

# Micro, Small, Medium Enterprises and their Marketing Capabilities

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## **Abstract**

Marketing capabilities play key role in formulating firm strategies and influence firm performance, as the literature reports from studies on large firms. The marketing capabilities of micro, small, medium enterprises, which are systematically different from large firms, are not well studied. In this research we use grounded theory approach to conduct semi-structured in-depth interviews. Preliminary results show uniqueness of marketing capabilities as there is high preference for no expense marketing, no collaborations, no market research, and more discounts. Marketing capabilities are perceived as important as they increase visibility and customer awareness. They are crucial for brand positioning and collecting market information. Barriers to marketing capabilities of micro, small, medium enterprises are a) bad reputation of business, b) inefficient distribution channel, and c) competitors celebrity branding strategy.

**Keywords:** *Micro, Small, and Medium Enterprises; Marketing Capabilities; Qualitative Research Method*

**Track:** Marketing Strategy & Theory