

## STRATEGIC MANAGEMENT OF THE MARKETING POLICY OF THE EXAMPLE OF BANDEROL LTD

### ZARZĄDZANIE STRATEGICZNE POLITYKĄ MARKETINGU NA PRZYKŁADZIE BANDEROL LTD

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**Abstract.** The purpose of the present study is to analyze the strategic management of the marketing policy of the Bulgarian market of an international company which has already five years presence in our country – BANDEROL. The company is headquartered in Bulgaria but has a presence in a number of European countries. The tasks are placed to achieve the objective related to clarify theoretically some basic aspects of marketing policy, presentation of the company „excise stamp”, analysis of the main activities in the quality of goods company, and analysis of marketing policy company.

**Streszczenie.** Celem niniejszego badania jest analiza strategicznego zarządzania polityką marketingową bułgarskiego rynku – międzynarodowej firmy, która już od pięciu lat działa w naszym kraju – BANDEROL. Siedziba firmy znajduje się w Bułgarii, ale jest obecna w wielu krajach europejskich. Zadania te mają na celu osiągnięcie celu związanego z teoretycznym wyjaśnieniem niektórych podstawowych aspektów polityki marketingowej, prezentacją „pieczęci akcyzowej „ spółki; analizę głównych działań w zakresie jakości wyrobów firmy oraz analizą polityki marketingowej firmy.

**Keywords:** strategic management, marketing policy.

**Słowa kluczowe:** zarządzanie strategiczne, polityka marketingowa.

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## **Strategic management and marketing policy of the company – theoretical foundations**

Governance is any human activity aimed at facilitating the achievement of positive results from an organization. In all its forms, it involves bringing people together and bringing them together to reach the common goals and tasks effectively and efficiently. According to the most popular management definitions, it is the organization and coordination of the enterprise's activity in accordance with certain policies to achieve clearly defined goals and a set of governmental powers and decision-making responsibility for its activities. As a discipline and practice, management is the process of planning, forecasting, organizing, managing, coordinating, controlling and regulating all the elements and resources of the organization.[1]

Strategic management is aimed at analyzing, mapping and overcoming the problems that arise before the organization due to changes in the environment. It views the strategy as a set of decision-making rules from which the organization is guided in its work. [2]

It strategic management of business organization is a continuous process involving business unit. It is a process of developing and implementing strategies based on continuous analysis, monitoring and evaluation of changes in the organization's activities in order to maintain its survival and effective functioning in the ever-changing environment. The concept of "strategy" and its understanding change along with the change and complexity of the business environment. Various definitions are common to the term.

The organizational strategy can be defined as: [3] 1) method for establishing the long-term goals of the organization and programming its actions on priority axes according to the resources held; 2) a means of establishing goals – corporate, business and functional; 3) a means of developing key competitive advantages for the organization, etc. 4) the course chosen by the organization, pursuing its objectives and taking into account the opportunities and threats of the external environment as well as its own capabilities and potential, and others.

One of the most important discoveries in human history, played a major role in the development of civilization is the emergence of the market. The market is an element of the highly developed human civilization. The market is the sphere where man's talents and efforts as a producer and trader find an impartial assessment. "Only the market can realize the freedom of man as a consumer".[4]

Freedom, including economic, means the right to choose behavior. It is vital for all individuals, including business entities, the choice of behavior to ensure that they are attained in advance and freely chosen objectives. For organizations, one of the most responsible questions to be resolved is optimizing choices of behavior in line with its goals and capabilities. The realization of the objectives in a particular market excludes the compliance of the choice of behavior with the requirements

of this market. The realization of this circumstance is roaring linguistic significance for the theory and practice of economic governance. It should also look for the original idea from which the theory of marketing develops. [5]

The home of marketing is the United States. At the beginning of this century he began to study as a scientific discipline in some of the most renowned American universities. In a short time, marketing has gained wide popularity in business circles, as a result of which even before. World War I, many of the largest US companies create specialized marketing units in their management structure. [6]

There are different definitions of marketing. Some of them are officially accepted by relevant marketing and other institutions, while others are authors' attempts to specify or change its content. According to Philip Kotler, "marketing is a social and managerial process in which individuals and groups get what they need and want by creating, offering and exchanging products of a certain value with others". [7] This definition reflects the most complete and accurate contemporary marketing content. The definition defines marketing as a social process in which people interact. This determines the high degree of no the definition of the process to be managed to achieve the objectives set.

The principles of marketing marketing can only be applied when economic operators have the freedom to make autonomous decisions and relations between them are built in an environment conducive to the free expression of their economic interests determined on the basis of truly effective economic laws. [8]

## **History, creation and activity of BANDEROL Ltd.**

Talent, calling, fate – the life of Desislava Damyanova and Nikola Karadjianov – designers of „BANDEROL“ TD in Karlovo. Present their collections of clothes all over Bulgaria and do not stop surprising. Always creative, different and with an innovative look, are boldly experimenting. Besides the love of work, it also connects them in their hearts – together with children and as if they were created for each other. They have been awarded many awards, such as „Best Brand BG“ in the category „Fashion“ at Best Brand Awards Bulgaria 2017 and are looking forward with new creative plans.

„BANDEROL“ Ltd. – one of the main companies producing high quality, luxury and elegant ladies and men's garments, both in Bulgaria and abroad. For the realization of the manufactured products the company can rely not only on its own trade network, but also on its many business partners, both in the country and abroad. „BANDEROL“ LTD helps to build and establish the Bulgarian tailoring products as extremely high quality goods, excellent combination of colors, impeccable cut following the latest trends in fashion. This is a testimony to the awards received at the women's and men's fashion show in St. Petersburg in the spring of 2002.

## BANDEROL Ltd. is a Bulgarian fashion and textile company

Clients of the company are aged between 12 and 35, with 55.4% women and 44.6% men. The shops of BANDEROL Ltd. are among the most popular shopping places for teenagers in Central and Western Europe. The company has over 100 stores in 15 European countries, making it one of the biggest players in the fashion business of the Old Continent. All BANDEROL LTD's stores are located in the most attractive shopping areas of the cities where the company operates. The company undertook a policy to expand its network in 1994 with the introduction of the brand on the Austrian market. According to the information published on the company's website, since then the number of shops selling its brands has increased three times and their turnover – more than 4 times.



Figure 1. Invasion of the company – inside and outside Europe

Source: own source of BANDEROL LTD [10]

For example, in 2005, the company's sales exceeded 790 million euros. A year later, their volume grew to just under 1 million euros.

The quality of the products is guaranteed by the brands it owns. In addition, the firm's irrevocable policy is:

- to produce and sell harmless goods, with priority – production of natural materials;
- the company also has a policy of recycling – shingles, hangers and others;
- the company has the policy to return the purchased item within 30 days if the consumer has determined that it does not meet its quality or needs;
- the company does not use child labor to produce its goods.

### **A new element of quality policy is trademarks**

BANDEROL Ltd. is the owner of some of the world's most famous brands of sportswear, everyday clothing and accessories: Fishbone, Fishbone Sister, Amisu, Smog, (Smog), as well as Censored accessories. These brands are created by leading designers after market research and the needs of individual segments of this market. [9]

The company strives to satisfy the wishes and requirements of each client staff. Attitude to customers is always an important part of this, we deal with a lot of love and individually for each one. Used qualitative materials. Collections using various AT lace – embroidered items with crystals, fine satin, tulle French, combinations of natural fabrics, but do different variations that reach comfort and convenience. The black color prevails in our male collections, but we are not afraid to experiment with very bright and memorable colors, contrasts, fabrics. It is reflected in the exact definition of the needs and needs of our clients from ladies' and men's clothing to their satisfaction of a suitable product – elegant and quality Bulgarian goods, offered in luxury, specialized stores where skilled and experienced sales consultants help customers make the best choice.

BANDEROL Ltd. strives to give every client the best and most suitable clothing to create a sense of comfort and beauty, fulfilling them with the confidence that they look irresistible and impeccable at any time and everywhere.

### **Strategic Goals for Marketing Policy Management company**

- Attracting customers by setting a price corresponding to the average price of competing companies, with higher quality of service offered by BANDEROL Ltd.
- Expansion of the business if the company succeeds in achieving the forecasted financials results.

- Also used in the local press, which will advertise the company and will be very popular among the population.
- In connection with the expansion of the business and the necessary restructuring related to the financing of the ambitious projects, which are part of the plan of the company for the following years, BANDEROL Ltd. registered a subsidiary in Turkey, which from 08.01.2018. has committed to serving all current and prospective customers with a core business.
- BANDEROL Ltd. believes it is necessary to maintain and increase the profitability and growth of its business, thus occupying strong strategic positions in the market of high quality and elegant men's and women's clothing.
- Attracting part of customers to direct competitors.
- Purchase of machinery, equipment and means of transport ensuring the quality of the production.

The peculiarities of the company's marketing policy are presented below:

**Product policy.** The company has a wide range of garments, underwear, accessories, in a small degree – shoes and bags. The products are strictly distributed over seasons, and no seasonal overlap is allowed – this season, during the summer season, winter goods can not be found in the chain. The products are mostly oriented to urban youth – regardless of gender, and have a typical backbone broadcast. The products are used in the daily activity of users. Adding value to consumer purchases is the offer of competent advice, gift bags and more.

**Price policy.** The prices of the company's products are similar to those of competitors. The company has a rich policy regarding promotions – these are used at the end of each season, as well as for certain holidays.

**Sales policy.** The company distributes its products on its own. In the company's policy there is no practice of using multichannel funds – the channel is the following – the company purchases the necessary products and materials, processes them on the principle of direct exports outside Germany or sells them in its own sites in Germany.

**Communication Policy.** The company does not spend a great deal on advertising – just like watching other commercials. Its main forms of advertising are through the use of vitrine advertising, displays in commercial sites, sometimes billboards in shopping malls. The company's public relations includes speeches and interviews by company executives, especially in cases of new sites. Another basic and very specific form of PR of the company are its own radio and TV programs. The latter also generates profits for the company as they are advertising platforms for other companies, but in essence – they are additional activities for the company and are excluded from its main activity – production and sale of fashion goods. Sales pricing methods are mostly used for pricing promotions. Personal sales are an element of the overall incentive model for staff and are based primarily on a bonus payment system.

Some other activities – for example – related to attracting loyal customers – may be mentioned in the company's marketing policy. A typical example of this is the DRESS card BANDEROL. This is a VISA card issued by Unicredit Bul Bank. The card is a reliable partner at home and abroad, making it possible to pay anywhere where VISA is accepted.

Another way of communication is the company's policy of organizing lotteries. One of the latest lotteries features a Nintendo 3DS Game Award, 100 vouchers worth € 50.00 each and a weekend for two in Prague. A condition for participation in the game is a request from the user checking an account and an account from a Volkswagen bank.

In the larger centers of the country and mainly in the city of Plovdiv a poll was conducted to identify the main positive aspects of the company and problem areas. The results of the survey were summarized and processed using appropriate software products. Analyzing the results of the survey, a number of evidence of previously predicted problems was found, which was, in essence, the main task of the questions selected and structured in the questionnaire. As a result of the preliminary market research based on information provided by the company, the main problem with the realization of the production produced by the company is the impossibility to ensure ubiquitous distribution.

## **Conclusion**

The paper presented some basic problems and issues related to the marketing policy of the modern company. The example it used was related to a fashion company. With regard to the company's marketing policy, the following conclusions and suggestions can be made. The product of the company are goods related to the fashion industry – clothing and accessories. These products have a short life cycle – sometimes it is only a season. This requires the company to have a flexible product policy on the one hand, and on the other hand to monitor the needs and taste preferences of its users in order to be able to respond adequately to their expectations. Apart from that, the company sells a full range of clothing – both underwear and outerwear, with lines usually following seasons – in the company's sales there is a full range of seasonal clothing.

The clothes and accessories of the company are competitive. What is specific is the price promotions – whenever possible, the company's policy includes rich promotions aimed at discounting off-season clothes or other. Price promotions attract many consumers, and they also guarantee a certain loyalty to the company.

The company's distribution is one-channel. The company personally creates retail outlets and sells its goods. The company's business locations are located at key locations in large city centers as well as in shopping mall buildings. The company's

communication is very specific – the company does not spend substantial advertising costs – for example, the company’s policy is to have low advertising costs. This saves the company’s resources to redirect to other activities – for example – to innovation and the opening of new retail outlets. Additionally, advertising and advertising policies focus on domestic assets, such as display displays at shopping malls, window advertising, and more. The company has its own television broadcast as well as a radio broadcast, but these means of communication are additional opportunities for the company to profit.

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