

THE PLACE OF STRATEGIC MARKETING IN THE PREOCCUPATIONS OF THE SMALL AND MEDIUM ENTERPRISES FROM DÂMBOVIȚA COUNTY

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ABSTRACT: In the present stage of the Romanian national economy, in the context of the continual changes caused by globalization and by the market dynamics in the context of the international economic crisis, in order to assure the success and the competitive advantage for one's own business, it is imperative to align one's economic policy to the international standards. The present research aims to approach this topic, which is both necessary and actual, by means of an analysis of the way in which the small and medium enterprises (SMEs), on the one hand, and the great companies, on the other hand, use the opportunities provided by strategic marketing to adapt themselves to the new realities. The question is: Why is it that almost half of the SMEs do not manage to go beyond their first five years of existence? What strategies should they adopt to resist and to develop in an environment where competition is so intense? The object of the present scientific paper is to determine the place occupied by strategic marketing in the preoccupations of the SMEs in Dâmbovița County. In order to attain this goal, we have completed a marketing research whose goal was to determine the position of the place occupied by strategic marketing in the preoccupations of the SMEs from Dâmbovița County.

Key words: strategic marketing, competitive advantage, critical success factors

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