

KEY FACTORS INHIBITING MARKETING STRATEGIES IMPLEMENTATION IN MOROCCO

Widad Lamallaoui

June 2017

Abstract

Developing winning marketing strategies is crucial to the success of companies, however, if not implemented effectively, the objectives of these strategies remain on paper and never make it to the real world. This paper addresses the issue of strategy implementation gap in the context of Morocco. It identifies the key factors inhibiting marketing strategies implementation within companies through quantitative and qualitative studies. It also proposes an easy-to-use solution, the “Strategy Implementation Checklist”, to monitor the implementation process. The solution proposed is developed based on the Internal Marketing concept which was introduced by scholars to solve the issue of strategy implementation gap. The literature review allows giving a basis for the research regarding methodology and frameworks. This research allowed identifying areas of improvement related to teams’ involvement in decision-making, issues of consensus within the organizations, as well as the lack of trust between employees and managers.

This paper, as well as the proposed solution, is targeting marketing professionals in Morocco with the purpose of assisting them in their attempts to provide and deliver value to customers.

Keywords:

Marketing strategy implementation; Strategy implementation gap; Internal Marketing; Customer perceived value; Morocco.