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97. Analysis of marketing strategies in Ukraine

Alina Grytsenko, Nataliya Bozhok

National University of Food Technologies

Introduction: One of the most urgent tasks of modern Ukraine's economic development is to create conditions for effective and dynamic transition to a market economy. Analysis of the domestic industry has shown that strategic management in the industrial complex of Ukraine today is going through infancy. Despite the formal provision of economic operators to complete economic independence, they have no desire for a strategic vision for their business. Focusing exclusively on providing survival succeed only in the short term. Therefore the success of any company needs to develop a long-term plan to achieve the mission of the organization with a focus on market needs and taking into account the market as the main environmental factors. To achieve these goals the company

must use the most of local resources and explore the surrounding market environment, predict its development and needs while employing all strategic marketing toolkit.

Resources and methods: The scientific methods to be used in the article include theoretical and methodological analysis. The information base for this work is analysis of the different proceedings domestic and foreign scholars, engaged in research of this issue. Marketing strategies have been studied by the following scientists: Levinson D., Evans J.R., Berman B., Kotler P., Rassadnikova S.I., Cherepanova N.O., Porter M., Karachun E.A., Tishchenko D., Story Berezin I., Tkachenko S., Derevyanchenko T.YE. et al.

Strategic marketing planning is a managerial process of creating and maintaining consistency between the objectives of the enterprise, its potential opportunities and chances in the field of marketing [1]. The strategic plan is created to help company take advantage of opportunities in an environment that is constantly changing. This process of establishing and maintaining a strategic fit between objectives and capabilities of the company, on the one hand, the market opportunities that are constantly changing, on the other hand [4].

According to the economic dictionary marketing strategy is an analysis of the needs of individuals and organizations. The solution can be found through a variety of technologies that are changing [2]. The role of strategic marketing is to trace the evolution of a certain market and identify a variety of existing or potential markets and their segments based on analysis needs to be satisfied. Strategic marketing is a part of marketing and strategic management of the company. Its main objective is to develop a marketing strategy to achieve marketing objectives of the company based on market demands and opportunities of the company.

Development of marketing strategy starts with the analysis and prediction of the environment of the enterprise and the assessment of its internal capabilities. The inner potential success of the company is grounded on the basis of the analysis. Internal potential success can be defined as the force in weakness of the company. The external potential is determined by the opportunities and risks, which includes a competitive environment for the company. To identify success factors different analytical methods are used which allow to determine the actual position of the company in a competitive environment [1].

In the opinion of Ukrainian marketer Tkachenko S., analysis of marketing activities is a periodic, comprehensive, objective review of the enterprise marketing activities and marketing strategies according to external conditions. It is held in a certain sequence, in which the main problems faced by business entities are found. The result of this test is an action plan aimed at improving the efficiency of the whole system of marketing companies [3].

According to American marketers A.S. Burns and R.F. Bush, "market analysis" is understood as "the process of identification, collection, analysis and presentation of information used to target specific marketing problems". This is the definition of marketing analysis presented in the earlier work of H. Boyd, R. and S. Vestfula Stacha "Market Analysis ":" Deep goal of marketing analysis is information that helps managers make the best decisions if they are needed " [4].

Results: Using different methods of marketing situational analysis makes it possible to properly ascertain the marketing situation, which is now in the company. Its strategic business units help to determine what changes may occur in the environment (partially assess what they can bring to the company as it is by its internal structure is ready for these changes in terms of ensuring competitiveness) and create some basis for answering the question "what to do". It is the designation of the administrative decisions that can be developed and adopted by the company.

Conclusions: Consequently, strategic marketing in Ukraine is characterized by the development of multi-dimensional projects that contain a statement of the purpose of marketing the company and identifying key markets in which it is advisable to operate.

Forming a system of governance in perspective it is necessary to improve resource support and the development of links between enterprises in the surrounding environment.

References

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