

Research on the Construction of Marketing Competitiveness Evaluation Index System Based on Innovation Ability

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Abstract: with the continuous expansion of the market competition space and the increasing degree of competition, whether a company has strong competitiveness determines whether the company can survive and develop in the increasingly fierce market competition. Marketing management is the process of planning and implementing ideas, product and service design, pricing, promotion, distribution, and creating exchange meetings to meet customer needs and organizational goals. It is a direct link that reflects the competitiveness of enterprises. Therefore, in today's ever-increasing market competition and the complex and changing market environment, how to cultivate, enhance and evaluate its own level of marketing competitiveness is an important issue that every enterprise must face. Based on modern marketing management theory and enterprise competitiveness theory, this paper systematically summarizes and summarizes the research results of "marketing competitiveness" at home and abroad, and puts forward their own evaluations and views on these results. Then, this article studies in detail and forms a set of basic ideas for studying the theory of corporate marketing competitiveness, and elaborates the theoretical model and specific requirements of the formation of corporate marketing competitiveness, and uses this as a guide to build a relatively systematic and complete set of the evaluation system of enterprise marketing competitiveness index is evaluated by the combination of quantitative and qualitative methods. In the end, the author used two cases to prove the practical value and practical significance of this research.

1. Introduction

After entering the WTO, the domestic market will be further opened to the outside world to a large extent. Domestic companies will face increasingly fierce market competition. This competition is the objective law and inevitable requirement of the development of the commodity economy. Under economic conditions, the source of corporate growth and development. Therefore, the level of enterprise competitiveness is the decisive factor for the survival of the fittest in the cruel market competition. The competitiveness of an enterprise can only be reflected when its own products or services are selected by customers among many competing products or services. "marketing management is the process of planning and implementing ideas, product and labor design, pricing, promotion, distribution, and creating exchange meetings to meet customer needs and organizational goals." Oisl it is a direct link that reflects the competitiveness of enterprises. Therefore, in today's ever-increasing market competition and the complex and volatile market environment, improving the competitiveness of corporate marketing has become an urgent and important task.

In the past market competition, the marketing abilities of most Chinese enterprises have been strengthened and exercised, and the overall marketing level of enterprises has improved. Since the reform and opening up, a number of international enterprises such as Haier and Changhong have emerged in china. However, compared with developed countries, there is still a considerable gap in the level of marketing management of Chinese enterprises, which is far from being able to meet the needs of market competition after joining the WTO. Many domestic companies are still unable to correctly understand the nature of modern marketing and lack overall marketing awareness. Corporate marketing efforts have only been based on a single and one-sided imitation of some successful marketing methods and skills at home and abroad, and they have not been able to

properly evaluate themselves as a whole. Marketing competitiveness in the market failed to start with the cultivation and innovation of marketing concepts, and sought to improve the overall marketing competitiveness of enterprises. Therefore, this article is from the perspective of a mature market environment. Based on modern marketing theory, marketing management theory, and specific marketing practices, this article studies the basic content of corporate marketing competitiveness and the theoretical model of marketing competitiveness formation to build corporate marketing competition. Force index evaluation system, so as to provide Chinese companies with a systematic theoretical framework and basis for the evaluation, consideration and improvement of their own marketing competitiveness, and provide a scientific reference standard for the further regulation of domestic enterprise marketing management. Finally, this paper also combines quantitative and qualitative analysis methods such as analytic hierarchy process, expert consultation method and comprehensive weighted average method, and puts practical application on the index evaluation system of enterprise marketing competitiveness to fully reflect the practical value of this subject research. And realistic meaning.

2. Basic Concepts of Marketing Competitiveness

Simply put, the word “marketing competitiveness” is actually the word “marketing” in front of “competitiveness.” Therefore, as its name implies, marketing competitiveness is the comprehensive ability of a company in marketing in participating in market competition. Based on the above-mentioned research on the basic theories of marketing, marketing management, and corporate competitiveness, the author believes that a systematic and complete definition of marketing competitiveness should at least reflect the following aspects: First, marketing competitiveness is the ability of companies to The comprehensive ability of internal and external resources to reasonably apply to the overall marketing management process. As mentioned above, marketing competitiveness is the comprehensive ability of an enterprise in marketing. It is important to point out here that the so-called “marketing aspect” does not refer to a certain marketing activity of the enterprise, but refers to the overall marketing management process of the enterprise. It includes not only the marketing activities of the enterprise, but also the marketing The planning, organization, command, coordination and control of the activities also include the systemicity, integrity, coordination and complementarity of the overall marketing work of the enterprise. Enterprise marketing management process is a systematic and complex management process. The work of each link does not exist in isolation. They are mutually guiding, coordinating, complementing and promoting each other. A company's strong ability in a certain link of the overall marketing management process (unique marketing ability) is only a necessary condition for a company to have a strong marketing competitiveness, and it is not a sufficient condition. The company's unique marketing capabilities are developed and cultivated by integrating its unique expertise and means with other available tangible and intangible resources. These unique marketing capabilities can only be supported and interacted through other marketing links. Only then will the company's marketing competitiveness be formed. Therefore, the competitiveness of enterprise marketing is the comprehensive ability of enterprises in the overall marketing management process such as marketing research, marketing strategic planning and strategic planning, marketing execution, marketing control and so on.

Secondly, marketing competitiveness is a comprehensive ability that can create a competitive advantage for an enterprise. The theory of enterprise basic resources (The Resource Based View of the Firm, RBV) believes that the excellent management efforts of an enterprise are the creation and allocation of sustainable competitive advantages of the enterprise, and the sustainable competitive advantages of the enterprise in turn will promote the company to achieve better operating performance. 21 [In order to gain a competitive advantage, the company will design a series of management procedures to utilize the various professional knowledge of internal employees of the enterprise, and according to its own management model, combine this knowledge with actual resources to provide value for the enterprise itself and consumers. If these procedures can operate effectively, the competitiveness of the enterprise is formed. Therefore, competitiveness is the basis

for the formation and implementation of corporate strategy, and it provides a means for companies to cultivate competitive advantages and use them to achieve outstanding business performance. As mentioned in this article from the beginning, strategic management scientists Miles and Snow pointed out in 1978 that the marketing management function of an enterprise is one of the first executives of the product market strategy that an enterprise needs to obtain a competitive advantage. In order for enterprises to gain a competitive advantage and obtain economic benefits and other long-term goals of the enterprise, marketing management functions must cultivate strong marketing competitiveness. Therefore, the marketing competitiveness of an enterprise must be a comprehensive ability that can create a competitive advantage for the enterprise. Thirdly, marketing competitiveness is the comprehensive ability of enterprises to continuously learn, accumulate and innovate in the cyclical marketing workflow. In 1996, Gartner defined corporate competitiveness as the ability of an enterprise to continuously repeat productive tasks that are directly or indirectly related to the ability of an enterprise to effectively convert inputs into outputs to create value. In order to cultivate competitiveness, it is necessary to cultivate a complex model of coordination between people and between people and things. In order to obtain higher efficiency, it is necessary to learn continuously. Its marketing competitiveness is cultivated and developed in the continuous learning process of enterprise employees repeatedly applying professional knowledge to solve various marketing problems. It is gradually accumulated and formed in the company's long-term marketing management practice. Innate or accidentally acquired, the process of continuous learning and accumulation in marketing management practice is the process of continuous marketing cultivation. At the same time, the marketing competitiveness formed by the company is relative. When the internal and external environment of the company changes, the opportunities and threats of the company may be transformed between each other, and the strengths and weaknesses of the company may also be transformed. The method will change. The marketing management concept, marketing management mode and marketing management skills of the enterprise must be continuously innovated and upgraded as the environment changes.

3. Research on the Basic Formation of Marketing Competitiveness

With the continuous advancement of information technology, the continuous evolution of economic globalization, and the intensification of market competition, the market environment in which enterprises are present presents comprehensive, multi-level, and diversified comprehensive characteristics. Enterprises must be guided by comprehensive marketing concepts. In its overall marketing management process, a single marketing concept has been difficult to adapt to the development of the current market environment. First of all, in the context of an era in which the market is changing from a seller's market to a buyer's market, supply far exceeds demand, and increasingly fierce competition, companies need to use marketing concepts as guidance to correctly determine the needs and desires of the target market, and to be more competitive than their competitors. Efficiently and more profitably deliver what the target market expects to satisfy. Secondly, in today's booming market economy, a series of issues related to social sustainable development have emerged, such as energy shortages, inflation, increased unemployment, severe environmental pollution, and the prevalence of consumer protection movements. This series of issues requires companies to The marketing concept is the guide to meet the needs, desires and interests of consumers in a way that protects or improves consumers and social welfare. Thirdly, as people's consumption concepts develop outward, personalized and natural, the degree of spiritual consumption and psychological consumption is getting higher and higher. This urgently requires companies to use the concept of relationship marketing as a guide to study consumer needs in depth. To communicate and cooperate more with customers to form a lasting and good relationship to realize their needs and benefits. Therefore, the author believes that in the current all-round, multi-level, and diversified market environment, companies wanting to have strong marketing competitiveness in market competition must have a comprehensive approach that includes marketing concepts, social marketing concepts, and Relational marketing concepts These three basic concepts of modern marketing concepts are comprehensive marketing concepts to guide one's

own marketing management process.

In response to the changing characteristics and trends of the current market environment, the “comprehensive marketing concept” that an enterprise should have is mainly composed of four marketing orientations: market orientation, customer orientation, competition orientation, and social orientation, with customer orientation as the core (such as figure 1). Market orientation means that all activities of the company must be carried out around the market. In practice, pay attention to grasping the laws of market operation, predicting market operation trends in advance and accurately, and effectively making business decisions. Customer orientation means that enterprises provide customers with perfect and perfect products. Goods and services, providing customers with more added value, satisfying customers, improving customer satisfaction, and then establishing a long-term stable sales business relationship with customers. Modern marketing concepts: Competitive orientation refers to changes in competitive relationships and supply and demand relationships. Enterprises must pay attention to competitors 'marketing strategies and behaviors, and ensure their advantages over competitors; social orientation requires marketers to take into account the three aspects of corporate profits, the satisfaction of consumers' needs, and the long-term interests of society in the overall marketing management process. Interests. The realistic market environment, competition conditions and social conditions require companies to organically integrate the above four marketing directions to form a comprehensive marketing concept that suits their own conditions. Although the four marketing-oriented perspectives are different, they are not mutually exclusive, but are compatible and can coexist. Each marketing orientation has its own advantages and disadvantages, and one-sided emphasis on any one of them may lead to extreme and failure of the company. Because the customer is the basic driving force for the survival and development of the company, the company can only achieve the goals of survival, growth and profit by effectively satisfying the customer needs. Therefore, the author proposes that the comprehensive marketing concept of an enterprise should take customer orientation as the core and comprehensively use market orientation, competition orientation, and social orientation to achieve the common realization of the interests of the enterprise, customers, and society.

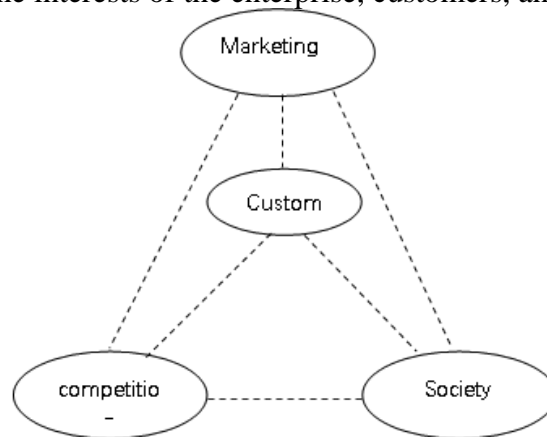


Fig.1 Integrated Marketing Oriented Model

Strategic planning is a long-term, global, and directional system plan formulated by an enterprise to achieve a certain desired purpose. It is a process for enterprises to establish goals and strategies. The purpose is to enable enterprises to have a sober understanding of their advantages and disadvantages in the market competition, future opportunities and threats, and to coordinate the current This policy reduces the risks in the operation of the enterprise, in order to strengthen the adaptability and competitiveness of the enterprise, so that the expected goals of the enterprise can be achieved. The marketing strategy planning of an enterprise is the overall future development plan. The marketing strategy and marketing reality are closely related, and it is the link between reality and long-term. An input-output model based on the marketing management process. Marketing strategy is the link that transforms input into output. Therefore, whether a company's marketing strategy planning is scientific, feasible, or competitive directly determines the competitiveness of the company's overall marketing management process in the market. A

systematic, scientific, and complete marketing strategy planning first requires objective, comprehensive, and systematic SWO analysis to provide a basis for decision-making. Based on this, the overall objective of the scientific marketing strategy is determined, and by effectively segmenting the market and accurately determining its own Target market, clear market positioning and systematic marketing strategy combination to achieve.

4. Design of Marketing Competitiveness Evaluation System

The marketing competitiveness evaluation system is a series of interconnected indicators that can comprehensively reflect the marketing ability level of an enterprise in the fierce market competition. In accordance with the principles and requirements that unify the empirical and norms in scientific research, the establishment of an enterprise marketing competitiveness evaluation system has two general guiding principles: one is scientific and the other is practical. In order to meet the requirements of these two guiding principles, the following specific principles should be followed in the process of establishing a marketing competitiveness evaluation system: 1. Principles of theoretical basis. The establishment of marketing competitiveness evaluation system must be guided by scientific marketing management theory. Since entering the 1980s, marketing theory has continued to summarize new marketing experiences and lessons on the basis of inheriting the modern management-oriented rational kernel, and has developed many new theoretical ideas. Among them, the core marketing theory ideas are: customer value and customer satisfaction theory, positioning theory, relationship marketing theory, integrated marketing communication theory, etc. These theories have essential decisive and guiding significance for the basic structure, logical consistency and content integrity of the marketing competitiveness evaluation system. 2. Systematic principles. For the research on the evaluation system of marketing competitiveness, although a lot of literatures have been published in academic circles, people generally use some input-output indicators that reflect performance. However, in fact, the outstanding problem of this approach is that it has largely ignored the importance of the marketing management process and various aspects of competence in the evaluation of marketing competitiveness. Therefore, the author believes that the design of the evaluation system of marketing competitiveness should draw on the two innovative audit frameworks proposed by Vitotoroi Chiesa et al. (19%), and integrate the performance evaluation and process evaluation into the specific evaluation of marketing competitiveness. Performance evaluation can reflect the problems generated in corporate marketing activities, but it cannot fully reveal the reasons for the problems; and this is exactly what process evaluation is to solve. Process evaluation can reflect whether the company's marketing management process is systematic and effective, and some new The effectiveness of your marketing methods and tools. Operational principle. The author's understanding of operability is that the established marketing competitiveness evaluation system has both feasibility in action and practicability in value orientation. The former is manifested in the observability and measurability of evaluation indicators. Observability requires that all indicators can be recorded and formed a continuous and comprehensive objective data; measurability requires that all indicators have accurate numerical performance. Including objective indicators that can be obtained directly through statistical surveys, such as the degree of market share change, and subjective indicators that are evaluated by scoring methods, such as marketing concepts, must ultimately be able to be measured numerically. The latter is manifested as the guidance of the index system on corporate marketing decisions. Through structural analysis of marketing competitiveness and dynamic horizontal and vertical comparisons, it can accurately and timely discover the competitive advantages and disadvantages of corporate marketing and help Foresee the marketing opportunities, problems and challenges of enterprises, and provide corresponding basis and countermeasures for marketing management decisions. 4. Dynamic principle. The evaluation of marketing competitiveness is not only a static comprehensive evaluation of a series of marketing elements of a company at a certain point in time, but also reflects the dynamic change process of each marketing element. The existing evaluation of marketing competitiveness is generally limited to static evaluation, and the dynamics of marketing competitiveness cannot be well incorporated into the evaluation research. Therefore, in the selection

of indicators, we must fully consider the time factor. Based on the dynamic changes of various indicators in the past period of time, the actual comprehensive level of the marketing competitiveness of the enterprise and the future change trend will be judged.

One of the effective measures taken to improve the marketing competitiveness of enterprises is to find companies with high levels of marketing competitiveness, summarize and refine their experiences, and promote them on a trial basis. However, because the level of marketing competitiveness of an enterprise is affected by many factors, it is not easy to find a high-level enterprise. People are accustomed to subjective judgment and large randomness. From the content of the marketing competitiveness index evaluation system in Figure 4.1, it can be seen that to evaluate the marketing competitiveness level of an enterprise, not only quantitative indicators, but also more qualitative indicators will be involved. Therefore, for many companies with marketing competitiveness, it is difficult to select the company with the highest level. The difficulty lies in determining the weight of each index, and the analytic hierarchy process (AHP) is an ideal method to determine the weight. AHP method is a quantitative method of multi-index comprehensive evaluation proposed by American operations researcher A.L. Saaty in the 1970s. It can quantify qualitative factors, and can test and reduce subjective effects to a certain extent. The basic idea of the AHP method is to divide a complex problem into a multi-level structure according to the idea of systems engineering, so that each level and the next level are kept in a certain relationship, and simple comparisons and judgments are made between the elements of the same level. And calculation, we can get the importance of different factors. Using this method, the thinking process of evaluation can be mathematicalized and systematic, and the qualitative indicators can be quantified. The weight of the evaluation indicators can be determined more scientifically, which lays a solid foundation for the evaluation work. It has been widely used in the country. .

The evaluation index system of enterprise marketing competitiveness mainly judges the marketing competitiveness of an enterprise from the performance of various aspects of enterprise marketing. Relying on each element to form a complete and unified evaluation system, which includes five major categories of enterprise marketing competitiveness evaluation indicators,

$$C_t = \alpha_m \cdot S = 1 = \alpha_1 \cdot S_1 + \alpha_2 \cdot S_2 + \alpha_3 \cdot S_3 + \dots + \alpha_j \cdot S_j$$

In the above formula, C_t represents the score of the t -th category of indicators, α_1 represents the weight of the first indicator in the t -th category of indicators, and so on; S_1 represents the actual value of the first indicator in the t -th category of indicators. , And so on. Then calculate the overall competitiveness score of the company's marketing. The calculation formula is:

$$C = \beta_n \cdot C_n = 1 = \beta_1 \cdot C_1 + \beta_2 \cdot C_2 + \beta_3 \cdot C_3 + \dots + \beta_k \cdot C_k$$

$$C_t = \sum \alpha_m \cdot S_{mj} = \alpha_1 \cdot S_1 + \alpha_2 \cdot S_2 + \alpha_3 \cdot S_3 + \dots + \alpha_j \cdot S_j$$

$$C = \sum \beta_n \cdot C_n = \beta_1 \cdot C_1 + \beta_2 \cdot C_2 + \beta_3 \cdot C_3 + \dots + \beta_k \cdot C_k$$

In the above formula, C represents the score of the overall marketing competitiveness of the enterprise, β_1 represents the weight of the first category of indicators, and so on, and so on, and C_1 represents the score of the first category, and so on.

The fundamental value of the calculation and comparison of marketing competitiveness indicators lies in starting from reality, improving the market competitiveness of enterprises, and pointing out the direction for the formulation of marketing strategic objectives and the adjustment and upgrade of management. Specifically, it is through the analysis of specific data to evaluate the relevant indicators, find out the problems and opportunities in the marketing process of the enterprise, and put forward reference recommendations. 1. Short board effect. The well-known bucket short board theory is also applicable to the evaluation of marketing competitiveness, that is, the water storage capacity of a bucket depends on the shortest board. Similarly, the marketing competitiveness of an enterprise depends on the weakest link in the marketing system. The weakest competitive link is theoretically the key to improving core competitiveness. The marketing competitiveness index calculation system is to help companies find the weakest link on the basis of reasonable data analysis. Reasonable data operations and calculations are based on scientific predictions, continuous observation and analysis of each link of the company's marketing competitiveness, and look for weak points of the company from the data. For example: Many

companies have good customer resources, good brand effects, and stable markets. Therefore, overall, their overall marketing competitiveness should be very high. However, its marketing status in the real world is not good. From the perspective of the marketing competitiveness index system, it lacks a stable logistics system, which affects the product supply, causes difficulties in distributing goods at various terminal sales points, and seriously affects its market competitiveness. The marketing competitiveness index calculation system formulates reasonable countermeasures at the least cost, develops short boards into long boards, improves weak links, and improves overall competitiveness.

Table 1 Consistency Index Rent Determination Table

| | | | | | | | | | | |
|----|------|------|------|------|------|------|------|------|------|------|
| N | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| RI | 0.00 | 0.00 | 0.58 | 0.90 | 1.12 | 1.24 | 1.32 | 1.41 | 1.45 | 1.49 |

Foresight. The market environment is unpredictable. In the overall market environment, due to the continuous changes in the economy, the market environment is also constantly changing, and the marketing decisions of enterprises must be changed to adapt to the development of the market economy. Risk pre-judgment is an important part of improving marketing competitiveness of an enterprise, and it often serves as an important basis for the development of an enterprise. However, the changes in the market economy have certain rules and periodicity, and the changes in the marketing environment also follow this law. The establishment of the marketing competitiveness index calculation and evaluation system is to more scientifically explore the law, discover the law, and summarize the law as a reference for corporate decision-making and competitiveness improvement. Therefore, the system has a certain foresight. Through the calculation of indicators, it is found that some important indicators of the enterprise are lower than the average, which indicates that the enterprise has predictable risks in this link. On this basis, the company should make corresponding adjustments according to its own situation, make risk predictions for weak links and upcoming projects, and draw reasonable data and conclusions as guidance for the company's next development. 3. Anticipate new developments. For companies to continue to develop, they need to continue to innovate and improve their marketing competitiveness. However, the establishment of a new marketing system is not blind. It is necessary to integrate marketing resources and explore the direction of marketing innovation based on the laws of the marketing competition system. In essence, it is impossible for all companies to complete all marketing competition elements, which means that differential competitive advantage is the breakthrough point for companies to improve their marketing competitiveness. The prediction and calculation of the marketing competitiveness indicator system is to help companies analyze their own strengths and weaknesses in combination with the market environment and the advantages of their own resources to accurately predict the company's market positioning, service system, media mix, and brand image. Discover new growth points.

5. Improvement of Evaluation Index System of Enterprise Marketing Competitiveness

The specific path is to conduct statistical surveys and sample selection of sample enterprises, and perform accurate calculations and estimates to continuously improve the system. Analyze the changes in the relationship between market conditions and competitiveness factors based on actual conditions, and amend the competitiveness index evaluation system in a timely manner. Under the premise of practical laws, the competitiveness index evaluation system is more in line with the actual laws. Practice to test the accuracy and completeness of the system, and make appropriate amendments and supplements. Marketing market conditions are changing rapidly. Mastering key and accurate data has an important impact on the rationality and scientificity of the indicator system. The specific marketing situation of the enterprise is the foundation of the market competitiveness indicator system. Only from the actual data can the scientificity of the indicator system be truly realized, and the advantages and disadvantages of the market competitiveness of the enterprise can be accurately predicted and evaluated. The specific path is to conduct a specific analysis of the data of the supply chain, the communication system and the corporate customer relationship system

through corporate marketing practices. Master the dynamic elements of corporate marketing, combine the current marketing environment and marketing model, conduct data analysis, and give guidance with the system. The establishment and improvement of the evaluation system must be compatible with the diversified marketing market. Once the scientific evaluation system deviates from practice, it will lose its guiding significance. According to the market laws in practice and the changes and development of corporate marketing models, constantly improve the evaluation system, and find the laws of corporate marketing development based on practice.

The development of marketing depends on the development of the market economy and changes in audience perception. The rapid rise of new media technology has had a transformative impact on the marketing communication system. The new technological revolution has promoted the emergence of new concepts, methods and theories in the field of marketing. The marketing theory based on the continuous development of practice is the theoretical basis of the marketing competitiveness index evaluation system. It is worth discussing that the marketing environment that companies face today is different from the past. With the changes in consumer psychology brought about by the changes in new media technologies, consumer groups are paying more and more attention to the expression of self-awareness and consumer experience. The traditional functional marketing theories have been unable to fully adapt to the development of modern marketing markets. It is mainly reflected in two aspects: First, the development of new media has changed the situation of traditional media monopolizing the country, followed by the reform of marketing communication system. The traditional communication marketing theory believes that one-way communication has developed to two-way communication. The integrated marketing of brands and the establishment of a communication system have promoted the emergence of new media marketing theories. The audience pays more attention to the interaction in the consumption process, which determines that in the process of product marketing and communication, enterprises should extensively use new media to conduct interactive communication of the audience, and carry out two-way choice of consumers and self-consciousness expression. The second is the diversification of marketing communication channels and development into experiential marketing. The diversification of communication channels has broken the one-way communication of traditional media. The joint promotion of multi-channels and multi-platforms is more effective in building brand integrity and consistency and optimizing brand assets. How to establish a complete and unified brand image and brand connotation in a fragmented context, and give the audience a deep service experience is the focus of this theoretical discussion. Deepening the audience's experience with diversified communication methods, and displaying brand characteristics in all directions are also the specific paths constantly explored by the new media marketing communication theory. Based on the development of the new media communication theory, the competitiveness index evaluation system should also be adjusted accordingly to adapt to the development of the new theory and new model as soon as possible.

6. Conclusion

Marketing competitiveness is a systematic synthesis of a series of competitive abilities formed by enterprises in order to participate in market competition, gain market competitive advantages, and win the competition, and continuously learn, accumulate, and innovate in the overall marketing management process. More and more evidence and research show that enterprise competitiveness is the deep foundation for long-term survival and development of enterprises, and marketing competitiveness is the most important component of enterprise competitiveness and a direct reflection of the level of enterprise competitiveness. In the process of social development, any technology and product will become obsolete, outdated and eliminated. Especially in the era of knowledge economy, science and technology are developing rapidly, with each passing day, the speed of product elimination is increasing faster than ever. The life cycle of an enterprise is closely related to its dominant product. If the dominant product is eliminated, the enterprise will fall into the trough of development. In order to survive and develop in the fierce market competition, companies can only use reasonable and effective internal and external tangible and intangible

resources, collect and analyze internal and external market information, and systematically and scientifically formulate corporate marketing strategies and tactics. It is effectively implemented and controlled, so as to add value to the products and services of the enterprise, continuously meet the comprehensive needs of market demand and market competition, and continuously learn and accumulate knowledge and experience in the overall marketing management process to promote the overall marketing management process. As well as continuous innovation and upgrade of their own marketing ideas, they can create a sustainable market competitive advantage for enterprises, and then they can get out of the trough and get a new life. With the continuous opening up of the domestic market, domestic enterprises are facing increasingly fierce market competition. Compared with developed countries, there is still a large gap in the level of marketing management of Chinese enterprises. They are accustomed to relying on a single, one-sided marketing method and marketing skills, and they are weak in scientific and systematic cultivation of marketing competitiveness. Therefore, for all kinds of enterprises, it has become an urgent and important task to cultivate and improve the level of marketing competitiveness of enterprises. As for the research on marketing competitiveness of enterprises, although some academic materials have been published in the academic circle, the discussion on the composition of marketing competitiveness is not deep enough, systematic and complete. The constructed marketing competitiveness evaluation system is only an evaluation of some quantitative indicators, which is limited to static evaluation, and does not include the dynamics of marketing competitiveness into the evaluation research.

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