

Chapitre 3 - La stratégie marketing

La **stratégie marketing** dépend des décisions globales et des décisions d'entreprise. La stratégie d'entreprise : quelle est sa mission, ses métiers et ses segments stratégiques ?

Le **segment stratégique** est le segment homogène avec les mêmes problématiques de développement en terme de découpage de l'entreprise. On découpe les domaines d'activité et on décline les métiers sur ses domaines là. La stratégie marketing vient de se découpage là. Comment sur chaque segment stratégique, on se place sur le produit ? On veut savoir comment l'entreprise se positionne en prenant en compte la stratégie concurrentiel : on analyse la pression concurrentiel + les avantages concurrentiels de l'entreprise pour choisir une stratégie adaptée et étant le socle de la stratégie marketing.

La **stratégie marketing** de l'entreprise découle de :

- La stratégie d'entreprise
 - o Quelles missions ?
 - o Quels métiers ?
 - o Quels segments stratégiques ?
 - o Quels produits ?
- La stratégie concurrentielle
 - o Place que l'on souhaite prendre par rapport aux concurrents, qui découle de l'analyse de marché
 - o Pression concurrentielle
 - o Avantages concurrentiels
- La connaissance du marché
 - o Les cibles

Exemple : Danone

- La stratégie d'entreprise de Danone
 - o Missions : santé par l'alimentation pour tous
 - o Métiers : produits laitiers, eaux, alimentation infantile, nutrition clinique
 - o Segments stratégiques : alimentation infantile via des pots à lait, laits infantiles
 - o Produits : laits infantiles

La stratégie marketing est un **processus séquentiel** qui passe 3 types de décisions majeures :

Mutations Marketing A Ronautique D Finition Strat Gie

Katrin Zwirglmaier



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Whispering the Secrets of Language: An Psychological Journey through **Mutations Marketing A Ronautique D Finition Strat Gie**

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