly but also effective.

Broadcasting: Television and radio are traditional streets that are still widely used. Broadcast marketing reaches a wide audience in a limited time. Television commercials bring authenticity and realism to the product, as people can see how the product works. However, broadcast messages have a shorter life than printed messages. Radio messages cause your understanding of mind. In addition, marketing via television and radio is more expensive than other traditional forms of marketing.

Signage: materials consist of digital photos framed and illuminated in the dark. Signs that are placed in a place where you are sleeping are creating a big impact by more effective people. When they stand in the light, or at the side of the road, or walk, they are confronted to the psychological state. The digital signage was moved from the walls to mobile taxis and reached a wider audience than ever before. Thus, a moving sign becomes more effective.

Bulletin Board: Advertising boards that use printed or hand painted images on canvas are still widely used. Billboards towards the corridors have come a long

way. This traditional marketing mode uses less text and more images. A picture worth a thousand words and attractive images are great to increase brand awareness. This is the most familiar marketing method. Larger signs can never be ignored, and billboards cannot be seen as outdated, given the wide access between social classes and geographic boundaries.

Direct Mail: Direct mail scores related to creativity, personalization and targeting a specific audience. Direct mail understanding is not only easier, but also has greater power to impress readers. Think about why the pen may be stronger than the sword when it comes to marketing. You should review every word you use and you should awaken a higher response rate in direct mail. Brand recall, direct mail "email" is much higher as compared with that in other marketing research methods. Faster response rates, better buying and receiving more good old-fashioned direct mail new real estate marketing make the real deal.

Print Ads: Printing doesn't die, just evolving. Mobile penetration has only made print media more visible. Newspapers and magazines can be viewed in digital environments, and smartphones can be a boon to print ads.

Face to face interaction: Traditional marketing has been around the age. People are accustomed to it. Traditional methods of networking from events to events, cold calls and recommendations are the power of human interaction. It works really well, to close a sale. Concrete, physical canvas, paper and traditional marketing environments awaken a sensation and a permanent memory. These are easier to access than a visual showcase or an online digital calling card.

Salespeople: Although it is true that more than 70 percent of the buyer's journey has been completed before sales representatives contact the customer, it is an art that requires marketing, training and experience. Therefore, it is necessary to hone your skills at the Online Marketing Institute and such top institutions. Customer Service can play a vital role in assisting customer retention, courtesy cancellation teams that can turn prospects into solid customers or persuade you to stay with the brand.

The century-old history of the automobile industry can be seen as an ever-evolving development history of a business system through several stages. He has created a series of innovative management practices that shape and shape the industrial landscape around the world. Henry Ford invented the moving assembly line, a permanent symbol of industrialization. Alfred Sloan later turned General Motors into a model for the modern company with business segments, marketing plans and planned aging. More recently, Toyota's lean manufacturing work has begun a general revolution in manufacturing. Therefore, it is not surprising that the industry is the source of effective ideas for management researchers. Today it is one of the most competitive industries and one of the highest exporters. Developing countries continue to see automobile manufacturers as a symbol of industrial progress and vitality. As observed, there are stages in the development of the automobile industry. Each of these stages was dominated by a kind of organizational structure and strategy. After a successful period, the dominant type of organization is always replaced by another person.

1.2. The process of marketing management at the enterprise

Marketing: Marketing is the process during which the business executes certain activities to convert them into tangible profits. These activities can be products or services. That is, from the production of a product to its distribution; From the

distribution to the end consumer until the strategy followed by the marketing strategy is not a wrong definition.

Let's strengthen the definition with a short example before continuing. It is a marketing example for a car company (brand) to make market research for the model it will produce, to advertise to media tools, to find a market place, to provide customer service and even to sell a sales consultant, to sell the product, to sell and to provide after sales support. This is a process and multi-dimensional work. It starts before production; it continues after the sale.

Marketing is the basic function of a business. All other departments connected to the business serve indirect or direct marketing. Each company is interested in effective management of marketing activities. In particular, he needs to know how to analyze market opportunities, select appropriate target markets, develop an effective marketing mix, and successfully manage marketing efforts.

Analysis of market opportunities

Every business needs to explore new market opportunities. The changing external environment of the market will create new opportunities and new risks, as well as new opportunities. The entity should analyze and evaluate the environment in the best way to make the most of these opportunities and to maintain and improve its existence through the elimination of dangers. The analysis of market opportunities and other phases requires managers to be continuously equipped with information. Managers, consumers, and the consumer decision process, as well as competitors, production factors owners, intermediary organizations, such as the environment around marketing should recognize the main factors. Economic, demographic, legal and political etc. affecting this environment. they should also have knowledge about wider dimensional factors.

Selection of target markets - market segmentation, targeting and positioning

Businesses cannot meet the needs of all consumers in a particular market. Since there are many types of consumers with a wide variety of needs, it is often more advantageous and profitable to work with and select specific parts or parts of the market instead of all consumers. For target market selection, studies such as demand measurement and forecasting, market segmentation, target market determination and market position determination are carried out.

Market segmentation: It is done to decide which parts of a market to be entered are more suitable for a business. Consumers are divided according to geographic, demographic (age, gender, etc.) or other factors.

Market targeting: Following the segmentation of a market according to the characteristics of consumers, the selection of one or more of the various sections is selected.

Positioning (Determining market position): Once the business enters which part of the market, it is about what it wants to achieve for itself in this section. How this product will have a place in the mind of the consumer compared to competitors.

Developing or creating a marketing mix:

The marketing mix is a series of controllable marketing variables that the enterprise makes a convenient combination to succeed in the target market. As the 4 P of marketing, these variables are product, price, place, promotion. In other words, customers should understand their expectations and requests and design of products or services should be planned. First of all, we should have our product and price it according to market conditions. Then, the product should be reached to the consumer and ultimately we should raise our product in the market.

Today, the competitive market is getting harder and harder every day. Companies are no longer in their own national market, but in an international structure. Increasing product diversity and increasing technological development have increased the importance given to marketing. In spite of all this process, Philip Kotler introduced the concept of 4p marketing as a marketing mix of how the company will start marketing and how to keep it from increasing competition. Let's try to explain these 4 items one by one.

1) Product: If we need to define the product, we can say that all raw materials are processed, processed and combined.

2) Price: After having a product, the second thing we need to do is to charge this product. Many factors are effective in determining the price of the product. One of them is production costs. But alone is not enough. The variability, scope, vision, creativity and research of marketing is emerging. When determining the price, the price range of the consumers, which they are willing to buy this product, pricing according to the target group, and other prices in the market competition, take an important place in the roles of marketing. The most important point that should be taken into consideration when pricing is 4p of marketing is the price that the seller will be willing to sell and the point that the buyer will settle for payment.

3) Distribution: Now we have a product and this product has a price. Here is the answer to the question of where consumers will find our product. Thanks to the distribution, the product is aimed at meeting the customer with the right time in the right place. While 4p of marketing is not focused on the issue of distribution and creativity is limited, there are many successful marketing stories and distribution under many unsuccessful marketing stories. You have a product perfect! You have done very good promotional activities. But the consumer can

not find your product wherever he wants. If the consumer finds it difficult to find your product, your desire for your product will eventually decrease and it will gradually turn to the products of other competitors. In addition, the timing of the distribution is very important. In other words, it is possible to bring your product together when the consumer needs and needs.

4) *Promotion*: Nowadays, there are dozens of competitors and hundreds of products in almost every sector. So do consumers aware of your product? It is important to be able to bring out your own product among so many alternatives. As in the distribution of products, pricing, we have delivered the product in the right place-time, but if the consumer is not aware of your product, you will not be able to make successful sales. If you go to promote your product, it will cause people to notice your product and if they continue successfully, they will consider purchasing after request. For example, on **Google**, you can also advertise on **Facebook** by advertising. We must point out that releasing and releasing it several times will cause you to be forgotten in the same way. With the promotion of 4p of marketing, you need to continually continue your promotional activities in order to keep your product permanently in languages and brains.

Marketing efforts management:

The main task of marketing management is to develop effective marketing programs that will provide a strong competitive advantage in the markets it targets. To achieve this and achieve competitive advantage is achieved through effective and efficient execution of basic marketing management functions in the form of planning, implementation and control.

1.3. Organizational structure of marketing management at the enterprise

One of the basic building blocks in the enterprise is the management of the organizational structure of marketing management. The reason is very simple. The benefits of marketing for years are in front of the business. The most important subject of this benefit is the basic structures of the enterprises. Of course, not all cuts have the same basic structure, each cut takes the land according to the situation. For these reasons, there are 6 basic structures in enterprises. You will need to dive into the report to fully visualize these structures with a detailed description of which teams and roles are there to understand how, where and why.

1. Product-oriented organizational structure

The product-oriented organizational structure can be useful only when companies such as a large customer or customer type make up the majority of their revenue. Product or brand managers are responsible for the product's marketing plan and its implementation in order to achieve market share and profit targets. In such administration system, product managers can be directly responsible for marketing strategy, marketing operations, customer feedback and analytics. They may need to list (but may not be) responsible for branding, marketing, media planning and purchasing, public relations, sales, production and finance.

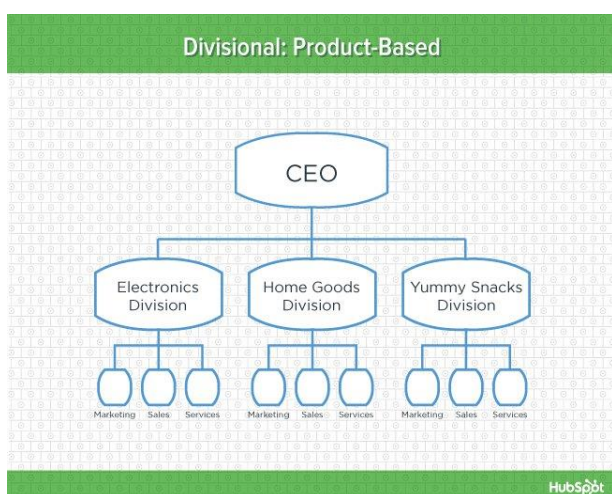


Chart 1. ***Product***-oriented organizational structure

2. Geographical oriented organization structure

Large companies, are companies that serve multiple markets, may need geographic expertise. The size of the market area may require smaller marketing units to effectively meet regional needs. This can be a customer-focused approach when it is taken into consideration that customer preferences may differ in markets due to different geographical areas. The main issue here is to ensure good communication between regions. Unless communication is good, it can cause inconsistency.

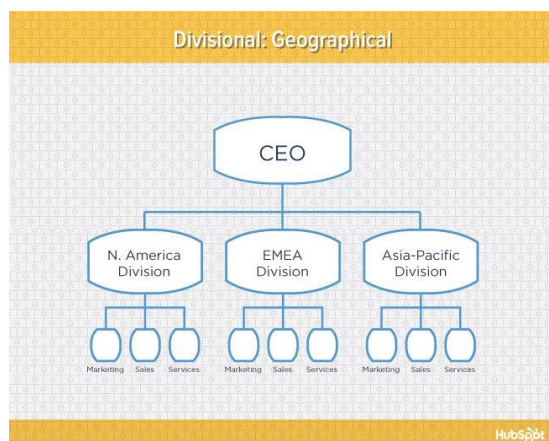


Chart 2. ***Geographical***-oriented organizational structure

3. Channel-oriented organizational structure

Channel expertise is one of the key foundations for the beginning of an organization configuration (for example, direct mail, electronic commerce, loyalty). This arrangement was popular in response to increased channel fragmentation. Even though the channel is in-depth examination, it may have difficulties in coordinating uninterrupted interaction with customers across channels.

4. Function-oriented organizational structure

In an organization based on common business functions, separate departments or teams are created for areas such as advertising, sales or market research. Again, this is a structure that can be explained by the fragmentation of media channels and marketing tools and tactics. If a company requires special expertise (because it becomes necessary for searching or more recently for programming), if functional groups are not actually outsourced, then it is an easy way to meet these requirements.

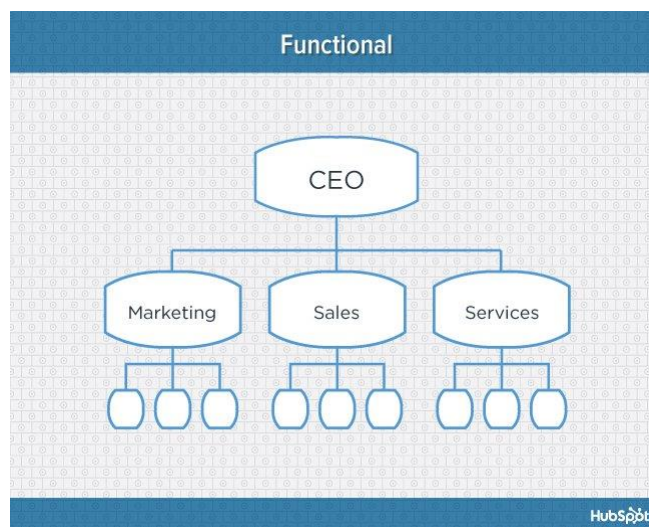


Chart 4. Function-oriented organizational structure

5. Segment-oriented organizational structure

Another approach is to organize organized groups of customers, such as applications or applications, for example in industry. This structure identifies changes in audience behavior and opportunities for cross selling or additional sales. However, these sales may result in the reproduction of functional information, and each segment must be scalable.

6. Customer-oriented organizational structure

This is a kind of organization that focuses on the segment, represents a reflection of the customer's path, as well as the neglect of product and geography. As the report says, at the end, a business cannot optimize interaction with a client without organizing actions on the client's path report. It has equal rights to the fact that the so-called multichannel experience, such as purchasing, storage and growth, is in the middle of attention.

As we saw each career structure, saying the company is depending on the business structure of each. The biggest responsibility falls on the marketing manager. Because it is necessary to make the correct analysis of the condition of the enterprise, the correct structure application. Choosing the wrong structure can make the organization worse and make it insurmountable. Especially if the automotive sector is concerned, it is necessary to have two times check it. Therefore, marketing managers are of great importance today.

2. Analysis and improvement of the management of marketing activities at the enterprises

2.1. Research and analysis of marketing activities of domestic services and foreign enterprises

There are many methods of analysis that we will use the most basic and useful SWOT analysis. SWOT Analysis is a technique that you can apply for your business purpose. The analysis dates back to the 1960s. The vehicle developed by Albert Humphrey has since been kept up-to-date and popular. SWOT Analysis is often used to understand your strengths and weaknesses, as well as the opportunities around you and the potential threats you encounter.

The SWOT Analysis is very simple, but it is very useful because it helps you discover opportunities you can take advantage of in business life by driving you to think a little bit. It also points out which strengths you need to focus on in order to benefit from these opportunities. On the other hand, when you realize the weaknesses of your organization, you understand what you need to pay attention to in order not to be caught vulnerable to potential threats. Another benefit of SWOT Analysis is that you realize what makes you different from your competitors so that you can create a strategy built on your differences. In this way, you can differentiate and gain competitive advantage in the market where you operate.

You can use SWOT Analysis as the first step in creating your long-term strategy. The SWOT Analysis is also a very good method of icebreaking for people to come together in strategy meetings. Especially, considering the fact that working for the automotive sector is the most important issue, the importance of SWOT analysis in this sector is invaluable.

In order to make SWOT analysis, which is also called Internal-External Analysis, a 4x4 shaped matrix consisting of the intersection of two axes is used. An axis of this matrix includes the strengths and weaknesses that you have as an individual or as an individual; it is called internal elements. On the other axis, there are external elements that are outside of your domain, both individually and individually, which may affect you; these are called opportunities and threats.

There are many foreign automotive industry distributors in our country. If we look at the support that has been made to the automotive industry lately, we see how important it is for marketing industry managers. As I mentioned before in our country, foreign and domestic automobiles are currently in place in the country, and they are suggesting a more effective marketing management by

analyzing the capabilities or threats that might affect them, whether strong or weak at the moment of their internal management elements.

I want to note that you can see SWOT analysis of the main foreign automobile companies located in our country, then local production enterprises. First of all, start with foreign car ventures:

- 1) **Lexus** - is the extravagance car area of Toyota Engines which is based out of Japan. The luxury brand from Toyota has checked its nearness in over 70 nations (one of them is Azerbaijan) over the world and is as of now the best dealer and advertise pioneer within the extravagance portion in its domestic nation Japan.

Strengths:

Strengths are characterized as what each trade does best in its extent of operations which can allow it an upper hand over its competitors. The taking after are the qualities of Lexus:

- *The Toyota Label:* Toyota may be a brand that has been synonymous with the leading of innovation and generation components. Vehicles from Toyota are well known owing to their reliable execution and endurance.
- *Japanese Innovations:* Japan has been a herald in vehicle innovation and Japanese cars are broadly utilized over the world since they are known to have prevalent plan, tall unwavering quality and follow to rigid quality norms.
- *The feature-rich extend of cars:* Lexus has continuously been related with cars that are wealthy in highlights a few of them being cutting-edge innovation, faultless security, high-end styling and especially smooth driving comfort.

- *Focus on Advancement:* Toyota has continuously given prime thought to development and has directed inquire about in zone like robot-driven
- *Wide Item Portfolio:* Lexus features an assortment of cars beneath its umbrella with sedans, roadsters, SUV's

Weaknesses:

Weaknesses are utilized to allude to regions where the trade or the brand needs advancement. A few of the key weaknesses of Lexus are:

- *Late section into the market:* Toyota came in late into a business opportunity for extravagance autos where the scene was ruled by German and Italian brands who had officially settled a solid market nearness. This was a basic soft spot for Lexus.
- *Restricted Range of diesel motors:* The scope of diesel motors in the Lexus go is poor in contrast with contenders. The GS has just a single rendition with an oil motor. The significant contenders of this variation – the E Class and 5 courses of action – accompany double diesel motor alternatives to be specific a 4 and 6 chamber.
- *Deficient alternatives for SUV's:* While contenders like Audi and BMW have more than one sort of SUV, Toyota Lexus go accompanies only one SUV which may not be sufficient to beat the intense race.
- *Low marking:* Though extravagance vehicles are not publicized in prevailing press parcel of cash are spend on advancements and item launches. In correlation with market pioneers, Toyota promotion spends on Lexus are low with the outcome that they have not had the capacity to get the fundamental mileage and perceive ability.

- *Absence of fervor:* Luxury vehicles dependably guarantee extraordinary and energizing driving encounters. Very in opposition to that Lexus apparently is an exhausting vehicle with not very many energizing driving prospects.

Opportunities:

Opportunities allude to those roads within the environment that encompasses the trade on which it can capitalize to extend its returns. A few of the openings incorporate:

- *Developing interest for extravagance vehicles in rising economies:* The interest for extravagance autos is relied upon to develop in creating nations with the outcome that a large number of the European vehicle brands are moving into these nations at a disturbing rate.
- *Increment in the quantity of rich individuals:* In nations like India and China, there is a sharp increment in spendable salary. The quantity of tycoons is required to develop by 10 percent the following two years for instance in China.
- *Ideal macroeconomic components:* Macroeconomic elements like joblessness list, swelling, reserve funds, venture and extra cash are largely positively arranged towards the buy of extravagance vehicles particularly in the Middle East and Asia.
- *Innovation:* Toyota has dependably been at the front line of research that is future driven. A portion of the key territories of research incorporate robot-driven autos, exchange vitality vehicles, interconnected traffic and security frameworks and so on.
- *The market for Green and Alternate vitality vehicles:* Toyota has directed research in green and half breed autos and has dependably been a staunch

supporter of mixture advancements. A gigantic development prospect is anticipated in this space.

Threats:

Threats are those variables within the environment which can be negative to the development of the trade. A few of the threats incorporate

- *Lower boundaries to passage:* Today vehicle showcase does not have noteworthy obstructions to section which has brought about developing challenge.
- *Hardened Competition:* There is solid challenge today in the extravagance advertise for autos with a solid nearness of European players like BMW, Mercedes Benz, and Audi.
- *Developing fuel costs:* The expansion in fuel costs is influencing clients to incline toward interchange vitality autos or green vehicles.
- *Expanding crude material costs:* The expense of crude materials like steel is likewise on a sharp slope making valuing a troublesome test for automakers.

2) **Toyota** - whereas talking almost the leading car producer within the world, Toyota will certainly take the driving put. Its author K. Toyoda established the company in 1937. It was the spinoff of his father's company named Toyota Businesses. The headquarter of this car company is in Toyota, Japan (Aichi).

Strength:

The strength of a trade alludes to the zone which keeps it distant ahead than its competitors. The solid focuses of Toyota within the car advertise are as takes after

- *Solid Human Resource:* A Company needs talented and proficient human asset to become greater. Toyota is honored with immense human power all through the world. They have put resources into getting assets, and the arrival they get is enormous. As of December 2015, they have 348,877 gifted HR around the globe.
- *Inventive Organizational Culture:* While it comes to cutting edge working framework and practical procedures, Toyota will dependably be on the top. From broadly rehearsed administration framework to lean assembling subtleties, Toyota has set precedents for the individual organizations.
- *Solid Brand Image:* This is clearly a standout amongst the most significant solid purposes of Toyota. At whatever point individuals search for vehicles, they scan for the brand name 'Toyota,' and that has kept them a long ways in front of their rivals.
- *Progressed Technology:* Toyota isn't just a vehicle fabricating organization, however they are likewise considered as a trailblazer. Their howdy fi innovation has presented mixture autos in the market. The green vehicle innovation of Toyota has been enhanced by clients in vast scale when they think about the natural concern and cost of petroleum.
- *Worldwide Supply Chain:* They has outlets, branch organizations, fabricating processing plants far and wide. The solid and worldwide inventory network of Toyota is extremely one of the best quality of this organization.
- *High Production Capability:* Toyota is giving genuine challenge to its peers on this point as they have a high creation limit of delivering autos, just about 10 million every year.

Weaknesses

Talking around the weaknesses of a trade implies the regions where it can make strides a part. These are the regions where the commerce has much to do with encourage advancement. The weak pointers of Toyota are as takes after

- *Reliance on Suppliers:* as Toyota has providers around the globe; they need to rely upon them. It makes the creation a bit sloth.
- *Not Grabbing Markets:* Toyota has created green vehicle innovation, however it has been flopped in snatching the genuine market where it would be actualized precisely. The market of China and India can be the best for propelling these vehicles, however there is still time.
- *Negative Publicity:* This occurs because of substantial vehicle reviews. Any sort of vehicle influenced the automaker, and Toyota is no special case. Additionally, the review rates are higher in Toyota, and that can cause progressively negative attention.
- *Poor Brand Recognition:* There are 4 distinct leads of Toyota-Hino, Lexus, Daihatsu, and Among these, Lexus and Toyota have been effective in making the brand acknowledgment.

Opportunities

Opportunities for a commerce allude to the regions which can be utilized to pick up more incomes. The crucial opportunities of Toyota are as takes after

- *The development of Developing Nations:* Perspectives is changing, and now, individuals are progressively disposed to purchase vehicles. In the creating countries, the interest for autos is exuberating.

- *Green Vehicle Technology:* Maybe slower, however the green vehicle innovation is picking up fame around the globe. In the event that Toyota centers around this zone, they will get much income from this advancement.
- *Developing Concern for Environmental Pollution:* People, the world over, is getting progressively worried about the natural debasement and are additionally ready to do their bit. This is the high time to promote Toyota's condition inviting.

Threats

These are the elements that can make a business face downturn if not taken consideration early. In this way, the potential threats of Toyota are as per the following-

- *Number of Competitors:* Toyota is contending with gigantic names in the market, as Volkswagen, Ford, Mitsubishi, and Hyundai. It makes very difficult to make solid feet in the market.
 - *Expensive Raw Materials:* As the expense of crude materials is expanding, that is likewise expanding the expense of the final result.
 - *Lower Profits:* The constant risk of trade rates is dependably there. At the point when the incomes are sent back to Japan in the Yen that turns out to be very lower benefit in contrast with different monetary forms.
- 3) **BMW** - one of the most classy cars across the world, known for its quality and design is BMW. The brand is known to be adaptable and has cars which

are in the ultra premium segment as well as cars which are pretty much affordable as far as luxury cars go.

Strength:

- *BMW gathering:* Group comprise of 3 marks to be specific BMW, MINI &Rolls Royce all situated in the top notch section. Additionally BMW isn't just a vehicle creator, they are one of the world chiefs in bike generation, flying machine motors and marine motors.
- *Development and innovative progression:* Continuous procedure improvement and mechanical headway in its R&D has made it a market chief in the top notch section for vehicle deals. The Brand is known for its quality, dependability and prevalent client administration support. What's more, more critically for the flawless plan of its scope of autos.
- *Famous brand in vehicle industry:* With its imaginative publicizing efforts organization has prevailing with regards to situating it as an exceptional brand coming about into High TOMA (Top of mind mindfulness).
- *Workforce:* It has made a pool of 100000+ profoundly talented representatives who ceaselessly work in 100+ nations to separate BMW's putting forth from their adversaries.
- *Item portfolio:* BMW have differentiated item portfolio from SUV's to Luxury Sedans to sports vehicles. The product offering and item profundity are fabulous as far as quality and structure.
- *Plans for half breed models:* BMW has plans to dispatch models which keep running on elective fills like Electricity and gaseous petrol. These plans demonstrate that the organization is making advances to be set up later on where fuel may turn into an issue.

Weaknesses

- *Autos reviewed:* Controversies identifying with review of vehicles because of some specialized usefulness or non-abidance to govt. driven standards is winding up exceptionally normal, latest one is BMW reviewing 1.6 million autos due to airbag concerns. For a brand like BMW it is influencing its image picture.
- *Vital unions:* BMW bunch has not many key partnerships. This gives the contenders an edge over BMW. BMW is able to do great R&D however the execution of the explored vehicles takes vital collusion with various organizations which BMW needs.
- *More youthful age less brand cognizant:* The more youthful age is bound to spend the cash on electronic machines at that point sparing it for a top notch vehicle.

Opportunities

- *Expanding item portfolio:* By expanding their item portfolio and presenting new arrangement in various sections they can build their deals as there will be more decisions for clients under a similar brand. Off base, this is the best open door for any brand in the market.
- *Vital Alliances:* This can demonstrate a keen technique for BMW. BMW can utilize other organization's particular abilities to separate their contributions.
- *Changing way of life and client gatherings:* With changing client way of life and more and more tendency towards premium brands it is sure that this portion is developing quick. In creating countries the development rate is even as high as 33% YoY.

- *Market extension:* Entering new markets will assist the organization with increasing their focused on income. This is the best way to guarantee that they stay over the income chain for creating economies.

Threats

- *Rivalry:* Low cost vehicle organizations with their up-to-date and cheap contributions will be significant risk to the organization. Additionally Stiff challenge from different organizations in premium portion like Audi, Mercedes is a deciding element.
- *Value factor:* More and more individuals are getting to be cost cognizant and with the more youthful age on an electronic buying binge, there is danger that sooner rather than later extravagance vehicles will quit accepting as much consideration.
- *Rising fuel issues:* BMW needs to emphatically adjust to the need of green fuel and green machines with the goal that it can retain the potential clients who are searching for green vehicle arrangements, particularly in the develop markets.

4) Mercedes-Benz - is one of the driving organizations in its industry.

Mercedes-Benz keeps up its prevailing position in advertise by basically analyzing and looking into the SWOT examination. SWOT investigation an immensely intuitively prepare and requires successful coordination among different divisions inside the organization such as – promoting, back, operations, administration data frameworks and key arranging.

Strengths

- *High TOMA:* Mercedes is an entrenched brand and is a piece of the "German Big 3" extravagance automakers, alongside Audi and BMW, which are the top rated extravagance automakers on the planet. Mercedes centers its sponsorship spending around occasions that draw in a well-obeyed swarm. Its three columns are golf, tennis and New York's Fashion Week. Mercedes won its first Constructors' Championship as the top group in F1 in 2014.
- *Assembling offices around the world:* It has producing offices crosswise over 6 mainlands and in 26 nations including both for traveler vehicles and transports which is helping them to keep their operational cost low and in this way increment their benefit.
- *Ceaseless item development:* Daimler parent organization of Mercedes has dependably been known for its innovative headway directly from presentation of inner burning motor in 1886 to "Pre-safe" innovation in 2013, Company has ventured out far to set up itself in the top notch traveler vehicle/trucks fragment. Mercedes is worried about security highlights of the vehicle.
- *Solid hold in the creating countries:* Premium car players like AUDI, BMW and so on who are exceeding expectations in the created economies are being trailed by Mercedes in creating countries like India. Mercedes is centered around getting to be No.1 player in creating markets and that is the thing that driving their development.
- *Item portfolio:* Mercedes have solid item portfolio going from car to SUV which is helping them to rival different players in the market.

Weaknesses

- *Costly After deals administration and support:* Servicing cost is one of the significant integral variables which ever vehicle you are wanting to purchase. Mercedes adjusting cost is high when contrasted with different players in a similar portion.
- *Clashing objectives of the gathering organizations:* It might happen that Daimler itself being such a major gathering can fall prey of clashing targets of the gathering organizations which may influence its individual image.
- *Circulation is hindered:* Although Mercedes could extend firmly, in any case, it is found to have a hindered development since it keeps appropriation of its vehicle particularly elite, which influences its supply and along these lines its image value.

Opportunities

- *Development moving to Asian markets:* Although American and European market is the beat of this Industry, yet the center is moving to creating markets like China, India and other Asian countries as a result of ascend in discretionary cashflow, changing way of life and stable financial conditions.
- *Increment popular of premium vehicles:* Companies like VOLVO, Audi, BMW and so forth are wagering high and are focusing on the creating countries because of increment sought after of Luxury open transportation framework.
- *Key Alliances:* This can demonstrate keen system for Automobile organizations. By utilizing specific capacities and joining forces with other organization they can separate their contributions.
- *Developing Automobile industry:* Automobiles speak to opportunity and financial development. Vehicles enable individuals to live, work and play

in manners that were incomprehensible a century back. Vehicles give access to business sectors, to specialists, to occupations. Almost every trek closes with either a monetary exchange or some other advantage to the personal satisfaction.

- *Innovative progression:* Developing eco-friendly modern innovation and half breed vehicles can help Mercedes in rising as a market chief all inclusive.

Threats

- *Extraordinary Competition from different players in the section:* Presence of players, for example, AUDI, BMW, Volvo and so forth who are not leaving any stone unturned to develop as a worldwide player and pioneer in a large portion of the business sectors.
- *Unpredictability in the fuel Prices:* At least for the traveler section variances in the fuel costs remains the deciding component for its development. Additionally government guidelines relating the utilization of elective fills like CNG. Shell gas is additionally influencing the inventories.
- *High fixed expense and interest in R&D:* Due to the way that develop markets are now packed, Industry is moving towards developing markets by structure offices, R&D focuses however advantage of these choices is yet to be promoted.

5) **Audi** - one of the highest extravagance vehicle producers on the planet, Audi is as much referred to for its vehicle with respect to its complex extravagance. Audi is a totally claimed gathering of Volkswagen and has a

standout amongst the most popular logos of car history – the four interconnected rings of Audi. Here is the SWOT investigation of Audi

Strengths

- *Innovation and building* – Audi is known for the designing and accuracy behind their autos. What's more, that is actually what they showcase. The look and plan of the vehicle accompanies exactness building and utilization of high limit motors. Similar looks can't be accomplished without the best possible assembling offices or the correct assembling process.
- *Brand name* – A brand is a guarantee and Audi unquestionably conveys the "trust" factor behind it. Known as a standout amongst the most sheltered autos on the planet, Audi has the structure, the innovation and the security to be a standout amongst the best vehicles around. Moreover, long stretches of legitimate showcasing interchanges and long periods of presenting fresher, quicker and progressively smooth vehicles has added to the brand name of Audi as an overly premium vehicle maker.
- *Items* – For a car maker, the items are the key driving components for the achievement or disappointment of the organization. This is the place Audi is taking care of business. Audi has changing arrangement of vehicle models, all from premium to very premium to ultra premium. The A arrangement and the Q arrangement of Audi autos are a standout amongst the most well known and sought after arrangement from Audi. Be that as it may, other than that, Audi additionally centers around development with vehicles like Audi ultra, Audi Quattro, Audi game and others.
- *Plan* – BMW, Mercedes, Audi, Ferrari, every one of these vehicles are known and are premium on account of the structure of their autos. Smooth, Sophisticated and Rich, every one of these properties can be

related with an Audi vehicle. Audi autos are separated for the most part by its logo which includes 4 interconnected circles. Other than these, the vehicle comes in hatchback just as car and extravagance autos. The embellishments which go with an Audi vehicle is nearly as popular as the vehicle itself. Air packs for security, seat and mirror warmers, robotized gears, the inside beautification of the vehicle, these things add to the structure component of Audi.

Weaknesses

- *Expansion* – BMW expanded itself into ease vehicles and has kept a bigger item portfolio since it needs to build its turnover. Same technique has not been trailed by Audi due to which BMW has taken the front seat in the extravagance vehicle fragments deserting Audi slacking.
- *Advancements and interchanges* – The message of Audi promotions dependably hits the bullseye. Notwithstanding, Audi needs to get the recurrence of advancements also. You will see Audi advancing even less than BMW which is a slip-up. Albeit premium brands need not be available all over the place, normal and to the point advancements which set the possibility of "premium" in the psyches of the clients need to appeared and once more. Both BMW and Mercedes are advancing all the more enthusiastically than Audi.

Opportunities

- *Target Emerging markets* – Because of its essence in set number of business sectors, Audi can present its items in developing markets too, along these lines covering a progressively geological area and bringing more turn over and benefits for themselves.

- *Enhance for develop markets* – Innovation and expansion in develop markets will give Audi an edge from their rivals making them stand separated in the group. Development can be as battery energized premium autos, or more vitality proficiency or the general working of vehicles in themselves. Development is a main impetus behind separation which will help Audi over the long haul.

Threats

- *Constrained markets* – The market is restricted and the offer of the pie is going to other premium brands also. This may cause immersion over the long haul.
- *Dangers when all is said in done to extravagance vehicles* – Younger age spending more on contraptions and understanding the estimation of investment funds on different items
- *Dangers of universal markets* – Audi can't get by with its home region. It needs to spread globally. The PEST hazards crosswise over nations is high which takes a great deal of time of the brand to oversee.
- *Rivalry* – Like any industry, rivalry is high even in the extravagance vehicle producers portion, the challenge being most grounded from BMW.

6) **Porsche** - is a worldwide well known German maker of Sports vehicles, Sedans and SUV's. Established in the year 1931 by Ferdinand Porsche the organization was initially named "Dr. Ing. H. C. F. Porsche GmbH" and its principle central command were situated at the focal point of Stuttgart.

Strength

The strength of an organization is the thing that it exhibits before the group and what has helped it become famous. A portion of the qualities of Porsche are:

- *Notoriety and Brand Image:* Porsche has become well known as well as the impressions of the brand are solid among the group. It is known for its legacy sports and extravagance autos alongside the car portrayal. The vehicles are favored by top of the line clients as a result of the value extend as well as the machine control also.
- *Brand Extension:* They may just have seven sorts of vehicles accessible added to their repertoire however the quantity of varieties they offer makes them the brand with most noteworthy brand expansion openings. They have two distinct assortments of SUV, four kinds of Sports vehicles and an extravagance car.
- *Sports Base:* Their base in the engine dashing world is the most grounded out of the various brands in light of the nature of the items they use. They particularly have a line of machines devoted to the engine dashing base. The 911 is a world known machine that is marked down for a very long time as a result of the machine it comprises of.
- *Devotion:* Porsche's one greatest quality is their solid and faithful fan base. Aside from being a brand for top of the line clients or extravagance based vehicles, Porsche is in converses with the most straightforward of psyches as well. The devotion base is high which keeps the brands' situation on top dependably.
- *Worker Base:* The specialized and the administration base are proficient and profitable definitely. They are continually making a decent attempt to make something better and more grounded. The representative base in absolute comprises of somewhere in the range of 12000 workers.

Weaknesses

Weaknesses of a brand are where an organization works for their improvement while each slip-up is considered. A portion of the weaknesses of Porsche are:

- *Expensive for Middle base:* The Porsche vehicles are made with an attitude for the upper or rich base of individuals which is a shortcoming. Since their quality among the center base is practically none on account of the extraordinary value extend.
- *High Maintenance:* Their support charges are high when contrasted with other extravagance vehicle models or sports autos. The running expense of the Porsche autos is additionally expanding with each new model that is acquainted with the group.

Opportunities

Opportunities are where the organization has a degree for development which further works for their picture later on. A few open doors for Porsche are:

- *Expansion:* Expansion is an open door that Porsche needs to receive soon or in not so distant future to build their market region or client base. Since it is an objective based item, the generation can be exchanged to different nations like China for better result.
- *Exclusiveness:* Creating vehicles that are selective in the ongoing business sector is an or more point for the brand which will likewise successfully increment their deals. Keeping the business high would result in a superior report for the up and coming years.
- *Future Cars:* Increasing the variety of vehicles can be a choice while considering accepting up new open doors since the range for the working class base is extremely low. So the formation of vehicles in that range will build the client base as well.

- *Manufacturing and Delivery:* The development of the market region comes in a state of harmony with this section since once the assembling base is extended, the conveying of items to a more noteworthy mass and region turns out to be simple.

Threats

Threats are something that can hurt the organization's notoriety or market esteem. A portion of the threats for Porsche are:

- *Government Policies:* Government arrangements in certain nations may result as a confinement for the selling or running of Porsche Cars. Along these lines, fixing their issues while they deal with the arrangements is the better choice for the organization.
- *Recession:* Increase in the subsidence has prompted a decline in the quantity of individuals having the capacity to bear the cost of such high range vehicles created by Porsche. Propelling vehicles that can be obtained by the more prominent mass is another answer for the risk of losing clients.
- *Competition:* With the expanding rivalry in the market and their greatest rivals being "tesla", they have to cook much better items to their current client base.

7) **Range Rover** - is four wheeler extravagance vehicle brand that is right now under the umbrella of Jaguar Land Rover and claimed by Tata engines since the year 2008. The brand is viewed as a symbol in extravagance SUV's and the vehicle has shown enormous vigor and adaptability over a wide assortment of landscapes and has won numerous esteemed honors and awards for its execution.

Strengths

Strengths are characterized as what every business best in its extent of activities which can give it an advantage over its rivals. Coming up next are the strengths of Range Rover:

- *Rich Heritage:* The greatest strengths of Range Rover is the rich legacy it conveys which is intently connected with its image picture.
- *Relationship with Jaguar:* The nearby relationship with Jaguar which has a brand value of itself additionally expands the validity and trust of Range Rover which goes about as a quality for the brand.
- *The vision for Future:* The brand has dependably been forward-looking in its methodology and has always produced imaginative thoughts in its items dependent on client desires.
- *Prevalent Design:* The plan of the vehicle insides are unrivaled and shows unparalleled execution over a wide assortment of territories even on overwhelmed streets.
- *Very much Defined Branding:* These attributes are bundled and promoted will through an arranged marking technique. This is one more center quality of the brand.
- *Concentrate on new age advances:* The Company has been doing research on the best way to coordinate new age innovations like IOT, AI, and information network and plans to dispatch another armada of brands consolidating these advances.

Weaknesses

Weaknesses are utilized to allude to territories where the business or the brand needs improvement. A portion of the key weaknesses of Range Rover are:

- *Over the top analysis on execution blemishes:* The brand however exemplary has confronted a ton of analysis from specialists for issues identified with air suspension, electrical issues and oil spills. There has likewise been a great deal of fire against the organization for poor client administration.
- *Poor counter activity on negative criticism:* The negative news about the brand can turn out to be a noteworthy shortcoming particularly in the event that it isn't countered well.
- *Poor after deals administration:* It is amazingly hard to get extras and administration for Range Rover in many nations other than the United Kingdom. This makes clients fearful of acquiring range Rover autos which can be hazardous in the long haul.
- *Discontinuity in the market:* Yet another shortcoming is the gigantic number of players in the extravagance vehicle showcase today like Audi, BMW and Mercedes Benz which makes the market divided in the extravagance vehicle section. This radically decreases the prospect for development of piece of the overall industry for extravagance vehicle brands.

Opportunities

Opportunities allude to those roads in the condition that encompasses the business on which it can underwrite to build its profits. A portion of the open doors include:

- *Innovation changes:* The innovation changes on the planet have brought about a developing requirement for self-propelled self-governing driving

encounters. This makes another open door for extravagance vehicles like Range Rover since clients would now incline toward a more extravagant in-vehicle experience and an all the more widely inclusive experience.

- *Expanded spotlight on computerization:* The Company is progressing in the direction of creating associated independent vehicles utilizing cutting edge innovations.
- *Developing client spending:* The client has no deficiency of decision today and has the cash to spend on the best transportation alternative.
- *Personalisation needs:* Range Rover has been inquiring about on top of the line customized vehicles which will pre-empt client inclinations and driving decisions. This is an open door which Range Rover ought not miss.
- *Concentrate on ease, green and half breed vehicles:* The expanded spotlight on green and mixture vehicles might be a risk for lower end vehicle producers yet not for set up higher end vehicle brands, for example, Range Rover.

Threats

Threats are those variables in the earth which can be adverse to the development of the business. A portion of the threats include:

- *Expanding fuel costs:* The greatest danger to most car organizations are developing fuel costs which makes it progressively imperative to take a gander at elective vitality choices.
- *Tate Motors Takeover:* Range Rover had a solid picture in the UK showcase yet with an outside association like Tata Motors they may not be seen in a sound way.

- *Stringent Regulatory structure:* The administration administrative system is centering towards green autos, cross breed and battery worked vehicles.
- *Costly crude materials:* Raw materials for autos are winding up progressively costly which thus influences the general valuing system for extravagance vehicles.

8) **Ford Motor Company** - is one of the biggest vehicle makers on the planet. Aside from assembling it additionally gives money related administrations through Ford Motor Credit. It has Ford and Lincoln under its standard. It is headquartered in Dearborn, Michigan in the United States.

Strengths

- *Brand Value:* Ford's brand esteem stands at \$19.771 billion agreeing to the report of Brand Back. It positions 46th within the list of Brand Back report.
- *Solid R&D:* Ford spends a great deal of R&D and is focused on making and improving the execution of its vehicles which incorporates eco-friendliness, security, consumer loyalty, and growing new items. Portage spends around \$6.7 billion on R&D. It has likewise opened another Research and Innovation Center in Palo Alto.
- *Licenses:* Being an assembling industry it is imperative to see the products of its R&D. Passage as of now has approx. 38,500 dynamic licenses and pending patent applications all inclusive. The normal period of patents remains at 5 and a half years.
- *New innovations:* Ford is submitted towards new advancements to give itself the lift in this merciless challenge. Their emphasis is on innovation to upgrade eco-friendliness like EcoBoost, direct infusion of gas or diesel fuel, six-speed transmissions, and half and half and module cross breed

powertrains. To upgrade item quality they are chipping away at light-weighting, lodge innovation, and powertrain.

- *Piece of the pie:* Ford has a piece of the pie of 7.2% as of FY 2015. Its separation all inclusive as far as piece of the pie is as per the following:



Chart 8. Market Share (<https://www.marketing91.com/wp-content/uploads/2017/07/swot41.jpg>)

- *Product Portfolio:* Ford has a colossal item portfolio which lessens its reliance more than one item extend. Their items incorporate little, medium, huge, premium car autos, trucks; transports/vans (counting minivans); full-estimate pickups; sports utility vehicles (SUV); and vehicles for the medium/overwhelming portions.

Weaknesses

- *Item Fails:* The brand picture of the organization gets a toll when they need to review their autos due to comes up short or security reasons. Portage needed to review approx. 271,000 2013– 2014 Ford F-150

vehicles to supplant brake ace chambers in May 2016. In May 2015 Ford needed to review vehicles because of the security disappointments of the Takata airbags. These sorts of reviews hurt the brand picture of the organization and lessen the confidence of the clients on the brand.

- *Developing Markets:* According to the separation of the piece of the pie of Ford it isn't doing admirably in the developing markets. These business sectors have high potential returns and it needs to concentrate on it to expand its general incomes and worldwide piece of the pie.

Opportunities

- *Development:* Ford is putting \$2.5 billion in new motor and transmission plants in the Mexican conditions of Chihuahua and Guanajuato. The finish of \$2.6 billion assembling activities in Valencia, Spain. This will expand their every day creation limit by 40%. New plants could drive the income of the organization higher than ever.
- *Worldwide Automotive Opportunity:* This industry is relied upon to develop at a CAGR of 6% till 2019 and achieve a valuation of \$1.5771 trillion. Likewise, the creation volume is required to ascend to 189 billion units at a CAGR of 5% by 2019.
- *Half and half, electric and energy component:* With the center moving towards lessening emanations by utilizing elective energizes is an incredible open door for Ford. The interest is going to achieve 7.5 million units at a CAGR of 19% by 2020.

Threats

- *Ecological Regulations:* This industry is confronting numerous guidelines coming up for an assurance of the earth. This is making the laws

progressively stringent and the organization needs to hold fast to them by making changes to their generation schematics.

- *Worldwide Economy:* The worldwide economy is confronting a log jam and with 67 plants far and wide Ford needs to take care to keep the costs of the vehicles in line. Cash vacillations will turn out to be a distinct advantage.

9) **Hyundai** - was established by Chung Ju-yung in December, 1967. It has been working in car industry and advertising Automobiles, Cars, commercial and motors items to its around the world clients.

Strengths

- Hyundai India has such a brand value, that it is nearly thought to be an Indian brand, with part of good awards for being India's second most offering brand beside MUL in piece of the overall industry
- Hyundai Motor India constrained is the biggest vehicle exporter from Asian Market which demonstrated a 10% development contrasted with last FY
- The item length incorporates around 8 vehicles, beginning from new Eon in little vehicle fragment to SUV portion Santa Fe
- Among the vehicle players just HMIL is known for its CSR exercises
- Hyundai items never neglect to win shrubs in each fragment from different car appraisals as far back as its activities in India
- Hyundai , has the biggest system of showrooms and administration station beside Maruti in India

- An article in Economic occasions cited that "Hyundai Eon propelled , steps on An alto area" demonstrated that Eon will go about as a danger to decrease in Alto's piece of the pie

Weaknesses

- Regarding most dependable and confided in brand; Maruti is progressively solid in Indian subcontinent
- Save portions of Hyundai vehicles are relatively evaluated higher and save parts don't have PAN India nearness
- In SUV portion both Tucson and its next model Santa Fe didn't have a noteworthy effect
- Increment in product costs, for example, steel, aluminum and auxiliary parts has influenced edges
- As Hyundai significantly focuses on quality, the greater part of its item are in premium class in each portion. Hyundai is as yet attempting to have a superior effect in little vehicle section regarding cost effectiveness like different fabricates
- Hyundai doesn't have any item match to contend in Corporate requests like Tata Indica V2, Tata Sumo, Tata Indigo, Chevy Tavera, Ford Fiesta and so forth. These vehicles are most favored in both taxi fragment and government reserving for mass requests

Opportunities

- SIAM – Society of Indian vehicle Manufacturers, have expressed that there is relentless increment in Car deals both Domestic and Indian contributing an important offer in India's Gdp

- The fare markets development rate is 22.30% contrasted with last monetary year
- The sparing utilization example of India is an additional favorable position for any section working together in India. This was one of the significant purpose behind Indian market to make due in the midst of worldwide retreat
- Hyundai has awesome open door in going into business vehicles and Recreational vehicles as they are as of now doing great outside India. Right now HMIL has its emphasis just on Passenger vehicle fragment

Threats

- In spite of the fact that Hyundai claims itself to have no immediate contenders other than MUL, there are Indian players like Tata, Mahindra forcing a solid danger for Hyundai Motors India to grow its item class
- Remote Direct Investments streaming in Indian car space are bad signs for effectively existing Giants like MUL and Hyundai.
- Practically all significant car players have begun attacking India to open up their market and their assembling plant in India. "Chennai" is alluded to as the Detroit of Asia!
- Numerous producers have begun to focus on little vehicle fragment as an option to Nano. These will log jam the normal offers of Eon.

10) **Nissan** - is a main car producer. It is related with the assembling and offers of vehicles, marine items and extra parts for the equivalent. They have critical activities in Japan, South America and Europe. They are headquartered in Kanagawa, Japan.

Strengths

- *Brand Value:* Nissan is positioned at 64th in the report of Brand Finance. It has a brand estimation of \$17.785 billion. It works in the vehicles segment.
- *Research and development:* Nissan has a high consumption for R&D. In their FY 2015 money related report, they had spent a \$4.626 billion. This was an expansion of 1.1% in the course of the most recent year. Their ventures center around vehicle wellbeing, condition, cross breed and electric innovation and innovation for tomorrow.
- *New Products in the pipeline:* Nissan is certain to include business self-governing vehicles by 2020. It has joined forces with NASA for the equivalent.
- *Brand Portfolio:* They are not slanted or subordinate more than one section. They have items in traveler autos, zero discharge vehicles, compacts, wagon car, sports utility vehicles (SUVs), smaller than normal wagons, hybrids, extravagance vehicles, pickups and light business vehicles. They additionally sell marine items, including speedboats, motors, barges, cleaning pontoons and travels.
- *Geographic Presence:* They fabricate in 20 nations and have a deal in excess of 170 nations. Their real markets are Japan, North America, China, Mexico and the Middle East.
- *Key Alliance:* Nissan has banded together with Renault to venture into worldwide markets to share the hazard. They have been entering new regions together and are doing great business.
- *High piece of the overall industry in North America:* As can be seen from the chart underneath, Nissan has a high piece of the overall industry in North America.

R

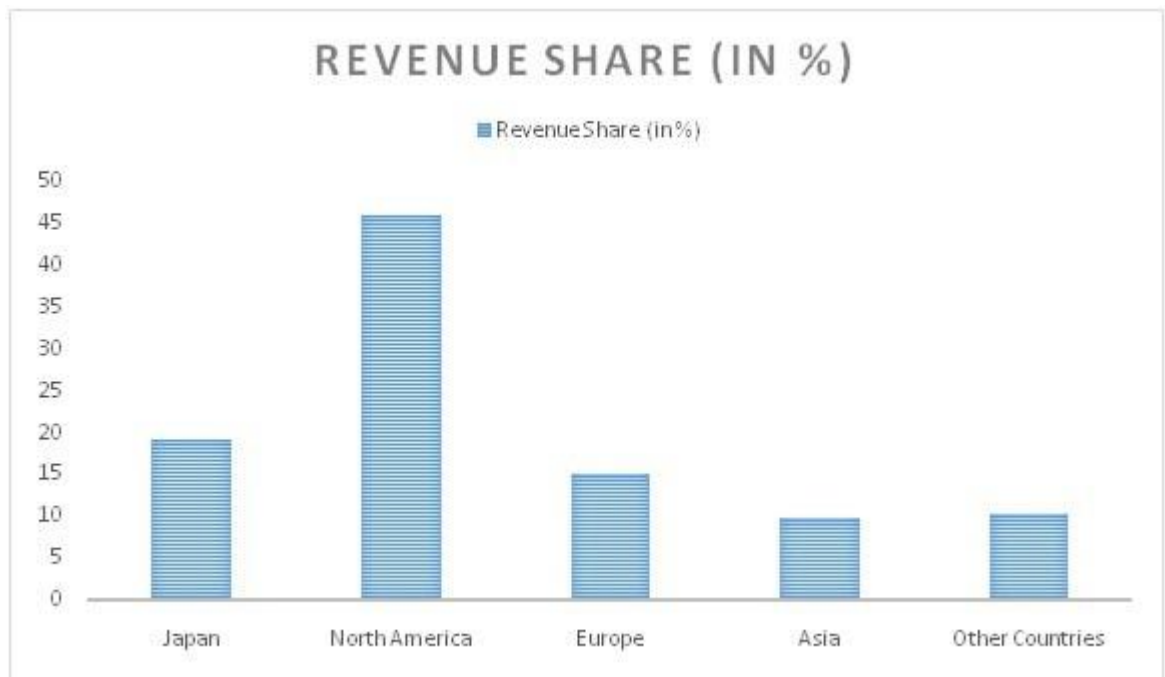


Chart 9. Revenue share

Source:

(<https://www.marketing91.com/wp-content/uploads/2017/03/nissan2.jpg>)

Weaknesses

- *The risk to mark esteem:* Nissan slipped 10 puts in the Brand Finance report. This slip in the brand esteem accounted to \$300 million. This is an immense issue for them.
- *Reviews:* The most harming thing to any producer is item reviews. Nissan has confronted such issues previously. They had reviewed 639480 autos in US and 129,000 vehicles in Canada and different nations for flawed hood locks and wiring outfits that can hamper.
- They had reviewed 768000 vehicles as dampness could leak through the driver side floor and cause an electrical short, which could prompt a flame.

Opportunities

- *Car industry Growth:* The car business is relied upon to develop at a rate of CAGR of 6% for 2015-2019 and achieve an estimation of \$1.5771 trillion by 2019.
- *Increment in Market Share:* Nissan as of now possesses 6.5% piece of the pie. With the business to extend they have an enormous chance to develop their business. Additionally, they are as of now experimenting with new business regions with Renault which has given them an edge in this undertaking.
- *Exchange Fuels:* The interest for cross breed electric vehicles is on a consistent ascent because of ecological worries with conventional fuel and costs of rough. The key markets for HEVs incorporate the US, Western Europe, and Japan and China.
- *Electric Vehicles:* The interest for electric vehicles will be approx. 7.5 million units before the finish of 2020. The interest is developing at a CAGR of 29.4% for the period 2015-2020. Nissan alongside Renault plans to put 1.5 million electric vehicles on streets worldwide by 2016.
- *Developing Markets:* They have set an objective of 8% piece of the overall industry. To accomplish this they have to concentrate on the developing markets. China and India are superb decisions for this.

Threats

- *Rivalry:* They have extreme challenge for piece of the overall industry and deals with numerous makers. BMW, Ford Motor, General Motors, Honda Motor, Isuzu Motors, Kia Motors, Mazda Motor, Mitsubishi

Motors, Navistar International, Peugeot-Citroen, Suzuki Motor, Toyota Motor, and Volkswagen are to give some examples.

- *Worldwide Economy:* Fluctuations in remote cash and the present economy can affect deals and request of the autos in the outside business sectors. The organization is vigorously subject to numerous nations for acquirement of crude materials, parts and administrations. Sharp changes in the worldwide economy can influence the creation and costs of the vehicles radically.

As we finish outsiders, we can switch to local production automobiles. I want to inform you that today only 2 domestic automotive industries active: 1) NAZ LIFAN; 2) Khazar. After analyzing both SWOT, we can see how marketing is and how it affects both domestic competition and foreign competition.

- 1) **NAZ LIFAN** - Within the framework of China-Azerbaijan business forum held in Beijing in May 2009, Nakhchivan Automotive Plant and China's "CHONGQING LIFAN INDUSTRY (GROUP) IMP. EXP. CO., LTD." Car Corporation signed a cooperation agreement. According to the agreement, the collection of LIFAN brand cars would be organized in Nakhchivan. Nakhchivan Automobile Plant was commissioned on January 11, 2010.

Strengths

- The plant uses the latest model equipment manufactured in Germany, Belgium and Italy.
- Production is controlled by Chinese experts.

- The plant can produce up to 5,000 units per year
- In terms of production line, three major platforms produce small, compact, medium and large sized models.

Weakness

- Low engine power
- Stay tuned for comfort
- It simply creates difficulties in obtaining production in the Nakhchivan Autonomous Republic

Opportunities

- Within the framework of the China-Azerbaijan business forum
- Nakhchivan Car Plant and China "CHONGQING LIFAN INDUSTRY (GROUP) IMP. & EXP. CO., LTD." Car Corporation signed a cooperation agreement.
- Lifan Group has sold its products to 165 countries and Asia, Europe, Africa, Latin America and other regions by maintaining the highest export volumes among its local competitors for many years.
- In 2014, Lifan Group acquired sales of \$ 1,033 billion in sales of 283,100 cars, 1,393,100 motorcycles, 3,674,600 engines and 401,100 common mechanics, and 30.62 billion yuan.

Threats

- Development of the Khazar car, which is the rival in the local market
- The rise in gasoline prices

- 2) **Khazar** - is produced at AzKron LLC automobile plant owned by AzerMash. "AzerMash" OJSC is a car industry operating in Azerbaijan. The company was created jointly by Azerbaijani Azetrocar and Iranian Khodro company.

Strengths

- Annual production capacity is 10 thousand cars
- It has a large and modern interior design
- Modern equipments

Weakness

- New creation and very few recognition can lead to high sales.
- Design is far from its competitors

Opportunities

- Automobiles like "Khazar", "Peugeot", "Renault" will be produced at the AzKron automobile plant, which is based on modern technologies.
- Being a joint project between Azerbaijan and Iran leads to the development of economic relations between the two countries
- Employment of 300 people in the enterprise led to a reduction in unemployment for the zone
- In the near future it is planned to export to Russia

Threats

- Returning to the NAZ LIFAN car, which is the rival in the domestic market
- High cost of spare parts

As a result, whether local or overseas, big or small, we have seen the perfect or problematic marketing process or outcome of each one. Well, we've seen how important marketing is in larger enterprises, such as major automotive industries.

2.2. Analysis of the organizational structure of marketing management in enterprises

After SWOT analysis we can find the answer of “Why did the structures and strategies of dominant companies in the automobile industry change as they did?”. Reason is simple. They are doing it to get the best result. The beginning of the automobile industry was characterized by the production of handicrafts. The organizations were extremely decentralized, and many of the qualified masters were their own bosses who served as independent contractors in a facility. This mode of production was not productive and could not innovate. It was Ford's genius to solve these problems after the merging of innovation and technological progress. For this reason, its name is closely related to vertically integrated and centrally controlled organizations that emerged in the early 20th century. The new form of organization for the production of automobiles was so successful that it almost completely eliminated the organization of handicrafts. The growth of the automobile industry brought more technical know-how about automobile production and increased competition. These, along with other changes to the business environment, have created new challenges that do not respond

effectively to Ford in some way. In the 1930s he would lose Sloan, who introduced a more decentralized organization. The distributed mass production was to dominate the automobile industry for decades. This failed to respond to the knowledge of automobile manufacturing, the advanced capacity of the technological system and a more competitive environment. The award went to the lean manufacturing system in favor of major automobile companies in the 1980s. Lean manufacturers introduced the traction chain and used extensive subcontracting to coordinate the supply chain. In the 1990s, automobile companies were shrinking and focused on their core business to become more efficient and more efficient than ever. Our findings reveal that the knowledge of automobile production and its customers is the three factors of the technological system and the work environment. The information system represents the level of knowledge and the availability of information. In a sense, the information system in the automobile industry represents the degree of spread of information on how to build a car, on the one hand, and on the other hand, the knowledge of customer demands. In the history of the automobile industry, the information system has developed continuously and gradually. Technological automobile production system consists of technology clusters that together form the technological basis for supporting or shaping automobile production. Business environment, social system (economy, welfare), market system (quantity and direction of market demand), intensity of competition, culture, legislation etc. expresses.

Dynamic changes in global markets require different strategies to achieve competitive advantage. In the 1990s, automobile manufacturers are shrinking to become more efficient and more efficient. The result is network organizations that focus on their core business. Today, the automobile industry is at a stage that can be defined as an organizational network period (customer-oriented organizational structure). Today's strategy is to be a flexible organization that can meet the changing needs of the customer. Automobile manufacturers have realized that in

many areas full competence is almost impossible. However, in order to remain competitive, it is necessary to have in-depth competence and knowledge. In order to solve this dilemma, companies are shrinking and focusing again on their core competencies. They are usually acquired or acquired through relevant qualifications, alliances and collaborative arrangements in the value chain. The main activity area and the needs of the customer are two main themes. Listens to customers, focuses on core competencies, uses smaller core teams that include all departments to develop new products and empower employees; they endeavor to become learning organizations (Lienert, 1994). After reorganizing traditional structures, companies became a network organization. Today, the network organizational structure is included in the function oriented channel. So, ultimately, what we have achieved is the most effective and consultative function oriented channel. Because there is no such confusion as the others, and because everyone is adequate in their work, an effective outcome is achieved. Every day, every innovator needs to use a function-oriented channel because innovation and the expansion of marketing are the focus of attention.

2.3. Ways to improve the activities of the marketing service

There is also a way to increase the effectiveness of marketing service in the machine industry, as in every industry. This is called marketing communication. Marketing communication is the name given to promotion activities to promote products, ideas and services. Marketing communication activities are vital in realizing the goals of brands and improving their current problems. It is possible to match the concept of marketing communication with promotional activities within the concept of marketing. If we consider the automotive sector, we can see that marketing communications play an important role in their increase. You don't set the strategy once. While determining marketing communication strategies, the

budget of the brand or institution, the target group, the status of the market, the status of the competition and the characteristics of the product are determinative.

The methods used in marketing communication in the automotive sector are as follows;

- ✓ *Advertisement*
- ✓ *Public relations*
- ✓ *Sales Promotion / Development and Personal Sales*
- ✓ *Direct Marketing*
- ✓ *After Sales Communication*
- ✓ *Customer relations management*
- ✓ *Sponsorship*
- ✓ *New Product Development*
- ✓ *Relationship Marketing*
- ✓ *Brand Management*

Advertisement

Advertising is a marketing communication tool that is created to persuade consumers to act voluntarily, to attract their attention to the product or business, and to provide positive behavior. Therefore, advertising, information, persuasion, reminder and support functions are available. Advertisement; is the efforts of a product, institution or idea to be publicly promoted by the media (by the advertiser), by buying space and time for a fee, by means of mass media. According to another statement; actions to deliver a message related to a good to the market units orally or visually.

Marketing Public Relations / Ring Adoption

Public relations has a wide range of applications. It is a phenomenon that covers different branches of social sciences, practiced for different purposes in different organizations and is almost everywhere where human relations exist. For this reason, it is very difficult to make a definition accepted by everyone and many definitions have been made to this day. At the same time, it evaluates the attitude of the public (the target group) and expresses the strategies and policies that the business can gain respect and prestige in the public opinion. With this feature, it can be said that it acts as a mediator between the enterprise and its environment and can be considered as a part of corporate communication. Public relations is an art of managerialism that encompasses planned efforts to maintain mutually beneficial relationships so that private or legal persons establish and maintain honest and sound links with specified masses, direct them towards positive beliefs and actions, direct their attitudes by evaluating responses.

Personal Sales

A personal sale is a persuasive service and promotion process, which enables an identifiable organization's marketing presentation to be carried out directly by individuals. The American Marketing Association defines personal sales as an act of verbal endeavor by talking to one or more buyers to sell. American Personal sales is the oldest promotional method, and is a method of personal communication, so it has a different position among other integrated marketing communication elements. It is an expensive application method. By establishing a direct connection with the consumer, the efficiency of the promotional activities is increased, the expectations of the consumers can be better understood and these expectations can be more accurately answered.

Direct Marketing

Direct marketing consists of communication directly with the targeted individual customers, receiving a quick response from them and developing permanent customer relations. At the same time, direct marketing is an interactive marketing system that uses one or more advertising tools to perform a measurable response or business transaction anywhere. According to the definition of the Direct Marketing Association; direct marketing is an interactive marketing system that uses one or more ad media to influence a measurable response or a commercial transaction in any location. Direct marketing is implemented through various techniques such as direct mail (letter sales), television, telephone, fax, telex, catalogs, brochures, SMS, inserts, internet, door sales. Direct marketing addresses individual customers individually rather than customer audiences. The importance of direct marketing, which can contribute to data-based marketing efforts with interactive, measurable and anywhere realization feature, is becoming more and more important with individualization and personalization in marketing.

Sales Development

According to the definition of the American Marketing Association; Personal sales, which encourage consumers to buy and encourage dealers, are promotional actions outside advertising and publicity. Sales development; other sales efforts, such as exhibitions that are not consistently carried out except for personal sales, advertising, public relations and direct marketing efforts. Sales development efforts are made up of short-term and non-routine tools to announce the presence of products to potential consumers, to create opportunities for existing potential customers to buy products, to facilitate the trial of products, or to drive impulses that encourage introductory, unplanned and instantly motivated acquisitions to increase brand loyalty. are tactical activities and practices that are constantly

changing. It is therefore not standard. Provision and benefit-oriented activities. The increasing competition necessitates new communication activities and the relative importance of sales development activities is increasing day by day.

E-Marketing

Before defining the concept of electronic marketing, it will be appropriate to distinguish it from the other concept which is often confused. Electronic marketing, internet marketing, internet-based marketing or online marketing with other name; to promote the company through the internet through the use of electronic transaction facilities, to establish a communication that will enable a rapid flow of information and documents with the potential customers or existing customers. In other words, the use of digital media, such as internet media or other digital media, such as cable and satellite connections, and digital technologies that incorporate the necessary hardware and software, to achieve marketing goals and support the modern marketing concept.

E-commerce, in addition to these transactions in the electronic environment. Therefore, while e-marketing is a must-do for e-commerce, e-marketing is not meant to mean that e-commerce is done. With e-commerce, customers can easily access the information and product they want without having to go to the store, have time pressure or transportation difficulties, can easily compare with competing products, and can keep control with satisfaction and interaction provided by this informative environment that can be accessed every day of the week.

Sales Location Applications

Sales location applications are an important type of advertising within the scope of purchasing communication, which includes all the promotional, information-giving and persuasion tools and materials that are at the point of purchase and which belong to the brand. Integrated marketing service activities continue to attract consumers to the point of sale. Consumers can make purchase decisions at various purchasing points for various reasons. As a component of integrated marketing service, sales location applications can lead the consumer to buy a specific brand in this context. Therefore, point of purchase service has a significant impact on consumer buying behavior and it is becoming more important nowadays.

By means of the sales location applications, both intermediaries and consumers can be reached at the same time, while it is aimed to support advertising when considered on consumer basis. The Point of Purchase (POP), or Point of Sale (POS) communication, has been an integral part of marketing and advertising plans with its strong impact on consumers. Point-of-sale communication is often a supporting sign and internal indicators alongside the indicators at the point of sale or merchandise. Sales location communication includes all forms and tools used to guide the consumer in the procurement process. Purchase point communication in the official definition of the POPAI-Point of Purchase Institute; These are demonstrations, signs, structures and devices that are used to promote sales of goods and services, to assist in the sales of retailers in a publicity store. As can be understood from the definition, the location of the store, signage, interior and exterior appearance, air, cleanliness, smell, security status, the layout of the store, the location of the sales personnel, the characteristics of the sales personnel, the level of interest of the customer, the variety and quality of the products in the store There are comprehensive tools such as.

Purpose Marketing

With the increase of global competition, quality of goods and services alone is insufficient to provide superiority in the competition, businesses are seeking new ways to get to know consumers better, to gain customer loyalty and to differentiate in the market. At this point, goal-oriented marketing is one of the fastest growing most successful marketing strategies.

In a targeted marketing campaign, the objectives of profit-making businesses and non-profit organizations may be different. Businesses; increase the awareness of the company and the brand, increase the level of reliability of brand associations and emotions, motivate the employees, increase the morale of internal customers, increase corporate credibility, build trust, differentiate, improve brand loyalty, provide competitive advantage or a positive social carry out targeted marketing campaigns with motivators such as creating an impact.

Oral Marketing

Word of Mouth is the service process in which a person (the leader of blood) influences opinion seekers or non-formal thinkers. Typical characteristics of service, interpersonal, non-formal, between two or more people, the source does not have a direct benefit from the sale of the mouth to mouth marketing service (WOMMA) word of mouth to mouth communication, consumers to other consumers marketing-oriented information the act of providing. In the definition of WOMMA, oral communication is defined as the transmission of information to consumers by other users, while oral marketing is defined as giving people a reason to talk about the products and facilitating the introduction of business and brand.

Mouth to mouth marketing; verbal and person to person communication between a buyer and a communicator who does not have commercial concerns about a good, service or brand. In mouth-to-mouth service, people inform each

other's behavior and attitudes through information sharing in an informal way. The advice received from reliable sources and spreading out of the mouth affects the purchasing decisions of customers by providing information.

Activity Marketing

Event marketing, which is considered as a new marketing tool, is a marketing communication process in which target groups are actively involved in marketing activities. Inclusion of target groups, but also social it gives an opportunity to interact. These marketing activities, which are organized based on the idea that the views can be forgotten but the experiences and experiences will be remembered, can be focused on the company's brand, product lines or the enterprise itself and it is organized by the company.

Event marketing is a marketing strategy based on the fact that the right activity can bring the right people together under the right content for the sales and marketing goals. Regardless of the type and scope of the event, service is established with the customers during the event, awareness is raised through the news related to the event and the brand image is strengthened. communications are introduced to customers through social activities organized so that the target audience can be reached directly. The fact that the target group and the brand can establish a one-to-one relationship allows the effects to be observed more easily.

Sponsorship

One of the most important elements for marketing is the promotion of the product or brand. Sponsorship activities, which is one of the marketing communication tools, are of great importance in this regard. In order to establish marketing communication, enterprises aim to consciously turn large budgets into

the sector as sponsorship. This is the main reason for the development of the sector in the changing economic conditions and even in times of crisis. It is not sufficient for the company to develop products that meet the needs and requirements of the customers, to pricing them with appropriate prices and to keep them ready with appropriate distribution channels. In addition, efforts to increase sales are required. The most important reason why the sponsorship is requested by the enterprises is that it enables the creation of the desired perception on the customers in a positive way.

Sponsorship is a commercial investment for corporate or marketing purposes without purchasing direct media channels. According to another definition, sponsorship is the planning, organization, implementation and control of all activities with the support of money or equipment for the person or organization in the areas where the development is needed such as sportive, cultural and social areas connected with the purpose of reaching the communication objectives of the organization.

The sponsorship activities, which have an important role in the marketing activities of the enterprises, should be arranged in a strategic manner. This will be possible through an optimal mix of marketing communications to ensure maximum benefit from all sales-enhancing activities.

We can eliminate problems in the machine industry through the ways we mentioned:

- The most successful I can do in Lexus is to put money on advertising. In traditional and digital marketing areas, the creative posters (s) need to be focused on, as well as broadcast the latest version of the latest on the TV and radio. So far, the so-called low-budget advertising is the main reason for being owned by Toyota.

- Toyota has many rivals in the market: Hyundai, Nissan, Ford and etc. And why it is superior to them. The ideal option that can be made here is to throw the thrown out of the brand's importance. For example: to organize a large brand promotion event or to sponsor international events.

- The superiority of BMW since its inception is its design. However, the cost of its spare parts is partly offset by the market. In such cases, the most appropriate is a goal-oriented marketing strategy. With this strategy, you are one-on-one and forget about the positive side of the brand by highlighting its negative side.

- Mercedes-Benz uses the advertising deployment strategy in billboards, billboards, which are the most traditional marketing methods in our day. But in this way, he can only keep his customers. In order to attract new customers, they must use digital modeling absolutely.

- Audi is behind the main competitors BMW and Mercedes-Benz. Because Audi is just moving forward with an e-marketing plan. In such cases, companies should first of all take steps to improve their relationship with the public, namely attracting campaigns, and then applying a marketing-focused marketing strategy.

- Porsche is a brand that is well-known in the market and does not need ads for many. However, the higher prices and the difficulty of obtaining the middle class also affect the sale. For this reason, the ideal choice for such a

situation is to use a sales oriented marketing strategy. For example: bringing test drives to a comfortable state, advertising factors that make the brand's value high, and so on. .

- Range Rover is a car brand, which is recognized in our country as well as in other countries, but has no ads. This is the reason why so many distributors are allowed to think that many countries are at risk for long-term planning. Azerbaijan started operating in the early 2000s, but then turned off some problems and reopened about 1 year ago. The initial strategy should be to elevate customer satisfaction, as the occurrence of such cases affects the current brand's current users. The next step is to have one-on-one sales, that is, use every advertising tool.
- The reason for Ford's great history is that it is a fairly valuable brand. But Ford's main point of sale is on the American continent. It is possible to find dealers in very few European countries. The most appropriate plan for self-promotion is the use of traditional marketing that will create great votes. For example, the "real time" will create a "shock effect" or something on TV at the same time in the world or at one place to finish marketing across multiple parts of the world, Ford will now recall its presence in the market and reassurance in the brain is the basis for renewal.
- Hyundai is a brand that everyone can get. Making it affordable in terms of price makes it accessible. For this reason, Hyundai is moving forward with very simple marketing planning, which is why it has put its power to digital marketing to keep in mind its presence in the market. However, Tucson and Santa Fe, Hyundai's tall machines, were not successful. Because they

thought they would catch digital models out of the way. That's totally wrong. If you want to enter the market in a new style, it's normal that if you take into consideration that there are brands such as Lexus, Range Rover, Mercedes-Benz, BMW in the market. In such cases, more space is needed for traditional marketing as well as digital.

- Nissan is also a brand that anyone can get. For this reason, Hyundai is doing simple planning, but far behind its market competitors. The reason for this is that people do not convey the functions they need to earn. The simplest way of messaging is to use digital marketing, taking into account the low age group of buyers.
- The most important strategy today for Naz Lifan is to make it accessible. Increasing the distributors in the most important places in the country. At the same time, it is important to convey the importance of its cooperation in both social and traditional marketing to raise the value of the brand. After a 1 year stable rate, people can switch to strategies for e-marketing and sales after they have this idea.
- The most ideal planning we can do is to increase brand value when we look at Khazar's SWOT analysis. To increase the value of the brand is to advertise on the TV, on the radio, on panels, which is a traditional marketing method. After planning for a long time, it is possible to increase the value of the brand and make one-to-one sales.

Conclusion

As a result, the automotive sector is not limited to the production of cars and commercial vehicles. We have seen that marketing plays a key role in making the jobs at the best level in the industry. That is, from the production of a product to its distribution; marketing strategy to the strategy followed until distribution to the final consumer. The aim of this study is to provide the benefit of this sector which is developing in our country by answering questions such as the importance and characteristics of marketing management in automotive sector and how it is conducted. For these reasons, we have examined the characteristics of marketing in the automotive sector, which is one of the driving sectors of the business world, ie the importance and use of brand, social media, traditional marketing. We get:

- ✓ Brand - the product that is referred to together with the product and which directs the product to the purchasing activity. In general terms, the brand is a concept that enables a product or service to be separated from its competitors, which makes it different from the competitors in the mind of the consumer, consisting of the name, symbol, logo, symbol or the combination that differentiates itself. If you have an influential brand, the rest goes by itself.
- ✓ Social Media - a broad-based that allows individuals to express their ideas and views over the Internet without limitation of time and place, provides an unlimited use of the multimedia features offered by the Internet, and also realizes the existence of an interactive environment based on mutual exchange of views and sharing with other individuals platform. Nowadays, social media is accelerating and facilitating the works of the public sector.

- ✓ Traditional Marketing - Even though the digital revolution recently continued to burst, traditional marketing has hardly gone raging and allied businesses are also evolving. The opportunities offered by traditional marketing, such as TV, radio or newspaper, are common in the automotive sector. The fact that the buyers of the automotive sector have a more adult mass maintains the importance of traditional marketing.

As well as SWOT analysis, we have gained strong, weak, positive and negative features of foreign distributors and machines in our country. We have identified what could be an effective way to get better out of their situation. Effective ways are as follows:

- Public relations
- Sales Promotion / Development and Personal Sales
- Direct Marketing
- After Sales Communication
- Customer relationship management
- Sponsorship
- New Product Development
- Relationship Marketing
- Brand Management

At present, we have determined how to plan a more positive outcome. Most importantly, each of the above mentioned methods of marketing planning can properly be familiar with how to use the can.

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