

- 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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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).

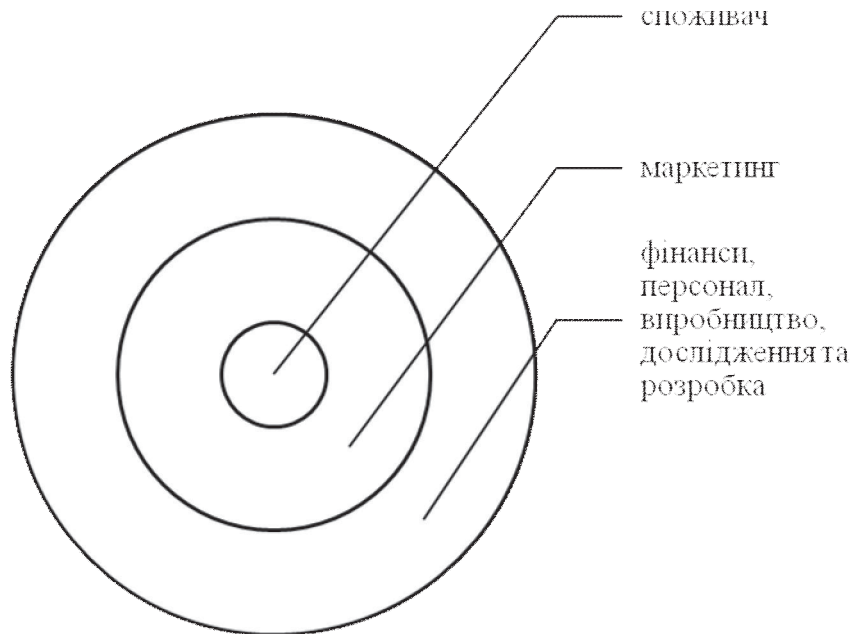


Fig. 1. The role of marketing in the company's activities [1]

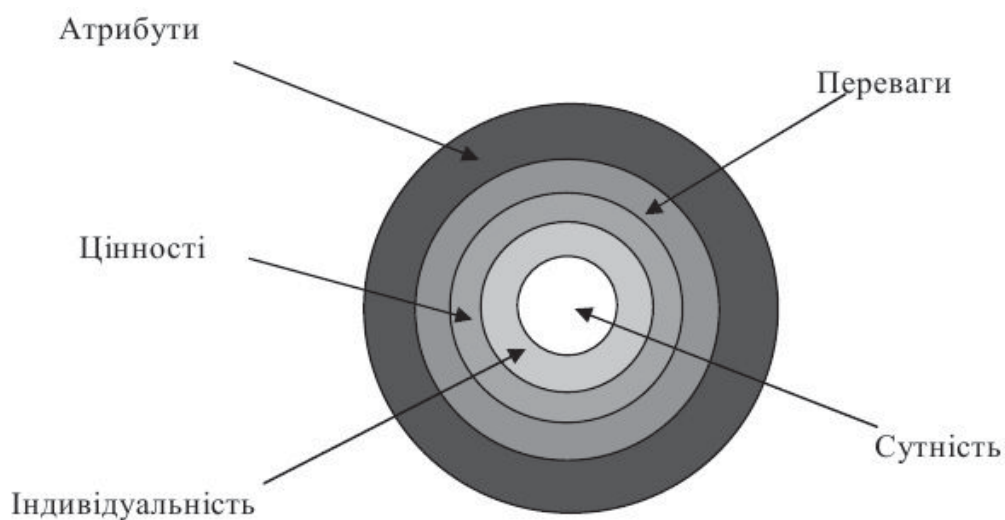


Fig. 2. Methodology for assessing marketing policy at the «Wheel of Brand» enterprises [2]

The method of analysis «Wheel of the brand» allows determining the main external competitive advantages of the assessed enterprises.

Enterprises in their work should focus on ongoing marketing research in order to identify the main trends in the market. This allows the company to predict the potential requirements of its customers and to update the product range in a timely manner. The company expand gradually their opportunities in its activities, going beyond the internal market [3].

An important consideration for the analysis of the state and prospects of the company sales activity is the assessment of the enterprise external environment, the identification and forecasting of the main opportunities for increased sales of products and threats that have a devastating impact on the business entity.

The marketing activity of enterprises depends largely on the effectiveness of cooperation with retail networks. There is a minor number of large retail chains, which establish their own rules for cooperation with small firms. Low payment discipline of counterparties also affect negatively on the enterprises activity, which leads to high indicators of receivables at enterprises, and, consequently, to diversion of current assets.

Nowadays, the global economic space has generated many threats, which adversely affect the efficiency of enterprise sales activities. At the same time, opportunities are opened for the intensification of international trade, the release and consolidation of enterprises in the world market. Both threats and opportunities should motivate enterprises to search for qualitatively new marketing approaches gaining popularity among consumers.

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MARKETING TECHNOLOGIES IN THE SYSTEM OF PROVIDING INNOVATIVE DEVELOPMENT OF MODERN ENTERPRISES

Modern enterprises functioning as a part of socio-economic environment are constantly on guard of creation and implementation of various innovations to secure their efficiency in the market. It goes without saying that development and further