

# **The role of strategic marketing planning in crisis management and its activation mechanisms**

## **A study of the state of the General Organization for Textile Industries**

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### **Abstract**

The aim of this research is to provide a comprehensive and in-depth vision on developing the reality of the work of the General Organization for Textile Industries through the role of strategic marketing planning and its driving factors such as partnership with the Syrian private sector and the foreign investor. As well as the disposal of its products in international markets.

The researcher followed the case study methodology, which depends mainly on the induction and conclusion by simulating several experiments of countries and international companies that were able to overcome their production and marketing problems through these proposed aspects.

The research concludes that if strategic marketing planning is implemented while restructuring the company's enterprises within integrated production complexes, the organization will achieve several times its revenues compared to the highest revenue for any of the previous years.

The researcher recommended the need to create a legal legislative environment that accommodates the proposed vision, that the partnership through the sharing of results

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For the Paper in Arabic Language See the Pages (79-101).

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**and not ownership of the public sector with the adoption of a flat organizational management structure in the institution to facilitate the application of the vision presented.**

**key words: General Organization for Textile Industries - Enterprise - Strategic Marketing Planning - Crisis Management - Spinning - Textile - Underwear - Ready Made Clothes - Participatory - Supply Chain Management.**