

SECTION 4.

MARKETING AND LOGISTICS ACTIVITIES

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FORMATION OF THE MARKETING CONCEPT OF THE DEVELOPMENT OF THE WHOLESALE TRADE ENTERPRISE

One of the management tools which has the potential to increase the position of enterprises as on both domestic and foreign markets include marketing activities. One of the ways of qualitative growth of enterprises is management of marketing activities. The marketing activity of the enterprise should contribute to the acquisition of competitive advantages in conditions of instability and variability of the external environment. Therefore, the effectiveness and efficiency of the enterprise's development depends on the final results of marketing activities, which become one of the elements of the enterprise's management system.

The issues of enterprise development management and marketing activity were studied in detail by such scholars as Bagorka M.O., Buzymaska K.O., Zelinska G.O., Ilyashenko S.M., Lyshenko M.O., Markina I.A., Pacheva N., Podzhigun S. and others. However, the entire volume of scientific publications from the specified research direction has remained insufficiently covered in the economic literature.

Modern trends in the development of marketing concepts focus on the client and his impressions of the purchase of a product or service. Formed product and/or service development cycles and customer needs are the basis for forming a general marketing strategy. It is detailed with a number of dynamic marketing measures, procedures for taking into account feedback from consumers, monitoring competitors, analyzing the full range of marketing and adjusting it. The marketing strategy is the driving force for the enterprise in promoting its goods and services, as well as the organization of the enterprise's internal marketing.

The information society, the intensification of competition and consumer demands form new requirements for the adaptation of the modern concept of marketing to the needs of the enterprise. The ideal option for the owner and manager of the enterprise is the variant of the economic activity

model, when the enterprise is located in the center of a circle, around the perimeter of which there are numerous customers waiting for products and services.

In the management system, the marketing concept is a strategic statement of the company's activities, which includes the main goal, a tool for implementing the main idea, a list of goals and tasks that the manufacturer needs to achieve. There is marketing activity in the management system of the enterprise a tool for solving and making management decisions. In addition, all marketing activity interacts both within the enterprise and with the external environment. The implementation of marketing activities at the enterprise provides an opportunity to orientate in the developing environment to all the requirements of the market and competition, using new products in the markets. When applying the organizational scheme of product management, it is necessary to take into account the following main factors: the volume of enterprise resources; product specifics; markets in which products are sold; the management structure that has developed at the enterprise [1].

The marketing concept of the enterprise involves the development of a business plan policies in marketing research, collection and processing procedures and analysis of marketing information, development of a marketing complex and implementation of marketing activities. In addition, the organization marketing activity is based on the same principles as the traditional one marketing, at the same time, its features determine the need for change forms of implementation of these principles, formation of a complex of organizational methods marketing activity.

Thus, the marketing concept is carried out in analysis, planning, organization, management, information provision, control - from the side of management, and from the side of marketing – at comprehensive market research, economic situation, analysis production and sales capabilities of the enterprise, development of marketing

strategy and program, implementation of product, price, communication policy, formation of structures of marketing services, control of marketing activity and evaluation of its effectiveness [2].

Marketing concept of management on the enterprise depends on meeting the needs of consumers. It is necessary to study the marketing activity of enterprises in management as a subsystem that uses a pair of basic functions: supply and coordination. The marketing concept in the management system uses the following set of principles:

- the improvement of the company's activity is influenced by marketing concept;
- introduction of innovations in all spheres of the enterprise promotes the marketing concept;
- ensuring and coordinating interaction between units enterprises are affected by the marketing concept;
- the marketing concept allows the enterprise to interact with external environment;
- the enterprise's market share due to the marketing concept is maintained and increased;
- the increase in profitability of the enterprise is influenced by marketing concept;
- the marketing concept is aimed at satisfying needs customers.

Marketing concept management is a scientifically based strategic setting of activities enterprise, which includes the idea of activity, its implementation and list the main goals that the company wants to achieve. The marketing system is this the general interrelated interaction of the subjects related to the activity enterprises.

Today, it is necessary to increase flexibility in the system enterprise management, which is determined by the dynamics of the structure of consumer market needs through the development and implementation of the marketing concept of the entrepreneurial business development management system. Based on the improvement of the management system, marketing concepts of the development of enterprises were formed, which are determined by many reasons.

The marketing concept in the enterprise management system should take into account the complex of operational management methods and long-term planning as an element of strategic management. Marketing concept in the enterprise development management system requires the

formation of a model of marketing activity and the definition of a method activity management.

At enterprises, all matters of organization marketing management needs due attention. Among all approaches, the most effective approach is the formation of separate marketing services, the idea of which is the peculiarity and specificity of production of products which offered in the markets. Based on marketing tools, the main task of the system management of enterprises is to ensure the development of business entities.

By orienting its activities, due to the marketing concept development management, businesses can develop in today's difficult conditions. Therefore, such enterprises increase their activities, paying attention to active development, to new sales markets, ensuring competition on the market, developing new ones for production innovations, etc. Marketing concepts are developed at the following levels: corporate, business-level and functional. They contribute to development goals in the implementation of the main goal of enterprise management.

The main elements of the marketing concept of development management enterprises have an enterprise strategy, market positioning, enterprise competitiveness, management structure, increase product sales channels, all this is shown in table 1.

Table 1

Elements of the marketing concept of development management enterprises

Elements	Landmarks when choosing concepts	Conditions, restrictions, criteria
Enterprise strategy	Marketing tools	Form of management, available resources, opportunities
Positioning enterprises on the market	Increasing the target share market	Market attractiveness segments
Competitiveness enterprises	Competitive positioning	Threat from competitors
Marketing programs	Marketing mix	Target needs segments, possible resources
Management structure	Management system, qualification, experience	Staff support
Expansion of sales channels products	Development of new markets	Program quality marketing mix

Based on [3]

Marketing strategies for the development of enterprises consist in the aggregate agreed and interconnected strategies, which are characterized by the use of the marketing concept in the development management system, and also focused on instability. In the development management system enterprises should be noted when forming a marketing concept factors that influence marketing strategies. Marketing strategies are greatly influenced by competitive advantages enterprises, so it is necessary to support them and implement new ones. Important the manufactured product is also a factor, namely: its quality, packaging, methods presentation and sales system.

Other factors that affect marketing strategies development of enterprises, there is an organizational management structure, establishment of internal communications, marketing resources and opportunities, personnel and labor resources. Because the effectiveness of the company's activity and its competitiveness depend on all of this. Today, the culture of the enterprise increases productivity implementation of marketing strategies. After all, the activity of the team, the creation of favorable working conditions improves the activity of the enterprise.

To date, enterprises are concerned with all matters of organization marketing management needs due attention. Among all approaches, the most effective approach is the formation of

separate marketing services, the idea of which is the peculiarity and specificity of production of products which offered in the markets.

The effectiveness of the influence of marketing tools in the management of the development of enterprises should be carried out in three directions: marketing tools in the management of one enterprise and their efficiency; marketing tools in managing the appropriate amount researched enterprises and their efficiency; marketing tools in the management of subjects enterprises and the effectiveness of consumer evaluation. The conducted studies allow us to ascertain the compliance of the efficiency marketing tools used in enterprise management, and precisely in the process of selling products.

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