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Marketing and SMEs: Can an Organization of Any Size Use Marketing Plans?

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ABSTRACT

This paper is provoked from the ongoing condition of under – or misuse of marketing in SME, regarding the poor understanding of the benefits of marketing planning and the fact that marketing is often seen as a function of the business, rather than as its guiding philosophy. The research does not state that business success is not impossible in the absence of marketing planning, but it does argue that marketing plans can effectively and efficiently be used in SMEs as well as in large companies and that marketing planning is positively associated with companies' performance...

Keywords: Marketing planning, SME, Company performance, FMCG.



The Intellectual Property Rights as a Challenge for the Management in Small and Medium Size Enterprises

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ABSTRACT

Having in mind that we live in an era of rapid technology and information development and in a permanent state of flux of the business surrounding the intellectual property rights can be one of the major factors for development of the small and medium size enterprises. Creativity and innovation have become more significant. They represent the key factor for the competitiveness of the small and medium size enterprises (SMEs) on the selective markets. It is said that the trademark is the face of the business and the design is that what sells the product. Therefore, it is very significant to reach a decision for the intellectual property rights as a separate type of the company, which type today is considered as more valued than physical or actual property of the company. Beside this, it is very significant for the SMEs to plan and manage the already protected rights. Successful exploitation and the successful managing of the rights can represent a good foundation for further investment in the intellectual property rights; therefore, these rights should become one of the major sources of companies' income. Small and medium size enterprises, especially in countries in transition, are facing the need of finding a way for efficient managing of their innovations, creativity and knowledge. The moment when and how to ask for protection of the intellectual property rights made during the working process is very significant, and in the meantime it is also necessary to protect the rights of the creator of the innovation. In cases like these, the skills of making decisions on the part of the management and the system of management in the company itself have the biggest significance. In most cases, the managerial team has to choose which of the three ways for protection of the innovation is the most appropriate. Will they decide to choose the national, regional or international way for protecting the innovation? Big companies, especially those dealing with technology, have recognized the importance of the issue to have their own strategy for intellectual property

protection. But the question is what the situation in the small and medium size enterprise is. Here we will try to show how and how much small and medium size enterprise use the system of protection for this kind of rights in the transition and post - transition countries such as the Republic of Macedonia as case study. In these countries there is a great need of 'unpacking' a new approach to innovations and their managing by the companies' owners who in most of the cases are also the managers of the companies. Numerous questions are present when the connection of the intellectual property with the SMEs is being researched. Some of the most significant are: the level of complexity of the procedure itself, the level of ignorance by the owners who in most of the cases are the managers of the SMEs, the sensitivity of these companies about the costs needed for protection of the rights, incapability and inefficiency of the owners to provide adequate administration and completeness of the protection of the rights especially when they are aware that with that they can enter into serious conflict with larger companies or bigger players on the market.

Keywords: Intellectual property rights, SMEs, Business, Management.