

SECTION 4.

MARKETING AND LOGISTICS ACTIVITIES

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FEATURES OF MANAGEMENT OF MARKETING ACTIVITIES OF ENTERPRISES IN THE CONTEXT OF COMPETITIVE CHANGES IN TARGET MARKETS

The marketing practice of domestic enterprises demonstrates a clear trend of changing requirements for market priorities and approaches to functioning within strategic economic zones. The changes taking place concern the problem of adaptation to the market environment, which is not limited to the creation of marketing departments and sales services. Technological and technical backwardness, high energy intensity of production, inability to generate innovations, lack of specialists with experience in working with consumers in target markets have shown the presence of problems in implementing the enterprise's marketing management policy in the context of competitive changes in target markets.

When managing marketing activities, enterprises should take into account the role of global competition. The global competitive environment should be considered as a set of elements in the global market that are interconnected and constantly interacting, namely: the number of competing producers in the global market, the infrastructure of the global market, the conditions of global competition [1].

The subject of marketing management is a system of production relations aimed at satisfying consumer needs by creating a continuous producer-consumer chain, each link of which leads to an increase in value for the end buyer. The main goal of marketing management in the context of competitive changes in target markets is to achieve maximum sustainability in the enterprise's activities, development and achievement of strategic goals. In the process of marketing

management, other tasks are also solved, such as influencing the consumer, the market and competitors, creating products that meet the capabilities of the enterprise, and obtaining reliable information about the market, goods, services, consumers and competitors.

Therefore, marketing management in the context of competitive changes in target markets is considered by us as a management system built on the principles of marketing and aimed at achieving the maximum level of quality of management. Marketing orientation in management allows you to better meet needs and achieve the planned result. This, in turn, requires specific aspects of analysis, planning, organization, motivation and control aimed at achieving marketing goals, and not just general management.

Marketing strategies should be formed on the basis of an assessment of: target markets (segments); product positioning; structure of the marketing mix. Effective work of managers at all stages of marketing management is the basis for successful development and improvement of the competitiveness of the enterprise [2].

Marketing management includes the following types of work:

- market research (studying consumer tastes and needs; studying and forecasting demand, analyzing prices and competitors' products);
- searching for potential customers (using market segmentation to select the right market segment);
- positioning the product in the market (determining specific features that will distinguish the product from competitors' products).

To expand sales markets, a strategy for entering new foreign markets should be developed. Given the unstable market conditions, there are many opportunities for the development of marketing activities. Using the concept of interaction, a correctly selected marketing strategy, clearly defined goals and effective work of management personnel to establish information links between the company's divisions can significantly strengthen competitive positions and enter new domestic and foreign markets.

A feature of interaction marketing is that it allows you to create long-term relationships between manufacturers, suppliers and buyers, that is, along with the functions of market research, planning of sales and communication processes, sales promotion and pricing, the interaction function is also performed.

In unstable market conditions and changes in target markets, it is necessary to forecast the future state of the external environment. When developing a marketing strategy, at the initial stages, it is necessary to provide a set of measures to prevent risks and dangers due to sudden market changes.

Conclusions. In competitive conditions, the success of any enterprise depends on the correct organization of marketing activities. In unstable market conditions, the enterprise must conduct regular monitoring of both the external and internal environment in order to respond to changes in a timely manner. Clearly defined problems in marketing activities allow you to improve the strategic planning process, improve and increase competitiveness.

In conditions of unstable development, constant changes in target markets, enterprises need to conduct regular marketing research and constant monitoring of purchasing preferences and market shifts, form adaptive pricing strategies, use targeted advertising, create long-term relationships with consumers, combine the expansion of the dealer network and direct contacts with consumers.

References:

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2. Zernyuk, O. V., Kiyko A. V. (2017). Problems and features of marketing management in unstable market conditions. Economy and Society. 13, 468-473.