

Theory of life cycle allows analyses possible scenarios of enterprise development, determine the probability of problems during the period of its development and assess its actual state. Owning full volume of information on the life cycle of the enterprise enables effective marketing planning with an understanding of its development strategy.

According to the author, one of the most effective mechanisms that can provide dynamic nature of the enterprise equilibrium is a marketing plan. Comprehensive analysis of the external environment, research and evaluation of the internal state of the company allows us to consider not only the product, but also directly to the subject stakeholder of how to promote it through the stages where each evolutionary period requires new marketing proposals.

Most models that describe the life cycle of the enterprise come from management theory. While on the one hand at step (stage) of creation it is possible to manage only view or idea until the actual foundation of the company and its organizational structure. On the other hand, the limited studies of the relationship life cycle of a product and the life cycle of the enterprise cannot determine the dependence of their existence.

Research of the history of the life cycle theory suggest primary application of this concept directly to the product that the company produces. In due course. There is notions started to be used in the study of the life cycle of an enterprise. According to the author, the interdependence of these two categories must be considered when planning in marketing.

So, in this aspect, a key role is given to effective marketing plan, which describes the life cycle of a product according to a stage of enterprise development.

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Marketing Planning in the Theory of Life Cycle

Маркетингове планування в теорії життєвого циклу

Маркетинговое планирование в теории жизненного цикла

Key words: marketing plan, marketing planning, theory of life cycle.

Ключові слова: маркетинговий план, маркетингове планування, теорія життєвого циклу.

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Annotation.

The origin of theory of life cycle is considered, the basic models life cycle of enterprise, stage and descriptions that determine the evolution his development are investigational. Planning features are certain in marketing depending on the stages of development enterprise.

Анотація.

Розглянуто виникнення теорії життєвого циклу, досліджено основні моделі життєвого циклу підприємства, стадії та характеристики, що визначають еволюцію його розвитку. Визначено особливості планування в маркетингу в залежності від стадій розвитку підприємства.

Аннотация.

Рассмотрено возникновение теории жизненного цикла, исследованы основные модели жизненного цикла предприятия, стадии и характеристики, которые определяют эволюцию его развития. Определены особенности планирования в маркетинге в зависимости от стадий развития предприятия.

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