



Marketing Problems faced by the Micro, Small, and Medium Enterprises

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Marketing problems refer to the specific marketing aspects that might obstruct, disturb, or impede the progress, advancement, and enlargement of the company in its endeavor to meet the needs of its target market and generate value for the business. MSMEs face several problems. Some size-related problems include inconsistent power supply, limited financial resources, ineffective management, challenges in hiring skilled employees, fraudulent activities, inadequate market analysis, difficulties in advertising and marketing, shortcomings in research and production, issues with standardization, and low-quality products.

The primary marketing problems encompass the inability to implement contemporary marketing techniques and strategies, challenges in overseeing the firm's advertising and promotional tools, competition from major corporations, insufficient research capabilities, outdated and unremarkable production technology, inadequate funding for marketing endeavors, subpar product quality, and issues related to standardization, warehousing, inventory control, transportation facilities, branding/packaging, financing, financial resources, and risk management, among others.

Stull, Myers, and Scott (2008) identified the following as marketing problems such as standards issues, competition from major corporations, inadequate sales promotion, and limited negotiating power. MSMEs have fundamental marketing obstacles such as insufficient raw materials, lack of skilled labor, inadequate financing, and ineffective marketing tactics. These problems put MSMEs at a disadvantage when it comes to competing with large-scale enterprises in terms of quality, cost, research, and understanding market dynamics such as changing consumer preferences, competition, and technology advancements. Micro, small, and medium enterprises (MSMEs) lack the necessary competence to adapt their operations to the altered circumstances. Inadequate advertising and underutilization of other promotional strategies may fail to attract clients of high quality to support the firm. There are some Market problems that MSMEs face:

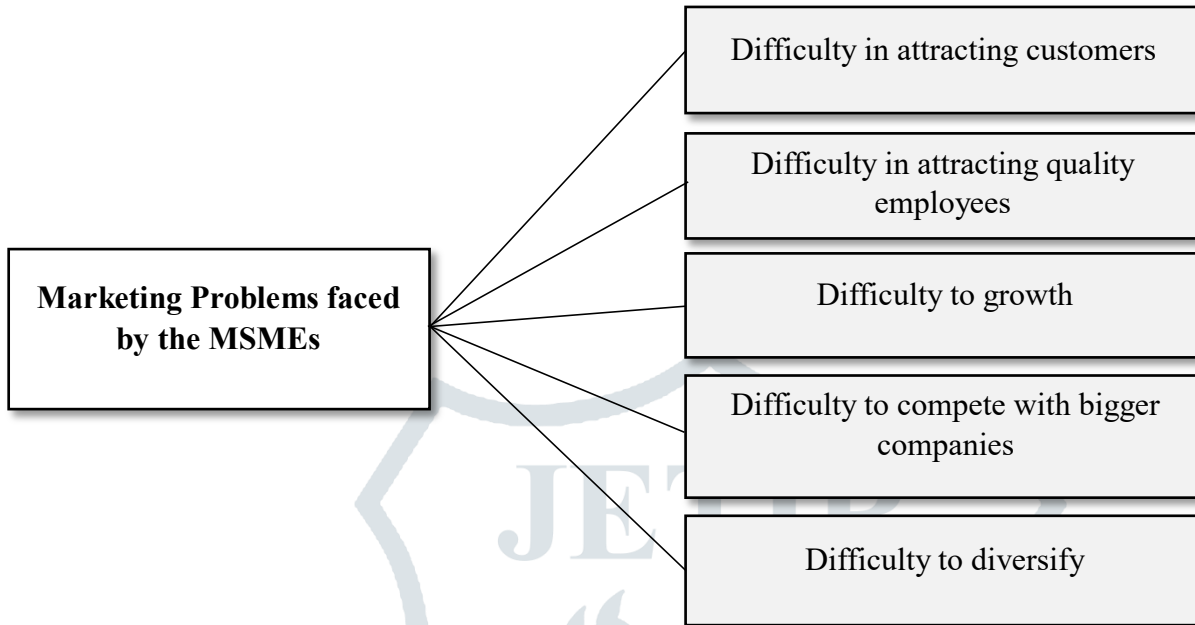


Figure 1: Marketing Problems faced by the MSMEs

Source: Adopted from Ebitu, E. T., Ufot, J. A., & Olom, P. A. (2015)

A significant marketing problem that MSMEs often encounter is a deficiency in comprehending and implementing marketing principles. Many small company owners inaccurately associate the term 'marketing' with 'selling', which is evident in their ineffective business practices that hinder client happiness and a strong business and marketing focus. They have a deficiency in their understanding and abilities related to fundamental marketing concepts such as marketing research, market segmentation, and marketing strategy and control (Ayozie, et. a., 2013).

References

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