

# MARKETINŠKO REPOZICIONIRANJE KOMPANIJE POD UTICAJEM E – TRGOVINE

## MARKETING REPOSITIONING OF COMPANY UNDER THE INFLUENCE OF E – COMMERCE

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### Rezime

Cilj rada je prikaz moći moderne komunikacije i elektronske trgovine na strategiju marketinga kompanije. U predmetnom radu je prikazan model po kojem se moć elektronske trgovine može upotrebiti u korist kompanije. Kako u modernom poslovanju informacije igraju veliku ulogu, Internet pruža praktično neograničene mogućnosti u marketinškom repositioniranju kompanije. Sa druge strane obilje informacija vodi do preopterećenja, te su na udaru donosioci odluka koji imaju problem izborapravetržišne informacije. S obzirom da tržište postaje hirovito, tako je potrebno često vršiti repositioniranje marketinga kompanije. U prošlosti je kreiranje marketing strategije bilo na nekoliko godina unapred, danas je jako teško kreirati marketinšku strategiju na duži period od godinu dana. Prikazan model marketinškog repositioniranja postaje manje riskantan, vremenski manje zahtevan i mnogo je tačniji.

**Ključne reči:** marketinško repositioniranje, e – trgovina, istraživanje tržišta, novi proizvod

### Summary

The purpose of this paper is to show power of modern communication and electronic commerce on Marketing Strategy of Company. Through this paper we shall introduce model in which the power of e-commerce can be used for the benefit of the company. Since in modern business, information is of extreme importance, Internet offers practically virtually unlimited possibilities for Marketing Repositioning of Company. On the other hand abundance of information leads toward information overflow, this is especially problematic for decision makers who have a problem to pick a right source of information. Market has become very turbulent, so Companies must frequently change Marketing Strategies. In the past, Marketing Strategies were established for longer periods, but today Marketing Strategies beyond a year are not valid. Model of Marketing Repositioning showing in this paper, become less risky, less time-consuming and it is more accurate.

**Keywords:** marketing repositioning, e–business, e–commerce, marketing research, new product

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