

ЭКОНОМИКА

The true meaning of Positioning

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Abstract

Each moment World becomes globalized more and more, plenty of products and services are beginning to resemble one another. Prices are becoming more competitive. Attributes and capabilities are becoming increasingly similar. The result is commodity alternatives. Advertising campaigns - long marketing's primary tool - are beginning to look more similar. In fact, the biggest differences you see in advertising are the "against" or comparison campaigns. In short, market positioning.

Introduction

The concept behind positioning is simple and is deeply rooted in our history. Who was the first person to set foot on the moon? Who was the first person to make the semiconductor a reality? What was the name of the first personal computer to gain national exposure? Who was the first person to establish computer automation as an entertainment medium?

Now, who was the second person in each instance? It's difficult - if not impossible - to answer that question.

Being first has always been associated with leadership, and it's difficult to dislodge that image of leadership in the public's mind. Unfortunately, most organizations don't enjoy that position of leadership. As a result, they have to relate their firm and its products to the leader. That's positioning.

From a communications management perspective, positioning is the heartbeat of an effective communications plans. A well-crafted positioning statement defines your company's direction. It answers seven essential questions: who you are, what business you're in, whom you serve, what's needed by the market you serve, against whom you compete, and what's different about your business. It's surprising how few companies exist with management in total agreement on these basics. Don't confuse a positioning statement with market position. As Harry Beckwith states so clearly in his book *Selling the Invisible*, "A position (or statement of position) is a cold-hearted, no-nonsense statement of how you are perceived in the minds of your prospects. A positioning statement, by contrast, states how you wish to be perceived. It is the core message you want to deliver in every medium.

Main part

Kazakhstan communication business is not a sphere where you can find a huge or even bog competition. The first market participant was Altel Company who gained all the market by being the only. People learned that communication is equal to Altel and by the new entrants in the market people did not react to them or they were comparing them to the market leader and still stayed with the leader. But the number of user was too small to take it as a sample because of very high prices. In order to develop this sector government decides to interfere to pricing policies and let foreign investor to enter Kazakhstan market of communication.

Soon after Turkish company Turkcell entered Kazakh communication market as Kcell and gained the hugest market of Kazakhstan by right positioning strategy. Kcell again was the leader in the market and by the time competitor as Kmobile started to disturb its target market and finally a competition started.

Through the mass media advertising Kmobile tried to position its self against the Kcell but it was difficult because of reasons listed above, like being first is the most affective tool of positioning.

How ever companies position themselves if what they promise does not match consumers expectations such company will never be successful. By the time mobile communication became more available and affordable people started to hold both providers cards and compare which one to hold is more beneficial.

Kmobile started gain larger market by providing different campaigns and by this means got its position in minds if people. After all companies mission was not consumer directed but capabilities were not enough, Kmobile could not match its strength to the goals and had problems with the quality of communication thus it led consumer to choose Kcell as main provider and after couples of years Kmobile left the market.

Of course during all this competition straggle Kcell also was improving its service quality but not the positioning because it gained its position in minds of consumers by being first and just had continued reminding.

In 2000 years other competitors entered this sector and bigger and more serious competition started that led even Kcell to create new positioning messages to retain its customers by saying "we are together from the beginning", "started with you, continue for you" etc. the competition was increasing and each company tried to gain and keep its market share. But of course sources of companies were not sufficient to do so, especially to create superior ads. Kcell and all other firms believed that the best positioning would be high quality communication services because people were complaining about the quality and the price. And it continued till the 2007 crisis.

After surveying several samples of people the conclusion was that people do not know about companies anything and only trusted spokesperson telling about them. People did not understand the main difference between services that companies were providing and used most popular ones. For instance Beeline is a Russian company entered to Kazakhstan market, they had stated their position in the market and people started to shift to Beeline. That hurt Kcell, nothing to do but the Positioning. Russians are good in ads and positioning because of high competition and bigger number of substitute and competitor goods that is why they got the point earlier than Kazakhstan communication providers.

People started to consume less, to speak less, and communication companies felt it on their incomes. Till the crisis Kcell had only few ads and an ad does not mean positioning, but now they understood that they should somehow attract or retain customers, change pricing strategy. It was not as before the 2007, they had to apply to Positioning so people would distinctly see the superiority or difference of Kcell.

In 2010 customers saw new and really affecting add with clear cut positioning statements. Kcell had hired a new ad manager. From now on in Kazakhstan market this positioning strategy will be the main tool to gain the customers that show results of the surveys and facts of the purchase decision as it is in the whole world.

References:

- 1) Principles of Marketing by Kotler and Armstrong 10th edition
- 2) Primary research through questionnaire (sample 50 people) focused on communication providers
- 3) Positioning, www.questia.com
- 4) Creative advertizing by Mario Pricken

Summary

"The importance of product positioning" Proper positioning is the key to success in the market because the market is saturated with many similar features to products. The features of products and affordable advertising to lay the proper product in the minds of potential buyers that they would associate those or other needs with the product and is positioning. In an example taken mobile operators and methods of their positioning in the market of Kazakhstan.