



 Research Article

MARKETING MANAGEMENT OF INDUSTRIAL ENTERPRISES

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ABSTRACT

The essence and tasks of marketing, stages of marketing research, SWOT analysis content and calculations are presented in the article. Marketing gives consumers the opportunity to choose a wide range of goods, ensures the maximum variety of goods. Also, the marketing system helps to find goods that fully meet the needs of consumers, and ensures the improvement of the standard of living of the population. This article analyzes the emergence of marketing, the history of its formation, its main purpose, and the objective reasons for marketing development.

KEYWORDS

Marketing, goals, tasks, development method, management process, sales, consumers, trade, system of market links, marketing principles, advanced market economy, influencing demand, meeting demand, marketing strategy.

INTRODUCTION

When it comes to marketing management of industrial enterprises, first of all, it is necessary to have information about the concept of marketing, its goals and tasks. From this point of view, marketing is the embodiment of effective service

in the market. This term first appeared in the United States in 1902, and after 20 years, many countries of the world began to use this term. Marketing means “activity related to the market”. But the meaning of the concept is very broad.

Marketing - meeting needs and requirements through exchange the type of directed human activity is to combine the actions of all participants in the market based on their mutual interests to form and satisfy demand. Marketing in world practice did not appear suddenly. This is the result of long-term evolutionary views of managers on the goals, tasks and development methods of production and sales.

Marketing is a complex dynamic multifaceted concept, which means that it is impossible to give a completely universal description of marketing. Marketing literature published in recent years has given many definitions of marketing. We found it necessary to mention some of them. The well-known American scientist - marketer F. Kotler defines marketing as follows: Marketing is an economic and management process aimed at satisfying the demands and needs of certain individuals and groups based on the creation, offering and exchange of goods.

The definition of Peter Drucker, one of the leading theoreticians of management problems, is as follows: The purpose of marketing is to eliminate sales activities. Its purpose is to study and understand the customers in such a way that the goods and services meet their needs and ultimately sell themselves. The definition used by the French marketing school is also very close to Peter Drucker's definition. According to him: Marketing is a set of measures carried out in order to ensure sales and meet the needs of consumers by releasing goods and services for sale in accordance with their needs.

As you can see from the above definitions, marketing is a complex process. At the same time, we would not be wrong to say that marketing is the activity of business philosophy, thinking strategy and tactics of the subjects of customer relations. So, marketing is a process of observation and action at the same time. In countries with advanced market economy, marketing principles are evident in the processes from simple product production to complex technology. In today's increasingly deepening market economy, there is no doubt that the only way for companies, enterprises and other market entities to withstand competition and operate effectively is to make extensive use of marketing opportunities.

Marketing appeared at the end of the 19th century and the beginning of the 20th century as a system of organization and management of production, sales, and trade activities of enterprises, designed to satisfy customer demand. A marketing approach to production and business in general includes economic aspects of influencing the customer. This leads to defining the specific features of the competition for the market. Using special methods of analyzing cause-and-effect relationships within the market, finding information about the needs, tastes and preferences of customers, enterprises and organizations, marketing concepts to form an economic, organizational interest in this or that product and service organizes technical and social directions. They determine the perspective of the possible development of the demand, make decisions to form its target direction, and

necessarily control the effectiveness of the measures taken. The peculiarity of the comprehensive analysis in the marketing approach to the purchasing issue is not only taking into account the processes occurring in the market, but also the production enterprises, intermediaries supplying goods, wholesale and retail trade enterprises, intermediaries supplying goods, wholesale and retail enterprises and their connections. It is an analysis of changes in the operational and long-term specific goals of all other organizations in the system of market links. It would be wrong to think that marketing is related to a certain branch of the economy, for example, production or trade. It includes all economic entities that serve the market, and when they are used together and as a whole, its tools and methods will be effective only if there is a common strategic direction for the final result of the joint activity.

Making marketing decisions requires enterprises to adapt to the market as much as possible and fully respond to the state's economic policy, as well as to develop and implement their own development strategy based on increasing the efficiency and profitability of production, increasing material benefits from labor results. Why does this happen? The fact is that in the marketing approach, the law of value and other economic laws of commodity production strictly apply. On this basis, it provides only exchange of goods and money in the market. As long as the developed material wealth is not exchanged for a monetary equivalent, social reproduction will not be complete, and the beginning of a new cycle of

production is not possible by itself. This is the meaning of the marketing strategy, which allows to meet the demand more and fully with the least consumption of raw materials, materials, labor and financial resources. Marketing is not only an activity aimed at meeting demand, but also influencing demand. So, what should this effect be, should we switch to the production of other products and create a new demand? These specific goals of marketing activity are determined by taking into account the situation in the market, by the level of interest of buyers, by the economic and social tasks of the enterprise, by entering this or that market. Thus, the demand allows you to choose the marketing objective, as well as the desired marketing strategy.

In the literature in the field of marketing, there are four main goals of marketing. These are:

1. To achieve the maximum possible high consumption.
2. Achieving maximum satisfaction of consumer demand.
3. Create an opportunity for consumers to choose a wide range of goods.
4. To improve the quality of life of the population.

Many people leaders believe that the main factor in marketing - the maximum growth of production and the enrichment of the enterprise is the promotion of high consumption. In other words, the more people buy and consume, the happier they are. However, some people doubt the idea that an increase in material wealth is a

sign of achieving great happiness. So, the goal of marketing is not only to achieve the maximum possible consumption.

Achieving maximum satisfaction of consumer demand. According to this point of view, the main goal of the marketing system is not to achieve the maximum possible consumption, but to satisfy the consumer's demand as much as possible. This means that although the consumption of the mass of goods is high, it may not be of any importance. Their significance is measured not by the quantity of goods, but by the extent to which these goods can satisfy consumer demand. Unfortunately, it is measured by the ability to satisfy the demand of consumers. Unfortunately, studying the level of satisfaction of consumer demand remains problematic to this day.

Creating an opportunity for consumers to choose a wide range of goods. Some market experts believe that the main goal of the marketing system is to provide the maximum variety of goods and to create an opportunity for consumers to choose a wide range of goods. The goal of the system should be to help the consumer find a product that fully meets his needs.

Improving the quality of life of the population. Many experts believe that the main goal of the marketing system is to improve the "quality of life" of the population. This concept includes:

1. Quality, quantity, assortment, price of goods;
2. The level of payment for labor;
3. Quality of cultural environment, etc.

The main goal of marketing is its emergence, formation and determined by the objective reasons and necessity of development. As mentioned above, marketing was first of all invented and created as a tool to get out of this crisis in the conditions of accumulation of goods, unsold and economic crisis. It adjusts production to the needs of the customer, achieves the balance of supply and demand, and brings high profits to the enterprise organizations that created it. To achieve this, it is necessary to solve important marketing tasks:

- study and determine the needs of buyers (consumers);
- study of internal and external requirements for goods;
- adaptation of the company's activities to the needs of customers;
- first of all, the market based on the information received about supply and demand to learn;
- organization of advertising of goods, customers to buy goods, increase interest;
- carrying out research of the company that creates or sells the product, collect and analyze;
- to receive information about all services in the market of goods;
- information about complementary goods and substitute goods, collect;
- it consists in forecasting the demand for goods and controlling their implementation.

Systematic analysis of marketing information allows to develop an estimate of supply and demand. It is impossible to determine the optimal

level of sales. At this level, it is usually calculated between minimum and maximum. Advertising is also important in achieving the marketing objective. The purpose of advertising is to strengthen the existing market segment, attract new customers, and create new markets. The main feature of advertising in the marketing system is continuous influence and constant renewal. At the same time, the psychology of the buyer has the characteristic of being associated with the product and the company.

Sales promotion is one of the tasks of marketing, which allows to ensure the planned level of sales of goods released to the market. This means covering production costs and making a profit. There are the following active forms of sales promotion - exhibition sales, fairs, use of special sales service and low prices. Sales policy in the marketing system is the process of organizing the periodic movement of goods. It requires a clear analysis of the impact on decisions made at each stage of the movement of the mass of goods from the producer to the consumer. In this case, sales mean all relations between production and sales. It includes wholesale and retail trade, transportation and storage. In our economic conditions, the function of marketing is as important as the product policy. A well-thought-out commodity policy allows efficient use of resources. Brand policy ensures that each manufactured product is intended for a specific group of consumers. That is, any product must have a clear consumer address. Our domestic market is greatly disadvantaged by the non-existent range of plans designed for the so-called

“average” consumer. Because it does not allow the choice of goods distributed according to the buyer’s interest and taste. Except for such situations in the marketing approach. It is necessary to use all of the marketing actions listed above at the same time. This is the only way to ensure a continuous flow of information from consumption to industrial enterprises and trade, and from them in the opposite direction. And this is in timely production, product range. It allows to make changes to the conditions of sale and the field of service. The listed goals and tasks of marketing cannot provide a complete understanding of the organization of market activity. Because there cannot be a ready-made recipe for completely solving market problems. Before applying marketing, it is necessary to take into account the basic conditions, the level of the most basic socio-economic development. Because marketing is a complex, demanding effort and patience, and at the same time it is a fast-yielding business. On the one hand, it should respond to the sufficiently high needs and demands of the population, its purchasing power, and on the other hand, the freedom to choose goods and services. Ensuring a large radius of market movement should respond to freedom. In order to ensure a large radius of market movement, it is necessary to quickly change the assortment of goods, respond to its mass adoption. All this allows to balance supply and demand. In addition, for marketing activities, it is necessary to solve organizational issues, which consist of the management and planning system of the enterprise, distribution, relations in the domestic

market and foreign trade, and realization through highly equipped market channels.

Today, all producers, consumers, and at the same time employees of other industries should be able to think in terms of marketing and use it effectively.

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