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**МАРКЕТИНГОВІ ТЕХНОЛОГІЇ  
В СИСТЕМІ ЗАБЕЗПЕЧЕННЯ ІННОВАЦІЙНОГО РОЗВИТКУ  
СУЧАСНИХ ПІДПРИЄМСТВ**

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**Doctor of Science Dimitrov I.**

*«Prof. D-r. Assen Zlatarov» University (Bulgary)*

**CONCEPTUAL BASES OF MARKETING ACTIVITIES OF ENTERPRISES  
IN MODERN MARKETING CONDITIONS**

The operation of enterprises in the open economic system led to the need to study the subjects of the market economy, competitors and partners, and its infrastructure, in order to maintain stable positions in the market and receive high profits [2].

Therefore, it is necessary to search and apply such methods of the management of production and sales activities, taking into account the needs of consumers and helping the company to lead an active competitive struggle. It should be noticed that in today's market conditions, the vast majority of enterprises operation based on marketing principles. The marketing concept has spread and made it clear that production does not start with exchange it starts with consumption.

Such foreign and domestic scientists devoted great attention to the problem in determining the economic substance of marketing activity and management as F. Kotler, D. Lancaster, D. Jobber, M. Levy, B. Weitz, G. Armstrong, P. Doyle, L. Balabanova, A. Balabanits, O. Kuzmin, O. Mybooroda, N. Tarnavska, R. Larina and others.

Marketing activities are defined as a system of actions, the main purpose of which is to manage the production and sales activities of enterprises through the study and analysis of the enterprises market functioning and meeting the needs of consumers in the maximum volumes. It is the transformation of the constantly changing needs of people in the organization's additional benefits.

Thanks to the marketing activity that the enterprise has the ability to implement directly the manufactured products or services, and to interest the consumer in the necessity of its acquisition.

Hence, we can say that the company marketing activity is a social and managerial process of meeting the needs of consumers by creating goods and consumer values and exchanging them. However, due to factors such as the constant increase in advertising costs, the increase of consumer requirements for quality and service, the role of effective marketing activities is greatly enhanced.

Nowadays, it can be considered that such processes as marketing and logistics determine the efficiency of an enterprise in a market environment. Effective marketing allows you to expand the boundaries of a business opportunity, as it works with the consciousness of employees, consumers, partners, members of the society contributing to the growth of perception of the enterprise value and its products. In turn, logistics involves justifying the best value movement [3].

Dynamics – as a field of knowledge, which studies movement, is the deep meaning of logistics, which acquires new features in its practical use in relation to the enterprise organization. Therefore, as a basis for improving marketing and logistics should be a study of the operation environment, the enterprise potential, the features of its condition and development [4].

In the strategic development of commercial and industrial enterprises, it is best to focus on creating a holistic vertically integrated structure, which will significantly increase marketing activity and boost the level of competitiveness in general. The integration of trade enterprises is considered as a logical process for the development of a competitive environment in trade [1].

Thus, in conclusion, it is formed a complex of measures focused on the development of marketing activities:

- analysis of the external environment and consumers (actual and potential);
- research of existing products and development of future goods;
- planning of commodities and sales, including the creation, if possible, of relevant distribution networks with stores and warehouses;
- ensuring the formation of stable demand and sales promotion through a combination of advertising techniques, personal sales, prestigious non-profit activities «public relations» and various kinds of economic incentives aimed at partners and direct sellers;

- ensuring the pricing policy which means planning the system of prices for exported goods, determining the «technology» of using prices, terms of credit, discounts, etc.;

- management of marketing activity as a system, exactly planning, implementation and control of program indicators and individual results of each participant of the enterprise, assessment of the effectiveness of marketing decisions, risks and profits.

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**Doctor of Science Gaydka Ezhi**

*University of Lodz (Poland)*

## METHODOLOGICAL PRINCIPLES OF THE MARKETING ACTIVITIES ASSESSMENT OF ENTERPRISES

Under market conditions, all enterprises focus increasingly on the fleeting demands of consumers, who «control» the company activities, defining its main directions. Under such conditions, marketing acts as a link between the requirements of consumers and the individual aspects of enterprise production activity (production, personnel, finance) (Fig. 1).

It is important for manufacturers not only to expand constantly the product range, but also to create and maintain brand loyalty, which means commitment to its products for a large number of consumers.

In order to assess the effectiveness of implementing marketing policies at enterprises, it is necessary to analyze the brand identity of each of them (Fig. 2).