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ENTERPRISES' MANAGEMENT MARKETING ACTIVITIES SYSTEM DEVELOPMENT

It is substantiated the development of enterprises' management marketing activities system in the article. The basic trends and changes in market activity and environment of enterprises are shown. It is systematized directions of management and marketing activities system development in four groups and authors reveals their essence: changes related to the needs of customers and society; increasing requirements from personnel; changes in marketing and management tools; development of engineering and technology. Use of the achievements of companies' management marketing activities system development will contribute to strengthening the competitiveness of businesses.

Key-words: *marketing activity, management system, marketing development, enterprise.*

INTRODUCTION

Business entities' management marketing activities system development due to the changes in society, world, science, engineering, technology, communications, natural surrounds environment and so on. Rapid changes in the information transmission, the global interdependence between the economies of countries, the overall instability of the economic situation make their effect on the enterprises' functioning and their market activities.

Works of scientists, researchers and economists are devoted to the problems of management marketing and various market aspects of enterprise: Seleznova O.O. (2014), Hershgen H. (2005), Makarov A. (2005), Golubkov E.P. (2004), Banchukov A. (2011), Seljukov M.V. (2013), Shalygina N.P. (2013), Kulik A.M. (2013) etc.

Despite the availability of sufficient scientific basis, because of the constant changes of economy and marketing, the problem of disclosure enterprises' management marketing activities system development is not sufficiently reflected in publications and requires detailed research by scientists.

The aim of the study is to determine the enterprises' management marketing activities system development, which will enhance their competitiveness in the modern market.

The objectives of the study are to substantiate the development of enterprises' management marketing activities system, to show the basic trends and changes in market activity and environment of enterprises, to systematize directions of management and marketing activities system development and to reveal their essence.

MATERIALS AND METHODS

To achieve abovementioned goals the author used scientific methods in the research: monographic, generalization, analysis, synthesis methods.

RESULTS AND DISCUSSIONS

The enterprises' management marketing activities system development is meant as the totality of changes, trends, directions in the management marketing activities system of business entities that caused by the phenomena and processes occurred on the market and the existing surrounding environment¹.

The development of the enterprises' management marketing activities system is affected by current trends of entities' marketing and management, such as:

- development of marketing communications (data processing technology, the means of transmission information and type of messages);
- branding (strengthening the image and reputation of the company);
- managing relationships with customers (optimization of maintenance of databases);
- improving the system of loyalty (repeat orders stimulation programs);
- diversification (diversification, elegant design finds);
- improving service quality and customer service;
- training of administrative staff;
- variety of motivation measures;
- controlling, budgeting and outsourcing of business processes and so on.

Significant environmental, raw materials, energy and other problems are solved by society at present and increased enterprises' focus on social needs and economic resources. Therefore, coordination of profits with customer needs and interests of society become relevant for businesses.

Ecological movement expresses awareness of limited natural resources and concern about the influence of marketing and consumption to the environment. Enterprises attention to environmental problems is growing now. The movement "green marketing" that promotes the production of environmentally friendly products develops too.

It is experiencing significant changes in consumer demands. They act in the market as an organized force that requires real implementation in practice the concept of social-ethical marketing². Consumers feel some changes, such as: growing demand in convenient products, acceleration of communications and quick execution of orders³.

As a result of increased competition and market proposal expansion a higher products quality expectation exists⁴. Also it is more difficult to achieve product differentiation because of the wide range and large number of businesses in the market. The trend of combining age and price segments of the market appeared – consumers are able to buy products targeted at different age range or income level.

In recent years, many companies see growth opportunity in gaining customer loyalty, rather than the desire to dominate at the market by counteracting with competitors⁵. Increasingly common is the development of programs to create and maintain loyalty.

Direct customers interaction with enterprise becomes possible because of society informatization intensification. There is exists a transition from mass marketing to personalized marketing. The development of technical means made its influence to the marketing operations, negotiations, customer service. The role of marketing based on CRM-technologies is growing⁶.

Technically CRM is supported by a special hardware and software that serves the collection, processing, operational update of customer database, company relationships with them, promotes coordination and automation of business processes in marketing, sales and service. The consumers' participation in the company's activity, influence on the development, manufacturing and servicing the product, are provided.

Companies use "vertical market", characterized by modifications of approaches to the existing product, and "secondary marketing", which unlike the first search the new ideas of the products.

Modern marketing should be based on a fast, flexible innovations planning in the center of which should always be the consumer. The speed and flexibility in product decision-making for many businesses are the main targets.

Global marketing development is related to the internationalization of business. It applies to exports, as well as joint production abroad.

Outsourcing is developing now – the transferring of the marketing functions to specialized companies. Increasingly more value has the ownership of the products name then production. Modern marketing is focused not on increasing sales or market share and profits, but it increases business value, a substantial portion of which can be made by intangible assets, including brand, consumer capital.

The trend of developing marketing communications and changing approaches to the choice of products promoting methods exists. Advertising efficiency is reduced now because of too overloaded information space and advertisements do not reach the target audience. Sales stimulation is more widely used. There are appear and have distribution guerrilla, viral, entertainment and permits species of marketing.

Social networks create a sense of personal contact, increase the satisfaction and loyalty of both clients

and staff. This is a tool that can provide growth, positive attitude and overall business success, but takes a lot of effort and need understanding of social networking for effective use⁷.

Social media are also useful for companies in collecting analytical information and planning building of relationships with clients. Because they stimulate the involvement of consumers, allowing companies to better understand their needs, help to reduce the cost for service, open new opportunities for gathering marketing information and deepens perceptions of the market.

The need to use marketing as a kind of business philosophy that permeates all activities of the company transformed the perception of marketing as a management concept, the concept of doing business in the so-called integrity, holistic marketing. In this case, the marketing involves consumers, the company itself and its partners. That means the whole company is engaged in marketing, including a special team, not only the "profile" section. With their participation are determined market space and potential opportunities arising in it for the company.

All these positions leads to the conclusion that successful implementation of modern marketing trends and directions at the enterprise level requires active perception of it as a management concept, which develop cross-functional coordination and create cross-functional teams for making decisions, improving also corporate culture.

It is also possible to affirm about increased requirements to the managers of all levels and marketing department staff at companies. Marketers need to be aware of the traditional marketing areas (marketing research, methods of analysis, the formation of product policy and pricing, channel management marketing, product promotion) and have knowledge in the field of scientific and technological development in business, commercial activities, industry, have developed erudition and ken.

Significantly important is the desire of new and high degree of dynamism in decision making. Time in marketing become a crucial factor, transforming it into a so-called "turbo marketing", characterized by rapidity processes that lie at its core. Therefore, managers and marketers should be able to implement ideas quickly, continuously generate new different aspects of their activities, consider their work as art, and should be obsessed with the spirit of entrepreneurship.

If a company is going to thrive in the hyper competitive environment, the marketers should seek understanding of consumers and on this basis refers them differentially. It is necessary to create brand products based on their performance efficiency to consumers rather than through their promotion.

Managers and marketers need to master electronic technologies and achieve success through modern information and communication systems by upgrading their analytical training⁸. They must be very communicative, be able to find common ground with people of different worldviews, habits, character. As a result the requirement for diplomacy and the ability to extinguish conflicts appeared.

Creation databases of customers and partners allow to manage relationships with customers and partners

effectively, to use integrated marketing communications. However, that creates the conditions for marketing invasion into private life of consumers. Marketers in their practice should take into account the above ethical issues which significance in the development of "civilized" relations between manufacturer (seller) and the consumer is definitely growing.

Thus, the enterprises' management marketing activities system development today includes such groups of defining areas as:

- 1) changes in consumer and society needs;
- 2) increasing requirements for personnel;
- 3) changes in marketing and management tools;
- 4) the development of techniques and technologies.

Changing needs of consumers depend on changes in society in general and are characterized by such indicators as the need for: acceleration of orders, ease of maintenance, environmental and ergonomic products, individual approach and so on. Therefore, on the direction of changing needs and production today there are two conflicting requirements. The products should be more refined, ecological and qualitative. Simultaneously unpredictability surrounding circumstances require reducing the cost of performance and realization orders.

Increasing requirements for personnel of enterprises reflect at professionalism of staff, training managers and general erudition, expanding abilities and skills requirements. Market development affects the rules of undertakings conduct and staffing behavior at companies.

Changes in management tools can be noted with

new marketing methods and management means, which includes incentive measures, development of sales promotion, branding, outsourcing and so on.

The development of techniques and technologies affect not only the enterprises' production capacity but also the emergence of the latest techniques and technologies used in management, such as the spread of CRM and Internet communications, designing and modeling decisions, faster processing of information, maintaining databases⁹.

CONCLUSIONS

There are can be made the following conclusions from the above research.

Enterprises' management marketing activities system development is caused by phenomena and processes that occur on the modern market and the existing environment.

The main trends and changes in the marketing activities and environment of enterprises are: development of marketing communications, branding, managing relationships with customers, improving loyalty and diversification, improving service quality and customer service, professional management staff, variety of motivational events.

Directions of enterprises' management marketing activities system development are systematized in groups: changes related to the needs of customers and society; increasing requirements for personnel; changes in marketing and management tools; the development of techniques and technologies.

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