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THE ROLE OF MARKETING IN THE DEVELOPMENT OF NEW PRODUCTS

The marketing department plays a leading role in the system of innovative activity of the enterprise, as the commercial success of a new product depends on its work. The task of the enterprise marketing service is to consistently use commercial principles and methods in the innovative activities of the enterprise and to help unite the efforts of relevant departments in creating new products.

The activities of the marketing service in the innovation process are divided into two areas: provision and implementation. Provision is made through the formation and development of constant innovation orientation of employees, market research of competing products and industry trends in their development, creating an information database, advising management on the commercial prospects of new products.

Marketers are involved in the marketing of innovative activities at all stages of creating a new product, but with varying degrees of responsibility.

At the stage of evaluation and selection of promising ideas for new products use the results of the study by marketers of the most stable element – market needs. This takes into account the composition of potential buyers and the main factors of market segmentation, development prospects, needs and alternatives of satisfaction.

The prospects of new ideas are usually assessed by an expert group consisting of marketers, economists and heads of the main divisions of the enterprise. The results of market research allow all ideas of new products to be divided into promising, promising in the future, unpromising.

Financing is opened for goods whose concepts are the most promising from a commercial point of view. The marketing service periodically evaluates innovations according to the universal algorithm of economic analysis, constantly clarifies and adjusts production volumes and price parameters of the product, studies the possibilities of its specialization or universalization. This allows you to timely predict the futility of the product and avoid commercial failure in the market. Thus, the current stage of marketing development involves the active participation of its specialists at all stages of creating an innovative product.

An important component of the marketing system of an innovative product is to ensure the quality of manufactured products. Elements and ideas of marketing are implemented in specific functions of the innovation quality assurance system.

The marketing service provides the company with a detailed list of requirements that the consumer puts forward to the quality of the product and which must be taken into account when developing and manufacturing a new product: performance, aesthetic characteristics, packaging, installation and installation scheme, etc.

The marketing department works out the customer feedback system and monitors the information received. Timely information related to product quality allows to make the necessary changes to the project and is a guide for making appropriate decisions.

Maintaining feedback on the market and authorial supervision of products is important in ensuring product quality. The feedback system should monitor the quality of the product throughout its life. Therefore, the marketing department should pay special attention to quality assurance during operation (because it is in these conditions that the design characteristics of the product are realized), as well as during after-sales service of products supplied to the market.