

# **THE USAGE OF PRINCIPLES OF JAPANESE MARCETING IN THE ECONOMIC ACTIVITY OF THE PAC «OBOLON`»**

**Glushanitsia A.**

*National University of Food Technologies*

The modern marketing in Japan must be based on the quick, flexible planning of initiatives, in the centre of which always must be the customer. Initiatively, ambitious companies are more quickly oriented on the creating the needs and their satisfaction, than just reacting on the problem which appeared. That feature of Japanese marketing is often marked by specialists. Quickness and flexibility in making decisions, the necessity of which is understood by the most part of the managers — the participants of research, for the most of the companies is one of the main tasks.

So we can define three main principles of marketing:

Direct priority of the customer where the human is the main labor recourse as for country, so the object, the satisfaction of needs of which is the main aim in marketing. The individual approach is provided for each of them and it's directed for making the long relationships.

Information technologies which are provide quickness, clearness, initiative and the usage of the newest technologies with the help of which the company gets information about the clients.

Creativity and entrepreneurial spirit in making decisions of marketing conclusions.

Marketing people don't ask the customers which products they would like to have, but follow the client and make new product. Specialists all the time provide marketing researches, they know the customer's needs, and they can predict them the future period and to make new unique product, so the customer won't give up on it. They proved that it's important not only to know what the customers need today, but it is important to understand what the customers will want tomorrow.

Japanese business-wisdom is evident: leave the customer satisfied, be grateful and honest with partners, and the profit will come as award for work. Profit is not the aim; the satisfaction of the customers is the tool of its achievement.

Let's research the ways of providing the principles of the Japanese marketing on the example of the PAC «Obolon`» which is the only one Ukrainian company which is among 40 the biggest brewing groups in the world. They also produced alcoholic and non alcoholic beverages and mineral waters).

The first principle of Japanese marketing is clients' satisfaction. Creating the special focus-groups (the method of the research, group interview which was organized as the talk of several respondents) will help to consolidate and improve its position on the market.

The second principle is an initiative (informational security). Creating and active advertisement of the Internet-site, where every customer could leave his comment or wish, and also review about the product that he bought (about taste, colour and other factors). Appearance of such Internet-resource will allow not only to see the target audience of the company, but also to react quickly on the customers' reviews. That is a good indicator for the customer, too. When your thought are held by others and react on your need it positively affects on the promotion of the product on the market.

The last principle is the creativity in dissolving marketing questions. It is proposed to introduce holding virtual exhibitions, excursions, master-classes, debates, round tables for different authorities (as for investors, providers, customers etc.). By that way of working, PAC «Obolon» gives an opportunity to teach everyone who interested in production, sales and promotion of its production as on national and international levels.

The proposed introduction in PAC «Obolon» are aimed on the introducing the company's elements of Japanese marketing with the aim of improving the quickness of making decisions; creating better connection conditions with customers; to satisfy the clients' needs; to involve new investors, clients, which will influence on the company's activity in the future.

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**Scientific supervisor: Vlasenko L.V.**