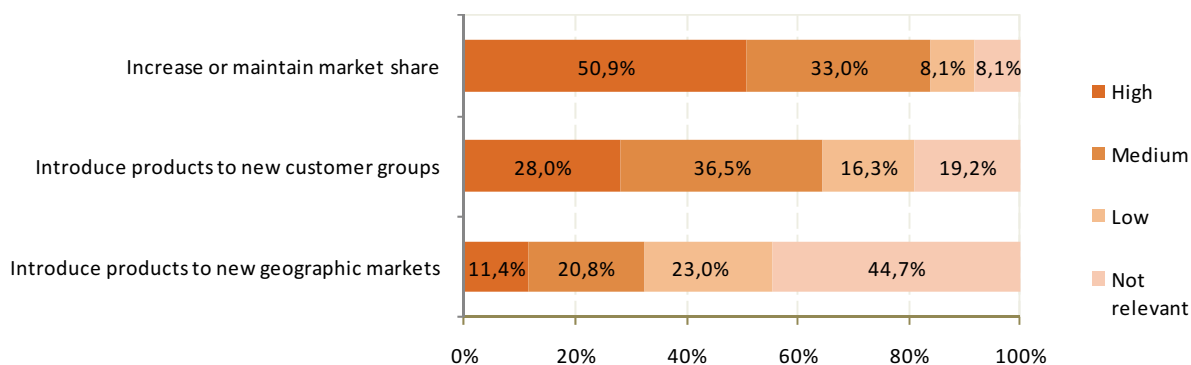


2.3.2 Objectives for marketing innovations

In the Czech Republic, enterprises with marketing innovation declared increasing or maintaining market share as their primary objective between 2006 and 2008 (50.9 %). The objective of introducing products to new customer groups was considered as the key objective by 28 % of enterprises. The objective with the smallest proportion was to introduce products to new geographic markets (11.4 %).

Figure 2.53: Breakdown of innovation objectives by the level of importance (as a percentage of enterprises with marketing innovation); 2006–2008



The breakdown by size-class reveals “increase or maintain market share” as the principal objective for marketing innovation by enterprises, with the proportions of 62.3 % of large enterprises, 58 % of medium-sized enterprises and 48.1 % of small enterprises. The least preferred objective which was given high importance was the objective “introduce products to new geographic markets” (19.7 % of large enterprises). The corresponding proportions for foreign affiliates and national enterprises were almost equal, with a 1.1 % difference.

Foreign affiliates gave higher priority (64.5 %) to increasing or maintaining market share than national enterprises (47.7 %).

Figure 2.54: Breakdown of innovation objectives considered as highly important by enterprises by size-class and ownership (as a percentage of enterprises with marketing innovation); 2006–2008

