



THE IMPACT OF MARKETING MANAGEMENT ON MARKET COMPETITION FOR SMALL COMPANIES IN BASRA MARKET COMPETITION

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Article history:	Abstract:
<p>Received: March 26th 2022 Accepted: April 26th 2022 Published: June 6th 2022</p>	<p>The research investigates</p> <ol style="list-style-type: none">1.The various aspects that influence marketing management in small industrial and commercial businesses in Basra, Iraq.2. Investigate the various formats, degrees of execution, and marketing strategies used in Basra, Iraq.3. Investigate the relationship between marketing management and marketing success in Basra, Iraq. <p>This research used a quantitative research design, which is defined as the measurement and statistical, mathematical, or numerical analysis of data collected through interviews, questionnaires, and observations.</p> <p>This study using the method of questionnaire and interviews data were collected from the residents of Basra city in Iraq and after the data was collected the study was conducted on a sample of 30 small companies in Basra, Iraq. The application of the research tool 'Questionnaire' in a set of questions for a sample of (30) individuals, the results were as follows. Was your business plan successful in attracting customers? The number of yes answers (19) and no answers (11) at a rate of 63.3%. And the fourth question about the distribution of leaflets promoting the product, the answer was yes (25) and the answers were no (5)</p>

Keywords: marketing management ,market competition, Basra Market competition

The goal of this research is to find out what marketing management a small firm employs and how these management effect their bottom line in Basra, Iraq.

Objectives of the study

1. Investigate the various aspects that influence marketing management in small industrial and commercial businesses in Basra, Iraq.
2. Examine the various formats, levels of implementation, and marketing tools that have been used in Basra, Iraq.
3. Investigate the link between marketing management and marketing results in Basra, Iraq.
4. To construct and explain a theoretical model that will aid in understanding and interpreting the interaction between marketing management and small enterprises that perform performance marketing in Basra, Iraq.

Hypothesis

The following are the study's hypotheses based on the study questions:

1. Product has a big impact on small businesses in Basra establishing a competitive advantage.

2. In Basra, price has a huge impact on gaining a competitive advantage for small businesses.
3. In Basra, location has a huge impact on creating a competitive advantage for small businesses.
4. Promotion is important for small businesses in Basra to have a competitive advantage.

Limitations :

The purpose of this essay is to determine the function of marketing management in achieving a competitive edge in Basra.

The research focuses on marketing management and how it affects small businesses. The data collecting will take place in various companies in Basra, Iraq. This research will help small businesses understand how to expand and what methods will be most beneficial to them. Large corporations will be excluded from the scope of this study because it only applies to small businesses. This research will be conducted using questioners as a survey and reference tool for small businesses. The researchers will be able to determine the impact of market management on a small business through their management.



This research is limited to an examination of the effectiveness of marketing management as applied to their small firm, as well as the impact of this management on their business goals and how the management functions.

INTRODUCTION

Marketing management is an overarching company activity that is inextricably linked to all other company departments and serves as the foundation for the company's other strategic and operational activities. In the CRM (Customer Relationship Management) regime, marketing management is characterized as a continuous process of analysis, planning, implementation, and review of all firm activities (Kotler and Armstrong, 2004). In today's hypercompetitive environment, where supply is 10 times more than demand, marketing management has become the major function of most small and medium-sized businesses, influencing sales, financial, and innovative business plans.

The role of marketing management in the company is to develop managements for selecting the proper client, building trusting connections with them, and generating development. As a result, for the business to deal with the outside world of customers and rivals, all employees must be trained and motivated to offer acceptable customer service. Strategic marketing requires precise and trustworthy customer information; with the help of current technology and proper software, firms may create a customer information file that is accessible and geared to facilitate decision making. (2012, Ma Cristina, Enrique, and Ricardo).

According to Chilya, Herbst, and Robert Combed (2009), marketing management includes providing customers with high-quality goods that meet their wants, as well as offering customers an affordable price and expanding distribution through successful advertising strategies. According to Mustapha (2013), marketing management begins with market research, building a vision for the market, selecting market target managements, designing positioning managements, setting objectives, and implementing marketing programs to satisfy the target markets' value requirements. Furthermore, management is defined by Aremu and Lawal (2002) as a pattern of resource allocation decisions made across an organization.

The purpose of this paper is to illustrate marketing management in small businesses from both the perspective of the service provider and the client. Marketing management is not a one-time activity, but rather a diverse and unique action that must be

revised year after year to meet predetermined goals. Marketing managements are comparable and measurable in nature and are thus influenced by market changes and business cycle patterns.

The purpose of this research is to learn about the prevalent marketing strategies employed by small businesses to boost sales and improve customer satisfaction. In addition, the purpose of this research is to learn how their managers influence their businesses and how their customers interact with their marketing managers.

Key terms:

Market

The word "market" comes from the Latin word "marcatu," which meaning "place where business is done." A layperson thinks of a market as a location where buyers and sellers interact and make deals.

Perreault and McCarthy define market as a collection of potential customers with similar requirements or wants who are willing to exchange something of value with sellers offering a variety of goods and/or services to meet those needs or wants.

***Marketing**

Different authors gave a variety of marketing definitions. The following are some examples of definitions:

1. Achieving and maintaining a higher quality of living.
2. Marketing is the process of attempting to influence customer-marketer voluntary exchange interactions. Michael d'Amico and William G. Zikmund
3. Marketing is the act of identifying and translating consumer requirements and desires into products and services, generating demand for these products and services, and then boosting demand. H.L. Hansen
4. Marketing is the business process of matching items to markets and transferring ownership. Cundiff, Edward W.
5. Marketing is the practice of directing the flow of goods and services from producers or suppliers to customers or end-users through commercial operations. Association of American Marketing
6. Marketing is a sociological process in which individuals and groups gain what they require and desire by creating, marketing, and freely exchanging valuable goods and services with others. Kotler, Philip
7. Marketing is the activity of anticipating customer or client wants and guiding the flow of need-satisfying goods and services from producer to customer or client to achieve an organization's objectives. —William D. Perreault and E. Jerome McCarthy.



***Marketing management**

The tactics, methods, and analyses utilized in promoting a business are referred to as marketing management. Businesses utilize marketing management approaches to find expansion prospects and connect with new target markets efficiently. It organizes advertising activities across platforms to enhance a brand's image and reach as many potential buyers as possible.

Marketing management also entails analyzing the results of previous marketing campaigns and consumer outreach initiatives, as well as adjusting a company's overall marketing strategy based on customer input and sales patterns. It aims to simplify how a company establishes customer relationships and links its products and services with people who could benefit from them.

***The Competitive Advantage**

Porter created the first competitive advantage model in 1985, which became a foundation for strategic thinking about how to outperform market competitors. Even though they are more expensive than competitors' items, high-quality and high-performance products can give the company a competitive advantage. The Organization for Economic Co-operation and Development (OECD) defines competition at the local economy level as a growth in the long-term income of its citizens.

The concept of marketing management:

Marketing is "the science and art of researching, generating, and delivering value to suit the needs of a target market at a profit," according to Philip Kotler, the father of modern marketing. The art and science of selecting target markets and getting, retaining, and expanding customers by generating, providing, and presenting exceptional customer value is known as marketing management.. (Kotler and Keller,2001)

Marketing management is defined as "the act of planning and implementing the conception, pricing, promotion, and distribution of ideas, goods, and services in order to develop, exchange, and satisfy individual and organizational goals," according to the American Marketing Association. (Grunros, 1989).Marketing management discovers market opportunities and develops appropriate methods for economically exploiting them. He must correct the flaws in the actual implementation of marketing plans, policies, and procedures that have been identified. It coordinates the resources for goods and service production and distribution, as well as identifies and directs the complete effort required to sell economically to the end user. (Cohen, J. (2017)

Dimensions of Marketing Management :

In the marketing idea, companies begin to focus on the customer's need, what the consumer wants, and how to meet that need. Instead of selling the products it makes, the company adapts its output to the requirements and desires of its clients.2.4 The importance of marketing management

Marketing creates demand, accounts for a large amount of sales, employs people, keeps industries afloat, has an impact on all customers, and plays an important role in people's everyday lives. Customer demand is boosted by increased consumer interest in goods and services, which enhances a country's Gross National Product (GNP). The sum paid to cover various marketing costs is justified because marketing serves such an important role.

Implications of marketing management on market competition:

Multi-market competition refers to scenarios in which the same enterprises compete in different marketplaces against each other. According to multi-market competition theory, when the number of markets in which two enterprises compete increases, the phenomenon of mutual tolerance may reduce the intensity of competition at the market level between them.

Because multi-market competition increases familiarity between firms and their ability to deter one another, mutual tolerance, a form of tacit collusion in which firms avoid competitive attacks against competitors they meet in multiple markets, multi-market contact increases familiarity and deterrence. Furthermore, it develops a conceptual model that identifies competitive and market elements that smooth out the link between the degree of multi-market connectivity and the intensity of competition, which is an extension of multi-market competition theory. (Jayachandran, S., Gimeno, J., & Varadarajan, P. R. (1999).

When the operational resources of a particular organization, such as market orientation, competitive intensity, and technological dynamics, provide entrepreneurs or managers with market information, and this fits with the strategic process of SMEs to achieve high growth, it is considered to be a market-driven strategy. Furthermore, market-driven strategies explain how SMEs with strategic market resources like market orientation, competitive intensity, and technological dynamism can evolve, improve, and compete strategically for attractive markets, developing goods and services that better meet the needs of their target customers.(Abosede, A. J., Obasan, K. A., & Alese, O. J. (2016).

The concept of market competition:



Companies that sell identical products and services compete in marketing to increase revenue, profitability, and market share. Market rivalry pushes businesses to use the four components of the marketing mix, commonly known as the four components, to improve sales volume. These terms refer to the goods, location, marketing, and pricing. In order to build an effective marketing plan, you must first know and understand your competition. If you don't know who your competitors are or what their strengths and limitations are, it's very probable that another company will enter the scene and offer a competitive edge, such as reduced prices or value-added benefits.. (James Carnrite, (2016).

A competitive market is one in which several producers compete to provide the goods and services that we, as customers, desire and require. To put it another way, no single product has the power to control the market. A single consumer, like a single producer, cannot control the market. When it comes to the price and quantity of items, this principle holds true as well. The price of commodities and the amount to be produced cannot be determined by a single manufacturer and consumer. Marketing competition is a model or type of market structure that can be compared to genuine market systems. (Brianna Whiting. (2016)

Perfect competition is theoretically the opposite of monopoly, where only one firm offers a good or service and that firm can charge whatever price it wants because consumers have no alternatives, and it is difficult for potential competitors to enter the market. In marketing competition, there are many buyers and

sellers, and prices reflect supply and demand. Companies are making enough profit to stay in business and nothing more. If they are to make excess profits, other firms will enter the market and cut profits. (Brianna Whiting. (2016)

Dimensions of market competition:

Market competition can come in a variety of shapes and sizes. In a monopolistic competitive market, several companies sell products that are a close substitute but not a perfect substitute.

Sources of market competition :

Marketing generates demand, accounts for a significant portion of sales, employs people, keeps industries afloat, affects all customers, and plays a vital role in people's daily lives. Increased consumer interest in goods and services boosts customer demand, which boosts a country's Gross National Product (GNP). Because marketing plays such an

essential function, the amount paid to cover various marketing costs is justified.

The importance of market competition

The most significant benefit of market competition is that it keeps a business focused on sales and, as a result, on its customers. Rising market share and corporate stability are correlated with increased client numbers. If market share continues to fall, though, a competitor may gain a competitive edge.

Characteristics of market competition

A market is called ideal competition if it fits particular criteria. A product's pricing has no bearing on a company's market share. In a perfect competition, all companies should sell the same item. No firm can affect the market price of its goods in a perfect competition.

Literature Review:

The researcher reviewed the previous literature and previous studies related to the subject of the study.

1 Mohsen Ejrami& et al (2016):

With an increasing number of import companies and an increase in the amount of imports in recent years, this study aimed to shed light on: 1- The transformation of the import industry into an appealing market for traders.

2- Due to the wide range of different types of imported commodities and the impact of their performance on economic variables, basic and fundamental modifications in its structure in importing enterprises are required.

3- Import companies' performance and competitive advantage improve when the variables of marketing skills improve, thanks to the mediating role of risk management in the marketing process.

The following are the findings of the research: The study conducted statistical work on 100 importing companies that deal with imports through the Imam Khomeini International Airport's customs house, with 80 institutions identified as the sample size and a research questionnaire collected on 120 participants from import experts serving as corporate evaluators. The study's findings concluded that marketing capabilities affect the importing company's competitive advantage, and that marketing ability affects the importing company's performance, while competitive advantage may effect the performance of importing companies.

2-Study of Badi, Khalid. (2018)

This study aims to highlight the role of marketing mix (product, price, place, and promotion) in achieving competitive advantage in the Al Buraimi Governorate in Oman's small and medium enterprise (SME) sector. Competitiveness has a significant advantage in



achieving marketing objectives and gaining customer satisfaction through the use of the marketing mix concept. Clarification The impact of the marketing mix (product, price, location, and promotion) on the SME sector's competitive advantage in Buraimi.

The information was gathered using a questionnaire sent to small and medium-sized businesses in the Al Buraimi region. The findings show: 1- that all parts of the marketing mix (product, price, location, and promotion) have a substantial impact on achieving a competitive advantage in the case of SMEs in Al Buraimi, according to the Oman Chamber of Commerce and Industry (OCCI),The pricing is the second and most effective aspect in creating a competitive edge,the Al Buraimi SME sector To compete with domestic and international competition, it must improve product quality, distribution methods, and promotion policies and the relatively new trend in SMEs in the Buraimi sector is marketing mix and competitive advantage.

3-Study of Jovanov, T., & Stojanovski, M. (2012).

The goal of this study was to throw light on: There are organizational hurdles as well as functional, market, and administrative mismatches that obstruct small business marketing actions and strategies.

Small firms frequently have some distinguishing characteristics that set them apart from larger corporations. Inherent flaws in capitalization and marketing awareness and practice are among the characteristics.Many of the issues noted have occurred as a result of businesses failing to follow marketing best practices or produce marketing strategies and plans. Failure rates are low but high. Financial management and marketing flaws are mostly to blame for the failure of businesses.

Classic management techniques are inapplicable in the context of a small business with limited resources. According to research, at a small business, failure to execute theory-based marketing tactics is the norm, not the exception.

This paper considers the roles of the owner or managers in the marketing practice of strategy and planning in small businesses, marketing weaknesses in small businesses, marketing practices in the context of small business characteristics, and marketing practices in the context of small business characteristics. Small business marketing methods that can be improved.

METHODOLOGY

Study Context:

The study's setting is the impact of market rivalry on small businesses in the Basra market, where diversification of small businesses' economic base is

critical due to many economic, social, urban, and planning consequences and repercussions in the Iraqi city of Basra. It aspires to achieve long-term development at a rapid and safe pace, and it is capable of overcoming various economic crises such as banking and oil crises, achieving financial abundance, and revitalizing various economic sectors. Basra Governorate benefits from market capacity because it has a different population weight and is frequently ranked third after Baghdad. Because most of the industries in Basra Governorate are large industries, it has a high purchasing power. This, combined with the governorate's air location, which puts it close to the international market and allows many One of the governorate's specialists in the affairs of industry and commerce to visit, has made it an industrial attraction for many industries with large production destined for export. (Mohamed Yousif,2017).

It is well known that any market, particularly if it is local, such as the Basra market, and the tiny businesses that operate inside it, must see many changes throughout time as a result of the nature of society and its members, and these changes are constant. It could happen for a variety of reasons, including the fact that Basra, in particular, is located in Iraq and has exceptional resources in all industries on which small businesses rely.

Because the economic market in Basra has changed due to external factors, small businesses must develop marketing strategies to compete with imported foreign products for access to an excellent economic market and abundant resources, so small businesses must develop marketing strategies to compete with the competitive strength of other products. Iraq faced a number of challenges after 2003, including an economic structural problem. The Iraqi economy, as well as the imbalance in the production structure and the country's large external debt, forced Iraq to implement economic reform plans. Allowing the private sector to participate in economic activities is one of the most significant aspects of this approach. But what actually happened? The economic sector, which includes the commercial sector, has deteriorated to the point where it now only plays a minor role.

It is not supportive of the process of economic growth, nor of the issue of consumer protection, and thus the impact of small projects was significant to a large extent because marketing competitiveness is high, and thus small businesses require a large number of marketing experts to make the shopping competition in the interest of small businesses



operating in all economic, social, and political fields that will study the marketing strategies of all foreign companies and how they market products.. (Sokhna Jahia Faraj, (2016)

Ethics:

The competitive market for small businesses in Basra is based on the country's rich resources, which make the economic market one of the most important competitive markets that creates its own marketing strategies due to the presence of rich resources and sufficient experience in the field of marketing in all fields. However, the presence of foreign products increased the competitiveness of the market in Basra, because external companies are aware of the country's rich resources. The overall marketing concept, the social marketing concept, the marketing concept, the selling concept, and the product concept are the basic five philosophies of marketing management, but a new concept or philosophy is being added to the existing philosophies these days: the overall marketing concept, the social marketing concept, the marketing concept, the selling concept, and the product concept. notion of production

Customers must be aware of your brand for scalability and growth to occur. If you're rebranding, marketing is critical for small businesses and SMB owners since it helps you to spread your new message or image across many channels, increasing brand recognition among people who matter. One of the most crucial marketing techniques is:

1-Reaching new customers: We grow this list of leads using data that cannot be found without specialized marketing data analysis. Full Moon Digital conducts comprehensive audience research to create campaigns targeting your company's ads to customers searching for your products or services, as well as helping your company's website rank highly among the major players in search engines. (Tang, Z., & Tang, J. (2016)

2-Narrowing the Target Audience: Small businesses can use marketing to check if their approach is converting their ideal population, whether their target audience should be centralized or segmented, and even learn about the most effective marketing methods that work in their area. You'll see consistent ROAS from fat reduction on what doesn't connect or convert, backed by data, when you establish that real connection to the appropriate consumer, at the right time. (Tang, Z., & Tang, J. (2016)

3-Communicate, inform, and create trust: Consumers are well-informed, and they follow social media accounts that provide them with information, not simply those where they have previously purchased

things. You'll create a symbiotic relationship with an audience that allows everyone to thrive with intentional social media graphics, interactive stories, and longer-form posts. You'll get engagements, followers, conversions, and sales, while your audience gets information about how they can use the product to improve their lives. (Tang, Z., & Tang, J. (2016)

4-Increase and Expand Sales: Marketing can benefit small firms in the short and long term after creating trust and brand awareness, even after targeting some effective advertising to a narrow audience. You'll have the data and insight you need to figure out how and how much to expand your company. (Tang, Z., & Tang, J. (2016)

Whether you are just trying to beat the local competition, or you want a larger slice of the national market share, marketing is of paramount importance. Our digital advertising dashboard can target ads to any scale that fits your goals. With the right ad placement and the right content, the company is sure to be seen by the public soon as being right there with the big players. (Tang, Z., & Tang, J. (2016)

Research Methodology:

The research methodology is based on a study of the Basra market and two small companies in it, as well as how marketing competition is affected by the quality of those companies, by studying marketing strategies in several small companies in the Basra market, which have many resources, as the research methodology is based on a study and graphic analysis to study the impact of Competitive Marketing for Small Businesses. Small projects are associated with the private sector, which the state is trying to develop and thus develop its marketing tactics, putting it in a good position to compete in the marketing competition.

Research Design

Quantitative Research Design was used in this study, which is described as the measurement and statistical, mathematical, or numerical analysis of data obtained through polls, questionnaires, and surveys, or by modifying pre-existing statistical data using computing tools. (Muijs, 2010)The descriptive analytical method of research was utilized in this study, which is the most suited way for evaluating the effects of small-scale business strategies. For this study, a survey design was adopted and administered to a randomly selected sample of small business owners in Basra, Iraq. The survey entailed administering a questionnaire to gather information on existing practices and opinions on the future of the small business management



sector. Questionnaires are easy to administer and adapt themselves to group administration, while maintaining confidentiality and giving information in a relatively short period of time at a minimal cost to the researcher (Robson, 1993). They are commonly employed as a significant instrument for doing management research and gathering information regarding small-scale business plans. Respondents' background characteristics enable researchers to answer research questions about differences in practice and beliefs based to their company experience, on the future of the small business strategy sector.

Research Locale

The research locale of the study comprises of the places where the study took place. The study concentrated on small businesses in Basra, Iraq.

The researchers also used a probability strategy to select samples.

Because the likelihood of each respondent is known, they employed simple random sampling.

The researchers carried out their research in Basra, Iraq.

The researcher did research in Basra to obtain surveys for reference on the subject.

Instrumentation

To ensure data veracity, the researcher will employ triangulation. First, have a copy of the questionnaire in the survey utilized by the researcher.

The data for this investigation will be triangulated. Interviews make up this instrument. To begin, researchers must have a strong understanding of what constitutes a poor, average, good, and excellent response to each question they develop. Researchers must interview small business owners about how to deal with risk. Interviews are significantly more intimate than questionnaires when it comes to research. The interviewer works directly with the respondents in a personal interview. The interviewer, unlike with mail surveys, has the ability to investigate or ask follow-up questions. Interviews take time and require a lot of resources..

Second, the researcher will perform a survey of that small business's customers. a survey approach for acquiring information from a subset (sample) of a target population. Because scarce data is obtained from each respondent, the survey also serves as a technique of standardizing data collecting. Survey Individual questionnaires and group questionnaires are both possible.

The purpose of this survey is to learn how small firms grow and what management strategies are commonly

adopted by small businesses. Follow-up questions are required, and conducting interviews takes extra time.

It is offered to small enterprises in order to learn how they deal with hazards. Third, having observation allows you to understand the environment in which the observation takes place and how it may influence the outcome since the actual behavior of the participant may differ. In this study, the observation method will be used. The researchers will look at how small enterprises deal with risks in their operations and how they deal with them. The approach of seeing and recording the actions and behaviors of participants is known as observational research.

"Observational" approaches are all about observing the participants, as the name implies. No experiment is carried out, and no variables are changed. Researchers simply observe participants in a natural setting or a naturally occurring circumstance using all of their senses. Additionally, the (30 small businesses) should take down notes for their suggestions. Researchers must also record their words so that they can hear what they have to say and are not confused.

Sampling and Sampling Techniques

Simple random is an endemic part of everyday life; it uses a tiny population, a random portion of the total population to represent all data, and each member has an equal chance of being chosen from the entire population.

Using methods such as lotteries or random population, researchers can generate a simple random sample.

In Basra, Iraq, researchers chose thirty (30) respondents for this study. Researchers chose thirty (30) respondents from Basra, Iraq for this study. These individuals were chosen by the researchers because they are extremely useful in completing this investigation. For the businessman/woman, there are fifteen (15) participants, and for the customer, there are fifteen (15). The following criteria were used to identify participants in this study: 1. they must be adults with a business, and 2. they must live in Basra, Iraq. The criteria for selecting customer participants were 3. the businessman's/neighborhood, woman's and 4. the businessman's/customers. woman's. Simple random sampling, also known as random sampling without replacement, is a sampling method in which one or more different units are chosen from a population of N units in such a way that the sample is equally likely to contain any possible combination of units. The selection of a simple random sample is discussed first in this chapter. Thompson (2010)



Data Gathering Procedure

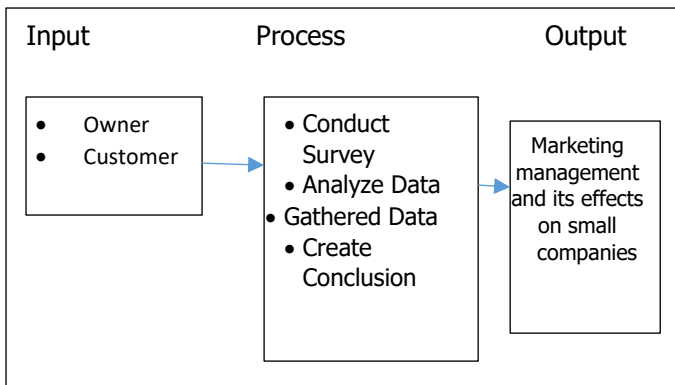


Figure 1: Data Collection Procedure

The table in Figure 1 shows how to collect data. It also discusses the drawbacks of data collection, who to interview, and what questions to ask, including the participants' age, address, and gender. A researcher is trying to make his way around the barangay to find out who owns a tiny business. After learning how to conduct the data analysis, the researcher proceeded to the barangay to greet hardworking businesswomen and men.

Look at the dangers they encounter, and you'll see that many students are yearning for a better life. Because there is limited likelihood of becoming participants in a huge group, they have been accused for collecting the data. This figure also depicts the procedures involved in data collection. The first stage is to learn about the participants' profiles through interviews and surveys. The second step is to understand the issues; researchers will learn about them using the instruments utilized in this study. The third step is to assess the information that participants provide to researchers by comparing the results of this study to those of previous studies.

Creating an outline of the effectiveness of marketing techniques in order to evaluate their success. The fourth phase is to learn about the consequences of scale in small businesses by performing a discussion about the probable repercussions that a small firm might face while operating.

OUTLINE

Risk refers to situations in which the decision-maker faces unpredictability with objective probabilities. (Douglas, 1983)

This is a risk that a small business might face.

- Possibility that the owner will be able to contact a customer
- Attitude -Stingy • Risk that the consumer will be able to contact the owner
- Low quality of goods -Price • Owner risk
- Financial Risk -Customer Risk -Consumer Risk -Strategic Risk

Appendix A

Questionnaire

Name.....	Age.....	Gender.....
1. Does your business plan assist you in attracting customers?		
Yes		No
2. Do you employ product strategy in your organization?		
Yes		No
3. Does your plan assist you in expanding your business?		
Yes		No
4. Do you distribute fliers to promote your company?		
Yes		No
5. Do you provide entertainment for your client?		
Yes		No

Appendix B

Interview

1. What made you chose this line of work?
2. What made you choose this location for your business?
3. What kind of company do you run?
4. Does your company have a government-issued certificate of authorization?
5. Why do your customers select you over your competitors?

Appendix C

Transcript of Interview

First-person perspective

Interviewer: What made you chose this line of work?

Interviewee: I chose this line of work since it is in high demand.

Interviewer: What made you choose this location for your business?

Interviewee: I chose this location since it has a lot of people.

Interviewer: What kind of company do you run?

Electric store (interviewee)

Interviewer: Does your company have a government-issued certificate of authorization?

Yes, I have a business permit.

Interviewer: What makes your customers choose you over your rivals?

Interviewee: I did not compete with other businesses; instead, I built my business to meet the needs of



others in our community, particularly in our immediate vicinity.

Second individual

Interviewer: What made you chose this line of work?

Cotton rags are in high demand in the home, on the street, and even at the workplace, where you can see cotton rags everywhere.

Interviewer: What made you choose this location for your business?

Interviewee: I chose a location near or within our home.

Interviewer: What kind of company do you run?

Cotton store (interviewee)

Interviewer: Does your company have a government-issued certificate of authorization?

Yes, interviewee

Interviewer: What makes your customers choose you over your rivals?

Interviewee: Because we're well-known and respected.

Appendix D

Observation Guide

- If they have many customers, how can they handle them?
- How do they talk to the clients; do they appear calm?

- If their location is appropriate for the customer to be able to access their products
- If they can solve difficulties with their products for the impacted customer

Customers

- What do customers buy the most in small businesses?
- If they appear satisfied with the product's quality.

The result:

The application of the research tool 'Questionnaire' in a set of questions for a sample of (30) individuals, the results were as follows:

Was your business plan successful in attracting customers The number of yes answers (19) and no answers (11) at a rate of 63.3% Yes

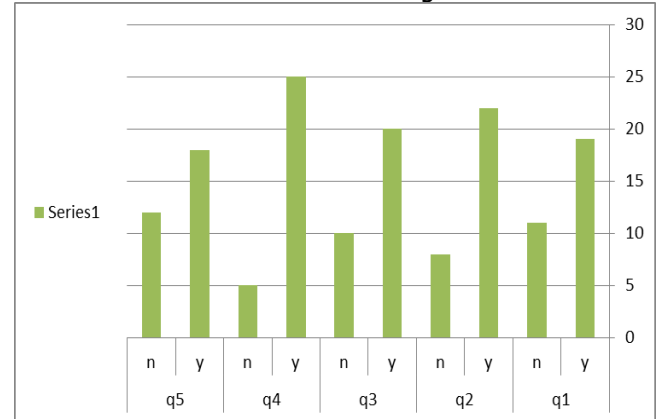
And the second question about the use of the strategy in your organization, the answer was yes (22) and no answers (8) with a percentage of 73.3% yes

And the third question about the plan's help in expanding the scope of work, the answer was yes (20) and the answers were no (10) with 66.6% yes.

And the fourth question about the distribution of leaflets promoting the product, the answer was yes (25) and the answers were no (5), at a rate of 83.3%.

And the fifth question about providing the customer with the solution, the answer was yes (18) and the answers were no (12) at a rate of 60% yes

This can be seen from the following chart:



The highest question with a yes answer is the fourth question, and the lowest question with a yes answer is the fifth question, and the highest question with an answer "no" is the fifth question, and the lowest question with a "no response" is the fourth

1. What are the most prevalent small-scale business strategies?

Effective posters stand out and keep the consumer's attention since they are usually large enough to be noticed from a distance. Posters and flyers are paper sheets with some information or an advertisement written on them in their most basic form, yet they may be highly important tools for a business. In their most basic form, posters and flyers are paper sheets with some information or an advertisement written on them, but they are more than that. Posters and flyers are paper sheets with some information or an advertisement written on them in their most basic form, yet they may be highly important tools for a business. Effective posters stand out and keep the consumer's attention since they are usually large enough to be noticed from a distance. can be quite beneficial to a business. Shaw (1983).

Many businessmen and women have utilized good product quality as one of their strategies to attract more customers to their businesses. They must be a better version of their product in order to make their business apparent to others. Also, they don't want to have any issues with their business. Many organizations employed this method to fulfill client and consumer happiness by upgrading items (goods) and eliminating any flaws or problems. (2009, Reijin). When you have a small business, this strategy is critical since it helps a lot to make your business known to others and to build a good reputation in order to attract a large number of clients who will help your business grow. Businesses are also the source of employment for a large number of people.



Businesses create jobs because they require workers to manufacture and sell their goods and services to customers. Without businesses, each person would have to figure out how to make a living on their own. As a result, businesses are crucial because they supply commodities, services, and employment. And if you're passionate about your business, you'll go to great lengths to see it succeed.

2. What impact will this have on their business?

The impact of business strategies is that they can greatly aid in making your business known to others and establishing a good reputation in order to attract a large number of clients who will help your business grow. It is to understand what are the most frequent marketing methods employed by small businesses to enhance sales and customer satisfaction. Businesses might use these tactics to assist in the provision of job opportunities for persons who are unemployed. If the business is run properly, profit will undoubtedly increase. In addition, the salaries of the employees will almost certainly rise. Simpson (2010)

Finding:

In the private and public sectors, Iraq has 25,747 small establishments, 198 medium establishments, and 627 big establishments as of 2018. (Central Statistical Organization, 2018). Small businesses offer greater prospects for employment than medium-sized businesses. Because the bulk of these establishments are in the private sector, this huge number of small establishments allows for a diverse market without a monopolistic presence. The bread goods industry, construction metal works, furniture industry, and garment industry account for 81 percent of the 25,747 small businesses. In 2018, the overall number of workers in small businesses was 83375, and the four industries stated above account for 78 percent of all employees in the industrial sector, providing 73 percent of total production (Central Statistical Organization 2018).

Basra, in collaboration with major corporations, taught small businesses how to compete in the Basra market by financing them, easing their procedures, and educating them to research the market and develop new marketing tactics that are relevant to the times. We recognize the importance of the state's interest in investing in small businesses based on the Iraqi experience.

Discussion:

In economic theory, investment is described as a process by which productive goods are acquired for the goal of renewing or growing the balance of productive capital. The first investment is to replace old, worn-out equipment with new equipment, while

the second is to enhance production capacity or raise capital. The third refers to the acquisition of machines, not for replacement or expansion, but rather for the aim of replacing old machines with new ones in order to boost productivity and lower costs, and this occurs until the demand for the product is stable.

Research and development, information initiatives, publicity, the purchase of invention certificates, and other intangible investments are all examples of intangible investment. Despite the importance of physical investment and its significant share of total investment, intangible investment is growing at a faster rate, and thus the total accumulation of fixed capital on which national accounting relies to estimate the volume of investments does not reflect reality because it ignores the intangible aspect. According to a study underta

ken by the French "Rexeode" Institute, intangible investment now accounts for 40 percent of total fixed capital, up from 30 percent in 1987.

Small businesses will become more efficient as a result of the existence of the investment component, which will enable small businesses train and develop their marketing abilities and increase their marketing competitiveness, and so return to the economy of Iraq in general and Basra in particular.

Conclusion:

The study suggests that market-driven strategic elements (market orientation, competitive intensity, and technology dynamics) might help SMEs in Basra, Iraq, improve their performance, productivity, and competitiveness. This refers to the requirement for entrepreneurs and managers to embrace market trends, competitive intensity, and dynamic technological strategies in order for SMEs to recognize and predict market changes and trends that are relevant to their customers' needs. Adopting market-driven strategies would promote capacity-building inputs for SMEs in Basra, allowing them to take use of the different market resources available, as well as a wide range of strategic options, to function dynamically and achieve considerable growth.

Constraints such as weak cash flow, a lack of marketing competence, firm size, tactical customer-related challenges, and strategic customer-related problems impede the marketing function in SMEs. Small businesses require marketing in a format that is compatible with the peculiarities of small businesses and acceptable to the owner/manager. Existing marketing theories are of little help to most small businesses in their day-to-day marketing activities.



Educators and business owners/managers have extremely distinct, and frequently irreconcilable opinions on this scenario. Educators must determine what small business owners and managers require from marketing in general, as well as marketing education, and how this might be best given. Entrepreneurial marketing is creative, risky, and proactive; it focuses on opportunities and can be implemented regardless of firm size after a standard appropriate theory is distributed to small business managers/employees through courses, workshops (which are less time consuming), or managers can choose these on their own.

Recommendations:

The researcher makes the following recommendations to confirm the existence of a positive marketing influence for small businesses:

1-The necessity to work on a technique to keep track of the prices of the products on offer and to encourage people to buy them. The distributor emphasized the importance of abiding by current rules and regulations, as well as deadlines connected to the economic principle of supply and demand, in a way that ensures customer protection and freedom to make his own lawful judgments.

2-The importance and necessity of ensuring political and social stability in Iraq in general, and in Basra, "the subject of the study" in particular, because real continuous investment will not begin and continue unless there is a secure political, social, and economic climate, and there must be Arab, regional, and international confidence in the investment climate in Basra, especially through organizing laws and bodies And local councils and decision-making centers and the establishing of the establishing of the establishing of the est

3-The importance of increasing public investment in Basra by building infrastructure in new investment areas and offering tax and customs exemptions to the private sector..

4-That the state and localities in Basra engage the private sector in investment and development through B.O.T projects, which provide the government with the necessary funding for various projects, and that countries around the world, developed and developing, have sought to involve the private sector in the implementation, management, and operation of projects, The incapacity of governments to accomplish sustainable growth on their own, cutting costs, sharing risks, raising the level of service, earning an additional return, and speeding up implementation according to specifications are among the most prominent grounds for resorting to this.

5-Using media to showcase Basra's resources and to clarify the numerous investment options and facilities available to the private sector in order to attract investors.

6-The importance of transforming Basra into a knowledge economy through the provision, ownership, and development of databases and other technologies.

7-Assisting in the creation of a state of integration between those who produce (production management) and those who produce (production execution). It distributes the product (marketing department) and ensures that the items are manufactured in accordance with the standards. Quality, particularly asking distributors to avoid situations of fraud, deception, and media misrepresentation, as well as the necessity to supply consumers with all relevant information.

Summary:

It is widely acknowledged that SMEs (small to medium-sized enterprises) are unable to engage in traditional marketing due to resource constraints that are inherent to all SMEs, as well as the fact that SME owners and managers behave and think differently than traditional marketing decision-making practices in large corporations. Good marketing helps with sales and expansion, as well as helping to increase market share in competitive marketplaces. For assessing the competitive advantage and market position, knowledge of the consumer and their behavior must be examined in relation to the product.

Micro businesses should focus on becoming close to their customers in every way possible because this is where the majority of their strength and opportunities lie. Even while a thorough understanding of client needs and desires, the structure of the market, and the competitive environment are critical for success, they are frequently lacking (Cooper R.G.,1994, pp.60-76). Because micro businesses are more reliant on market conditions due to size and resource constraints, a market-driven approach is more vital for them than for larger businesses.

A well-thought-out and well-executed marketing strategy aids SMEs in presenting compelling value propositions that encourage client loyalty. Most SMEs recognize the benefits of marketing and how it can help them grow, but some of the aforementioned difficulties have discouraged them from prioritizing marketing above sales. The study's findings paint a picture of SMEs in a precarious position, owing to a lack of knowledge and inefficient marketing operations, which primarily focus on sales while ignoring the other aspects of the marketing mix. Many



authors have claimed that taking a market-oriented strategy to business will improve company performance, and numerous studies have identified a link between market orientation and performance.

Due to a lack of experience, small businesses rely on ineffective marketing strategies, necessitating strong support in order to promote the concept of marketing competition, as evidenced by the number of rich resources that the Basra market enjoys in terms of economic resources that can make small businesses highly competitive..

The Iraqi private sector development strategy is the result of collaboration and consultation between the Iraqi government, the Iraqi private sector, and UN agencies that worked on the Private Sector Development Program for Iraq (PSDP-I) from 2009 to 2012, with contributions from other international organizations such as the World Bank, USAID, and the Istanbul International Center for Private Sector Development (IICPSD).

The existing institutional structure and continuous efforts by all actors, particularly the Iraqi government and national and international organizations, are key components of the private sector growth strategy. The private sector development strategy will serve as input and references for the new national development plan, which will run from 2013 to 2017, guaranteeing continuity with other national interventions. National savings, taxes, sovereign revenues, internal loans, public sector surplus, and money issuance "including inflationary financing" are the most important sources of investment, which are separated into local financing ways based on nationality. (Youssef, Muhammad, 2013)

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