



APPROACHES TO MARKETING COMPETITIVE STRATEGIES DEVELOPMENT

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ABSTRACT

Nowadays the tough competition takes place in almost every sphere of business. To stand in the competition, firm or enterprise must work out the plan of action for some respectable term. It has to form the targeted course of activity, including the strategy of competition. There are many classical and new approaches of marketing competitive strategies, such as M. Porter's, P. Kotler's strategies, strategies of "foxes", "dinosaurs", "bats" and "swallows" and others. One of the main questions is what methods of fight will be chosen by the firm, what tactic of competitive struggle will be used. According to the Porter's theory, there are two basic competitive advantages: differentiation and low expenses. The first one deals with accent on high quality of goods and diversity of accompanying services, on specific positioning of goods for their distinguishing from competitors' goods. The prices in this case may be high. Another strategy, on the contrary, considers low prices because of the economies of scale. This is the classical approach.

Rather interesting view on marketing competitive strategies can be formed based upon the work of I. Berlin "The Hedgehog and the Fox". The types of world view, which are described in this work, can be applied not only to individuals and politicians, but also to the firms in terms of competitive tactics and strategies. The "firms-foxes" are cunning and dodgy, they can work with many customers' segments and propose different marketing-mixes for each of them, the variety of services to make the purchase and goods' usage more comfortable. The communication policy of such firms must be saturated too; the methods of competitive fight will be "predatory". The "firms-hedgehogs", conversely, will rather defend their positions, than attack the position of competitors, but the methods of defense may be sharp in the case of strong attack.

KEY WORDS

Competition, competitive strategies, marketing strategies, "firms-foxes", "firms-hedgehogs"

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