

# Product market strategy

Business



The impact of product market strategy-organizational culture fit on business performance” Journal Title: Journal of Marketing Science Date/Issue: 2011 39: 555-573 The reason for choosing: This article is identified that product market strategy and organizational culture as key variables highlighted in theoretical explanations of firm performance in the marketing strategy. The following three elements are the key for firms to adapt successfully the environment; First, The firm’s should make its product market strategy with adequate resources and capabilities to achieve its own goals in the market environment. Second, it has an organizational culture which affects both managers and employees’ behaviors and sense to the environment. Finally, product market strategy decisions and organizational culture are parallel to each other to effective and efficient implementation of planned product market strategy.

Product market strategies are interested to either building superior products/services or achieving lowest delivered cost, and either operating in narrow niches or broad mass marketplaces. Organizational culture is related with shared values, beliefs, and assumptions that help individuals and groups to function within organizations. A business’s product market strategy, representing its planned patterns of resource deployments in pursuit of desired strategic goals, should therefore be affected in important ways by organizational culture. The performance of business should be effective and efficient thereby product strategy and organizational culture are in fit individual and strategic goals will be aligned.

So that the company satisfied its customer needs better than before. Also this fit between product marketing strategy and organizational culture make companies cash flow return on assets greater.

Because the value delivered to target customers lead to greater sales revenue and decreased price sensitivity. The managers should not see the product marketing strategies as focus on gathering data , applying analytical tools and selecting decision options on the basis analyses of the external market.

They should primarily interested with external environment and the internal organization in developing product market strategy. Also they should be aware of company's own organizational culture and carefully choose the relevant extent. In addition, managers understood the existing organizational culture and consider the scale and nature of any changes to organizational culture.

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