

THE USING OF MARKETING MIX TO IMPROVE THE MARKETING ACTIVITY OF THE ENTERPRISE

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With the development of market relations, the establishment and functioning of the economy, which is based on the principles of marketing, much attention should be given to «Rosynka» for forming integrated and scientifically based system of organization, its development and management current conditions.

In general, «Rosynka» has developed the marketing mix (4P), which can allow regulating the primary purposes of marketing service.

At the same time improving the marketing of «Rosynka» company should include the improvement of its product policy. Accordingly, such measures should include:

- Improving the quality of finished products;
- Increasing the number of customers: searching for new buyers; different actions for sales promotion (advertising, tastings of consumers);
- Improvement of technical production of goods: the replacement of equipment; improving the base of the enterprise;

To improve the pricing policy, «Rosynka» must:

- To develop the level of trade allowances and prices which can cover costs and allow receiving profit;
- Use discount. It is very appropriate, due to the presence of elastic demand to products for which they are used;
- To make negotiations with suppliers to reduce prices for their resources.
- Change the distribution margin, which will increase the physical trade, increasing the velocity of inventory and working capital, earnings growth and profitability of the company;
- Creation of a single system of discounts for distributors.

Also, to improve sales operations the enterprise should:

- Diversify consumers (identifying target market segments or sales);
- Establish a mechanism for personal interest of workers in the supply system sales;
- Realize of its products through the network of established branches which will provide stability of financial flows;
- Explore the tastes and preferences of target customers and maximum incorporation wishes in the production.

Therefore, an appropriate marketing mix should include: exploration and evaluation of the external and the internal environments of the company; create new products that fully conform to the consumer requirements; definition of pricing policies; promotion of goods; service organization, in order to organize the collection and analysis of complaints and claims, recommendations to improve product quality and to monitor the quality of the new product.

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