

**DESIGN OF CONCEPT OF SUSTAINABLE MARKETING
COMMUNICATION STRATEGY FOR A IDEAL INDUSTRIAL
ENTERPRISE AND PRACTICAL APPLICATIONS OF THIS CONCEPT**

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Abstract

In the contribution the authors deal with the design and use of a sustainable marketing communication strategy of an ideal industrial enterprise in the Slovak Republic. The concept of an ideal enterprise is designed to increase the enterprise's sustainable competitiveness through the formation of a corporate image. In the framework of the research, the practical application of the draft concept was realized through a semi-structured interview in the form of propositional logic.

Key words

sustainable development, sustainable corporate social responsibility, sustainable marketing, marketing tools

INTRODUCTION

The current long-term economic, social and environmental problems of the world cannot be solved only by the government, but also by individual businesses. Therefore, business entities that are starting up or are already doing business should be thinking more about the question: "How should they do business to benefit from the widest range of people from the course and results of their business?". Although this question has long been known, it has only come to the forefront with corporate social responsibility (CSR) in recent years (Bartáková, Gubíniová, 2012).

The goal of doing business is not just achieving economic gains. It is also up to them to act responsibly. This means doing socially and environmentally acceptable to all of your interest groups. Enterprises that have taken a voluntary commitment to be socially responsible bring such behavior to a number of benefits such as a better business outcome, satisfied customers, employee loyalty or the overall image of the business (Stead, Stead, 2012).

CSR should be a long-term and strong business philosophy that goes through all business activities. The exception is not the marketing area, which starts not only with economic objectives but also with social and environmental objectives. Then we talk about socially responsible or sustainable marketing. It does not only take into account the company's own interests, needs and wishes, but also the long-term interests of the entire company (Musová, 2013).

DRAFT CONCEPT OF A SUSTAINABLE MARKETING COMMUNICATION STRATEGY FOR IDEAL ENTERPRISE

When designing the concept of a sustainable marketing communication strategy for the ideal enterprise, we will build on Hrdinová (2013) "Proposal of the concept of the methodology of building a sustainable CSR strategy for SME in context with the HCS model 3E concept". The following is an outline of the concept of a sustained marketing communication strategy based on a methodology of speech logic, using (using formal records) in the form of relevant formulas and speech logic operators, we have attempted to unambiguously explain our concept. We graphically display each of the three images graphically. In order to design a sustainable marketing communication strategy to build a positive image, the following assumptions have to be met:

1. Assumption

To solve the problem, all primary and secondary activities of the value chain have to be sustainable, and the result of the value chain will be sustainable. Then, we can claim that the enterprise is responsible, which means that the products and services are sustainable.

$$\mathbf{U\ ChV \approx S\ (PA \wedge\ SA)} \quad [1]$$

and also:

$$\mathbf{S\ PA \approx S\ (Input\ Logistics \wedge\ Operation \wedge\ Output\ Logistics \wedge\ Marketing\ and\ Sales \wedge\ Customer\ Services)} \quad [2]$$

and then:

$$\mathbf{S\ SA \approx S\ (Enterprise\ Infrastructure \wedge\ Human\ Resources\ Management \wedge\ Technology\ Development \wedge\ Securing)} \quad [3]$$

\approx - equivalent,

\wedge - conjunct,

S - sustainable,

PA – primary activity,

SA – secondary activity,

ChV- chain value.

If, on the other hand, the main goal of IMS is the same, then, if:

$$\mathbf{SD \supset\ SCSR \supset\ IMS} \quad [4]$$

\supset - is the operation subsystem symbol,

SD- sustainable development,

SCSR- sustainable corporate social responsibility,

IMS- integrated management system.

and from the ISO 26000 standard implies that CSR is to contribute to SD, then IMS is also supposed to contribute to the SCSR and SCSR to SD. If IMS fulfills this role in a given organization and consists of certified subsystems (QMS, EMS, OSH) that are secured by certification, then we meet the requirements of sustainable primary and secondary activities to be able to claim that the products produced and providing services are sustainable.

2. Assumption

If the first step is met, then we can move to the requirement that the proposed marketing communication strategy be sustainable. Assuming that the SD strategy (Fig. 1-3) is conditional on the sustainability of SBU strategies and the sustainability of functional strategies (so-called vertical and horizontal integration):

$$\text{Strategy SD enterprise} \supset \text{S Strategies SBU} \supset \text{SFS} \quad [5]$$

and also

$$\text{SS SBU} \approx \text{S} (\text{SBU}_1 \wedge \text{SBU}_2 \wedge \dots \wedge \text{SBU}_n) \quad [6]$$

and then (Fig. 2-3)

$$\begin{aligned} \text{SFS} \approx (\text{SMS} \wedge \text{S Production Strategy} \wedge \text{S Innovative Strategy} \wedge \text{S Personnel Strategy} \wedge \\ \wedge \text{S Financial Strategy} \wedge \text{S Environmental Strategy} \wedge \text{S Logistic Strategy} \wedge \\ \wedge \text{S Ergonomic Strategy} \wedge \text{S Information Strategy} \wedge \text{S Enterprise Strategy} \wedge \\ \wedge \text{S Ethical Strategy} \wedge \wedge \text{S Political-Law Strategy} \wedge \\ \wedge \text{S Strategy for Foreign Business Enterprises} \wedge \dots), \end{aligned} \quad [7]$$

if the aforementioned marketing strategy is sustainable and hence follows:

$$\begin{aligned} \text{SMS} \approx \text{SM} (\text{Product Strategy} \wedge \text{Price Strategy} \wedge \text{Communication Strategy} \wedge \\ \wedge \text{Distribution Strategy}) \end{aligned} \quad [8]$$

and further (Fig. 3-3)

$$\begin{aligned} \text{SMCS} \approx \text{S} (\text{Promotion} \wedge \text{Direct Marketing} \wedge \text{Sales Promotion} \wedge \text{PR} \wedge \\ \wedge \text{Personal Sales}). \end{aligned} \quad [9]$$

\supset - is the operation subsystem symbol,

\approx - equivalent,

\wedge - conjunct,

S – sustainable,

SBU- strategic business unit,

SM – sustainable marketing,

SS - sustainable strategies,

SFS – sustainable functional strategies,

SMS – sustainable marketing strategy,

SMCS – sustainable marketing communication strategy,

PR - public relations.

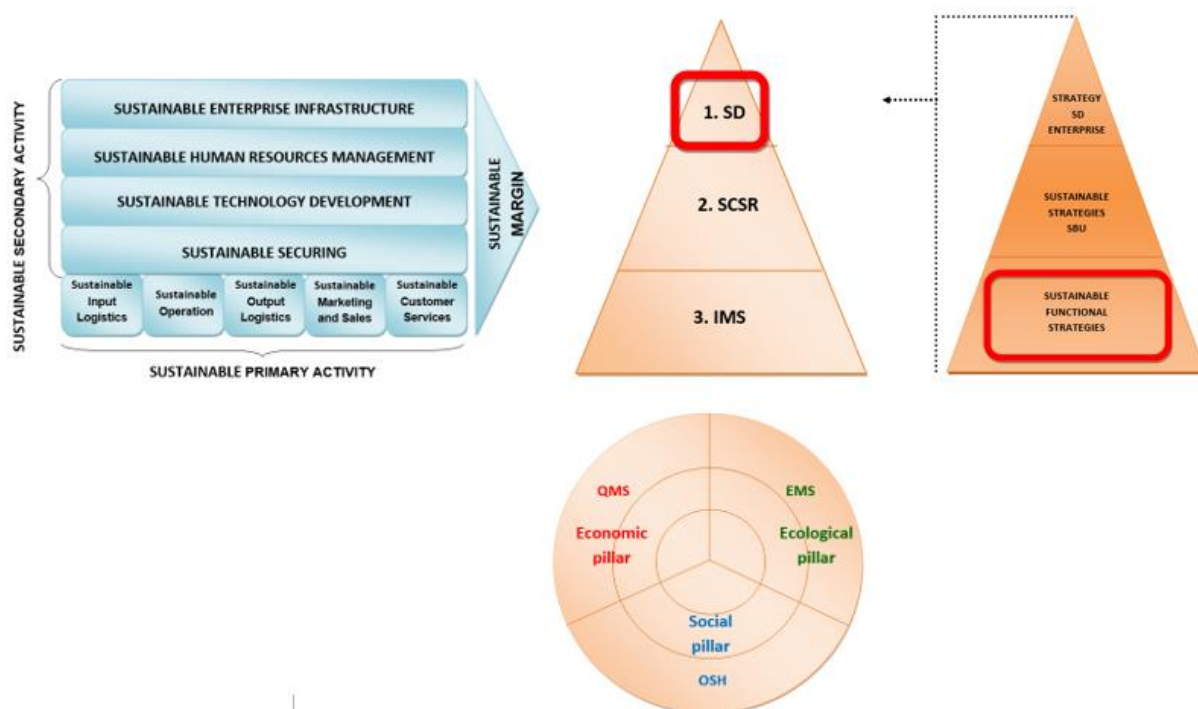


Fig. 1-3 Proposal of the concept of the methodology of building a system of SMCS for the ideal enterprise, source: own processing by Hrdinová (2013)

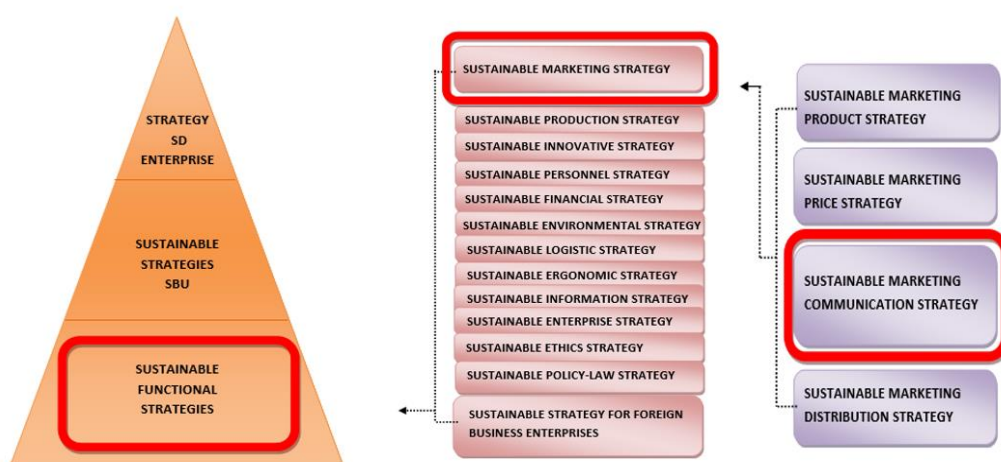


Fig. 2-3 Proposal of the concept of the methodology of building a system of SMCS for the ideal enterprise, source: own processing by Hrdinová (2013)

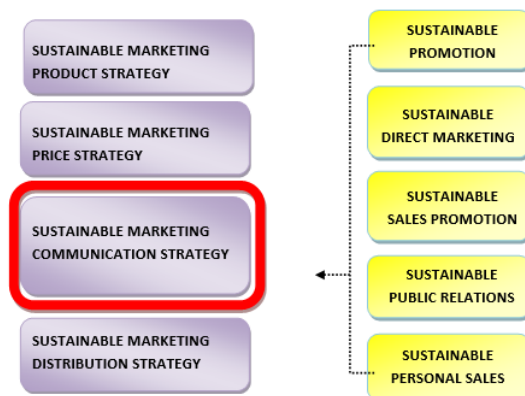


Fig. 3-3 Proposal of the concept of the methodology of building a system of SMCS for the ideal enterprise, source: own processing by Hrdinová (2013)

PROPOSAL FOR USING THE CONCEPT OF A SUSTAINABLE MARKETING COMMUNICATION STRATEGY FOR ENTERPRISE XY

In this proposal, we will be designing the concept of a sustainable marketing communication strategy for the ideal business that we apply to a specific XY enterprise. The company employs more than 1,200 employees and occupations in the field of engineering new production, welding production, CNC machining for various industries.

In order to be able to apply the SCSR for a sustainable marketing communication strategy to create an image for XY enterprise, the following 2 assumptions (steps) must be met:

1. assumption

All primary and secondary value chain activities of XY enterprise have to be sustainable, and therefore the result of value chain of XY enterprise have to be sustainable, so we can claim that the enterprise is responsible for the corporate responsibility, which means that its products and services are sustainable (Golejová, 2017).

$$\mathbf{U\ ChV\ enterprise\ XY \approx S\ (PA \wedge SA)} \quad [10]$$

and also:

$$\mathbf{S\ PA\ enterprise\ XY \approx S\ (Input\ Logistics \wedge Operation \wedge Output\ Logistics \wedge Marketing\ and\ Sales \wedge Customer\ Services)} \quad [11]$$

and then:

$$\mathbf{S\ SA\ enterprise\ XY \approx S\ (Enterprise\ Infrastructure \wedge Human\ Resources\ Management \wedge Technology\ Development \wedge Securing)} \quad [12]$$

\approx - equivalent,

\wedge - conjunct,

S - sustainable,

PA – primary activity,

SA – secondary activity,

ChV- chain value.

If, on the other hand, the main goal of IMS is the same, then, if:

$$\mathbf{SD \supset SCSR \supset IMS} \quad [13]$$

\supset - is the operation subsystem symbol,

SD- sustainable development,

SCSR- sustainable corporate social responsibility,

IMS- integrated management system.

and from the ISO 26000 standard implies that CSR is to contribute to SD, then IMS is also supposed to contribute to the SCSR and SCSR to SD.

If:

$$\mathbf{S\ IMS \approx S\ ChV} \quad [14]$$

\approx - equivalent,

ChV- chain value,

S - sustainable,

IMS- integrated management system.

Then IMS performs this role in XY enterprise and consists of certified subsystems (QMS, EMS) that are secured by certification, then we meet the requirements of sustainable primary and secondary activities to be able to claim that XY enterprise's products and services are sustainable.

If:

$$\mathbf{S\ IMS} \rightarrow \mathbf{S\ ChV} \quad [15]$$

\rightarrow - is the implication operation symbol ("if" - "after"),

ChV- chain value,

S - sustainable,

IMS- integrated management system.

2. Assumption

If the first step is fulfilled, then we can go for the requirement that the proposed marketing communication strategy at XY enterprise be sustainable. Assuming that the SD strategy is conditional on the sustainability of SBU strategies of XY enterprise and the sustainability of functional strategies of XY enterprise (so-called vertical and horizontal integration):

$$\mathbf{Strategy\ SD\ enterprise\ XY} \supset \mathbf{S\ Strategies\ SBU\ of\ enterprise\ XY} \supset \mathbf{SFS\ of\ enterprise\ XY} \quad [16]$$

and also

$$\mathbf{SS\ SBU\ of\ enterprise\ XY} \approx \mathbf{S\ (SBU_{FW} \wedge SBU_{PW} \wedge SBU_{EP})} \quad [17]$$

and then

$$\begin{aligned} \mathbf{SFS\ of\ enterprise\ XY} \approx & (\mathbf{SMS} \wedge \mathbf{S\ Enterprise\ Strategy} \wedge \mathbf{S\ Innovation\ Strategy} \wedge \\ & \wedge \mathbf{S\ Personnel\ Strategy} \wedge \mathbf{S\ Financial\ Strategy} \wedge \mathbf{S\ Environmental\ Strategy} \wedge \\ & \wedge \mathbf{S\ Economics\ Strategy} \wedge \mathbf{S\ Ethical\ Strategy} \wedge \mathbf{S\ Social\ Strategy} \wedge \\ & \wedge \mathbf{S\ Safety\ Strategy}) \end{aligned} \quad [18]$$

then marketing strategy of XY enterprise is sustainable and follows:

$$\begin{aligned} \mathbf{SMS\ of\ enterprise\ XY} \approx & \mathbf{SM\ (Product\ Strategy\ of\ enterprise\ XY} \wedge \\ & \wedge \mathbf{Price\ Strategy\ of\ enterprise\ XY} \wedge \mathbf{Communication\ Strategy\ of\ enterprise\ XY} \wedge \\ & \wedge \mathbf{Distribution\ Strategy\ of\ enterprise\ XY}) \end{aligned} \quad [19]$$

and further

$$\begin{aligned} \mathbf{SMCS\ of\ enterprise\ XY} \approx & \mathbf{S\ (Promotion\ of\ enterprise\ XY} \wedge \\ & \wedge \mathbf{Direct\ Marketing\ of\ enterprise\ XY} \wedge \mathbf{Sales\ Promotion\ of\ enterprise\ XY} \wedge \\ & \wedge \mathbf{PR\ of\ enterprise\ XY} \wedge \mathbf{Personal\ Sales\ of\ enterprise\ XY}). \end{aligned} \quad [20]$$

\supset - is the operation subsystem symbol,

\approx - equivalent,

\wedge - conjunct,

S – sustainable,

SBU- strategic business unit,

SM – sustainable marketing,

SS - sustainable strategies,

SFS – sustainable functional strategies,

SMS – sustainable marketing strategy,

SMCS – sustainable marketing communication strategy,

SBU_{FW}- Strategic Business Unit Freight Wagons,

SBU_{PW}- Strategic Business Unit Personal Wagons,

SBU_{EP}- Strategic Business Unit Engineering production,

PR - public relations.

CONCLUSION

The main purpose of this contribution was to present to the general public the concept of an ideal thoughtful business. The authors propose how to use a sustainable communication marketing strategy to increase the competitiveness of industrial enterprises in the Slovak Republic.

The application of the draft concept was realized by the authors in the selected industrial enterprise.

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