

# HOW TO ADJUST STRATEGIC PLANNING ACCORDING TO MARKET DEMAND AND IMPROVE THE MARKET COMPETITIVENESS OF ENTERPRISES

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***Abstract:** In the market economy environment, the competitiveness of enterprises directly determines their position and profitability in the market. How to adjust the strategic planning according to the market demand to improve the market competitiveness of enterprises is an important topic in front of enterprises. From the perspective of market demand, this paper will discuss how to formulate and implement effective strategic planning to enhance the market competitiveness of enterprises.*

***Key words:** demand, market demand, consumer behavior, strategy*

## I. The impact of market demand on strategic planning

(1) Changes in market demand Market demand is constantly changing, which requires enterprises to fully consider the dynamic changes of market demand when making strategic plans, so as to adjust strategic plans in time. (2) Changes in consumer behavior Changes in consumer behavior will also affect the strategic planning of enterprises. For example, consumers' personalized demand for products is getting higher and higher, and enterprises need to adjust product strategies to meet consumers' personalized demand. (3) changes in the competitive landscape Changes in the competitive landscape will also affect the strategic planning of enterprises. For example, the strategic adjustment of competitors and the change of market share will have an impact on enterprises.

## II. Strategies to improve the market competitiveness of enterprises

(1) product innovation Product innovation is the key to improve the market competitiveness of enterprises. Enterprises should develop products or services with unique functions and advantages through technological innovation and design innovation. At the same time, enterprises also need to pay attention to product iteration and upgrading to meet the changing needs of consumers. (2) Marketing innovation Marketing innovation can help enterprises stand out in the fierce market competition. Enterprises should improve consumers' awareness and willingness to buy products or services through differentiated marketing strategies and innovative marketing methods. For example, emerging marketing methods such as social media marketing and content marketing can be adopted. (3) channel expansion Channel expansion can help enterprises better cover the market. Enterprises should expand through online and offline channels to improve the coverage and accessibility of products or services. For example, channels can be expanded by establishing an e-commerce platform and developing offline franchisees. (4) Brand building Brand is the representative of corporate image and reputation, and it is also an important basis for consumers to choose products or services. Enterprises should pay attention to brand building, and improve consumers' awareness and loyalty to the brand by improving brand image, quality and word of mouth, so as to gain market share.

For example, brand building can be strengthened through advertising and public relations activities.

### III. Adjust strategic planning according to market demand.

(1) Accurately grasp the market demand Enterprises need to understand the consumer demand, market capacity and market competition pattern of the target market through in-depth analysis and research on market demand, and make corresponding strategic plans on this basis. For example, this information can be obtained through market research and data analysis. (2) Flexible adjustment of product strategy On the basis of understanding the market demand, enterprises need to flexibly adjust their product strategies. For example, new products can be developed or existing products can be improved to meet the needs of consumers; The pricing strategy of products can be adjusted to adapt to the changes in the market. Optimize production and operation strategies Enterprises also need to optimize production and operation strategies according to changes in market demand. For example, the production process can be adjusted to improve production efficiency; It can optimize supply chain management and improve logistics efficiency. (3) Strengthen brand building and marketing. Brand building and marketing are the key factors to improve the market competitiveness of enterprises. Enterprises can improve brand awareness and reputation through brand promotion and marketing activities; Marketing strategy can be optimized through market research and analysis. For example, brand building can be strengthened through advertising and public relations activities; Marketing strategy can be optimized through in-depth analysis of consumer behavior. For example, we can attract consumers' attention and purchase through emerging marketing methods such as social media marketing and content marketing.

### Conclusion

Adjusting strategic planning according to market demand is the key to improve the market competitiveness of enterprises. Enterprises should improve their competitiveness by understanding market demand, formulating and implementing effective strategic planning. At the same time, enterprises need to pay attention to product innovation, marketing innovation, channel expansion and brand building to further enhance their market competitiveness. In the highly competitive market environment, only by constantly adjusting and optimizing strategic planning can we ensure that enterprises are in an invincible position in the market. At the same time, enterprises also need to constantly adapt to changes in the market and changes in consumer demand, and flexibly adjust their strategies to maintain their competitive advantage.

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