

# Developing a Strategic Marketing Planning in Line with Increasing Sales Tobacco Company of Gilan Province

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**Abstract** Today, increasing competition, especially in the manufacturing and industry sectors, has attracted more attention to retain the customers trying to attract new customers in order to increase sales. As competition and customer expectations intensify, the desire to meet the high expectations of customers for the survival of the organization is necessary. One of the effective tools in increasing sales and improving customer satisfaction is the use of strategic planning. Strategic planning is a powerful management tool designed to help companies in order to compete with the anticipated changes in the adaptive environment, in particular, the strategic planning process of an attitude and analysis of the company and its related environment, and it describes the organization's current conditions and identifies the key factors affecting its success. On the other hand, the marketing strategy is a codified strategy for selling products and services. It reflects the operations of an organization to overcome competitors using strategies and programs to increase market share and attract more customers. The statistical population of this research is composed of employees with the organizational posts as the expert and higher in the Gilan Tobacco Company. To determine the sample size, we used Karjetsi and Morgan tables. According to the data collected administrative affairs of Gilan Tobacco Company, the population of the study was 390 people. Accordingly, according to Karjetsi and Morgan's tables, it is estimated 190 persons for the sample size. Considering that the purpose of the hypothesis is to examine the effect of seven effective factors on marketing strategy of tobacco companies; therefore, in each factor, according to the method of responding to the questionnaire, the hypothesis is examined and using the t test and the answers that are higher than the score 3 (as the average) are considered as the basis for influencing that aspect in the marketing strategy of tobacco companies. The results show that there is a significant difference

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between the seven factors affecting the marketing strategy of tobacco companies. Accordingly, it can be said that the management factors with the average rank (4.89) have the highest impact and the factors related to the materials with the average rank (2.94) have the least impact on the marketing strategy of the tobacco company.

**Keywords : Key words: Marketing Strategic Planning, Management Factors, Marketing, Tobacco Company**

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