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INTEGRATED MARKETING IN THE ACTIVITIES OF UKRAINIAN ENTERPRISES

Building a market economy of the social type in Ukraine contributes to the formation of a competitive environment and significantly changes the emphasis in the system of relations "producer-consumer", giving the leading role to the consumer. The growing importance of the consumer, his needs and interests against the background of intense global trends encourages domestic producers of goods and services to move to the marketing concept of management.

At the same time, the objective reality of the Ukrainian economy is the functioning of commodity markets in its system, economic relations in which are characterized by the dominance of the producer or seller over the consumer. These include, in particular, some markets for agricultural products, where there is competition between buyers for a limited amount of raw materials. Due to the presence of signs of competition, economic entities in such markets should conduct their activities on a marketing basis.

Integrated marketing involves the creation of joint teams of managers – marketers and specialists in the design and creation of products (engineers, etc.), the creative interaction of various management departments and services. Such a team is headed by a leader with comprehensive interdisciplinary training. Due to this, a comprehensive program of the company's activities for marketing research, development of new products, their production, selection of pricing methods, transportation, labeling, etc. and marketing, develops coordination of various services and departments. This allows you to quickly respond to changes in the external economic environment, market conditions, to obtain reliable forecasts of markets for goods and services.

Of course, in the conditions of integrated marketing it is impossible to avoid certain shortcomings in marketing activities. First of all, it is a complication of the structure of organization and management (and hence the increase in maintenance costs); some deterioration of knowledge of the range of products by marketers, some duplication of their functions.

The external marketing environment includes consumers (changes in their consumer behavior, income, activities of consumer protection organizations, etc.), competitors, the general economic situation in the country, the political situation, government regulation, suppliers, intermediaries and others. These factors can neither be managed nor managed by the company's marketing department. They were partly discussed in the analysis of the pricing mechanism.

Due to marketing activities, the functions of the enterprise can be considered in the following sequence:

- comprehensive study and formation of consumer needs;
- engineering (preparation of feasibility studies for new projects, research on the design of new products, etc.) and research and development work;
- production of goods, services, production of ideas, etc. ;
- promotion of goods to the consumer, their sale and after-sales service;
- comprehensive satisfaction of social needs of consumers;
- stable production of high profits.

Lending to customers, after-sales maintenance and supply of spare parts are important in marketing activities. A component of marketing is the design by which the products of a particular company are different from other technically identical products.