IMPORTANCE, TREND AND CURRENT STATUS OF SELECTED INDICATORS OF MARKETING PROCESSES IN SMALL AND MEDIUM COMPANIES IN THE SOUTH BOHEMIAN REGION

Březinová Monika, Sláma Jiří

Abstract

Aim of this paper is to select major corporate marketing processes, which are small and medium companies engaged in and specify the most important indicators, which are provided. To fulfill targets was used selected data obtained within the project GAJU 068/2010/S.

Post presents detailed results of the marketing process for selected indicators based on the frequency of monitoring companies. Greater than 50% of the audience for indicators of marketing processes was detected only in the following, the competition (which tracks 64% of companies), customers (which tracks 63% of companies) and customer satisfaction (which tracks 64% of companies). The competition assesses the current state of companies as a good 24%, or an average 24%, trend increasing 29%, and this indicator is for 33% of companies very significant. The processes associated with customer specifications continually monitors 47% of companies in the current state of indicator value of 30% as good, the trend is for 25% of companies growing, and these processes are for 52% of the companies very significant. Satisfaction of customers monitoring companies keep 47%, the current situation as very good for 26% or good for 31% of companies, the trend in customer satisfaction characterized 33% companies as a growth and for 51% companies this indicator is very significant.

Key words: Small and middle sized companies, Process management.

JEL Classification: M

Introduction and literature review

Small and medium-sized companies play an important role in creating jobs and generally acts as a factor in social stability and economic development. The European Union considers small and medium companies as the backbone of European economy, employment and social integration. The Czech Republic belongs among countries where the further development of small and medium companies, given its importance in the economy, a significant impact on the overall economic and social development as well as by country and individual regions [1].

Currently, there are several views on how classify a small or medium companies. It depends on what classification is used. Most of this division is used to provide financial assistance either from the government, or the European Union. According to the classification of the European Union for a little, small and medium-sized considered a company which employs fewer than 250 employees and an annual turnover not exceeding EUR 50 million, or annual balance sheet total not exceeding EUR 43 million. Within the category of small and middle-sized companies, small companies are defined as companies which employ fewer then 50 persons and whose annual turnover or annual balance sheet total not exceeding EUR 10 million. Little business is defined as entrepreneurs who employ less than 10 persons and whose annual turnover or annual balance sheet total not exceeding EUR 2 million. Likewise, Veber agree that for small and medium sized companies classification is determined by the
number of employees, even though other indicators are recommended [2]. According to the number of employees, then both the EU as a state following division: a micro (little) company (1-10 employees), a small company (11-50 employees), and a big company (51-250 employees). This classification also provides Bednářová [3].

In business management today is very often the word most often process and is placed increasing emphasis on the so-called process management, which represents a new perspective on organization and management of the company. It is an alternative to divisional or functional arrangement in which the company is divided into plants, sections, unions, departments and each department has its own agenda and their responsibilities. In this model, departments have a tendency to create barriers around them (especially communication and information), which suffers from the equality of activities that are important for the prosperity of the company [4]. A new direction in the process of organizing companies based on the fact each product (product or service) there is a certain sequence of activities is a process. This is adapted to a new way of displaying organizational relationships using process (rolling) diagram including all the necessary activities, links between them, their sequence and responsible workers. This way of organizing decision-making activities and establishes personnel responsible for their solution [5]. Among foreign authors who deal with this problem, at least mention Harmon [6].

This course in business management is applied, especially in large companies, but this does not mean that it could not be applied in small and medium companies.

Methodology and resources

The main object of this article was founded on the grant project GAJU 068/2010/S. All data were used from the results of this grant program. The research, from which the data was used, was based on structured questionnaires supplemented by interviews with companies. In the research were monitored individual processes and their measurement and recording. From the basic table of a research, which included 180 companies and various factors observed, were selected marketing processes and their monitoring frequency, current status, trends and importance as a percentage. As processes were selected namely the following: Market analysis, Sales of products and Communication with the customer. Indicators have an increased impact, but only if they are given by companies monitored and used. If indicators are monitored less by companies, their significance are small or negligible.

All numeric data were processed using Excel software and specialized program for statistical calculations Statistica. Records and written text was then processed in a text editor Word. Excel and Word software are the Microsoft Office package.

Results and discussion

Within the marketing processes: market analysis, product sales and customer communication examined in small and medium companies in the South Bohemian region, indicators have been established, which were determined by monitoring the frequency, current status, trends and importance for the company. Of all parameters were set to close analysis of selected three that showed the highest percentage of viewers in the sample. It is an indicator of competition (which tracks 64% of companies) and customers (which tracks 63% of companies) in the process of communication with the customer. Within the market analysis – an indicator – competition to imagine a comprehensive analysis of competitors or as sub-
activities, tracking the number and size of competitors, both direct and indirect, sales of
competitors, market shares, the chosen strategy, and other partial data.

In indicator “customer” may also be a comprehensive analysis of the customer or sub-
activities such as monitoring of payments customers, the number of orders, type of products
collected, dividing customers into groups, and others. The last selected indicator “contentment
of customer” in the process of communication with the customer can meet both the overall
analysis, so these sub-activities, such as: setting tools of marketing communications,
campaign effectiveness, control non-supply, the number of claims in connection with
products, create special menus for groups of customers, quality solutions claims, and more.

Graph 1 - Frequency monitoring of selected indicators in %

Source: Own results elaboration of project GAJU 068/2010/S-Rolínek

Graph 2 - The current status of selected indicators in %.

Source: Own results elaboration of project GAJU 068/2010/S-Rolínek

The results show that the majority of all the tracks selected indicators on an ongoing basis.
Interestingly, despite the fact that competition is an indicator for 56% of the companies very
significant, as shown in Graph 4 and 10% of the companies it tracks at random (Graph 1). The
current status of this indicator is 39% of companies as good and 40% as average (Graph 2).
More than half of companies (54%) assessed as increasing competition and 36% as stagnant (Graph 3).

The two other indicators are very important for 87% (customers) and 86 (contentment of customers) of the companies, in all parameters examined in the marketing process for the most significant (Graph 4). 13% of companies monitor indicator “customers” per week, which represents 15 companies from a total sample 180 companies. Most companies, however, these indicators continuously monitors, as shown in Graph 1 and their current status is consistently rated as a good by half of the companies.

**Graph 3 - The trend of selected indicators in %.

![Graph 3](image-url)

Source: Own results elaboration of project GAJU 068/2010/S-Rolínek

**Graph 4 - Importance of selected indicators for the company in %.

![Graph 4](image-url)

Source: Own results elaboration of project GAJU 068/2010/S-Rolínek
Conclusion

At present we can say that not all marketing processes as identified in the research of the University of South Bohemia GAJU 068/2010/S are introduced in the sample, and if yes, their monitoring and evaluation for needs of management processes in companies is not fixed set. The results show that most indicators are monitored at random, without clear criteria and rules. Despite the fact that most companies set of indicators were found to be very important and evaluation given due attention. Especially for small and medium companies could be the introduction or an attention needed in all processes of individual indicators in the company achieve a competitive advantage, which would yield the desired effect for individual companies and ultimately also for the economy of the Czech Republic. On the other hand, speaks in favor of the trend of individual indicators, which is growing in all selected, it means, that generally all companies feel the need to improve the indicators and invest in their improvement in the marketing process, which is for the individual indicators.

Review of literature


Adresa autorů:
Ing. Monika Březinová, Ph.D., Jiří Sláma, Jihočeská Universita v Českých Budějovicích, Ekonomická fakulta / Katedra řízení, Studentská 13, 370 05 České Budějovice, Česká republika, e-mail: brezina@ef.jcu.cz