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FORMATION OF A TRADE ENTERPRISE EFFECTIVE MARKETING PLAN

Annotation. Scientific approaches to understanding the marketing strategy and stages of the marketing plan are considered in the article. The gathered experience is generalized. The essence of the marketing plan is determined and a technology of its development for a trade enterprise is offered.

Анотація. Розглянуто наукові підходи до розуміння маркетингової стратегії та етапів формування маркетингового плану. Узагальнено накопичений досвід і визначено сутність маркетингового плану та запропоновано технологію розробки його для торговельного підприємства.

Аннотация. Рассмотрены научные подходы к пониманию маркетинговой стратегии и этапов формирования маркетингового плана. Обобщен накопленный опыт и определена сущность маркетингового плана и предложена технология его разработки для торгового предприятия.

Keywords: marketing strategy, purposes, stages of marketing plan formation, trade enterprise.

When developing any marketing program one of the first things a marketer must do is good market research. This involves collecting information on all aspects of a business's environment. This involves information on existing and prospective customer needs, wishes, desires and wants. As well as any other characteristics that could help identify your target market such as the age, sex, religion, location and buying behavior of your customers. Research into suppliers, intermediaries and competitors is also relevant as it can give your company an advantage over similar companies. The better the quality of market research, the easier and more effective a marketing strategy.

Studying works of Ph. Kotler, A. Gradov, J. Day, G. Armstrong, J. Sanders, B. Wong, Z. Mushka, N. Degtyaryov, V. Vasilenko, V. Shvandar, makes it possible to emphasize, that the process of formation of the marketing strategy is usually divided into two stages: 1) the process of planning aimed to make strategic decisions; setting goals and defining the ways of their achievement; 2) managerial process, as a set of decisions and actions on strategy realization, directed to the achievement of the enterprise goals in view of possible changes of the external, intermediate and internal environment.

The reason market research is done is basically to identify who your customers are (both present and future) and what their needs and desires are so you can best fulfill them [1].

Once the market research has been done and a marketer has a clear view of the nature of the customer needs and wants then they can go on to orientate a product toward them. This is done through the use of the marketing mix which is product, price, promotion and place. These are considered when marketing a product towards a group or groups. A marketer will consider a strategy for each of the sections depending on their target market. An example of this would be if one was orientating a product towards a market segment of lower incomes, then a price would be altered to what they believe to be acceptable as when marketing towards a wealthier group a marketer would charge a premium price as they may see it fit to pay a more premium price. This is why market research is so interlinked with the marketing mix as without proper research one cannot know who or how best to target a market.

To develop a marketing plan or strategy there is a whole range of information necessary. Firstly and foremostly market research on your target market is essential as without it you cannot properly aim your efforts to the right people. A company should also have researched their competitors to see how they work and what can be learned from their successes and failures. Information on suppliers and intermediaries is also beneficial, details of how they run their own businesses are helpful so as to correctly synchronize with them. Information gathered from marketing information systems can be used to huge benefit in not only the planning stage but all throughout the task as the data gathered is continuous and can be used to show how effective certain changes are in sales and buying trends. All the information a marketer sources before developing a plan is important as it gives a marketer a group to target and information on them to use, to effectively market towards them.

There is a set of approaches to the formation of the marketing plan. All of them are different but adhere to one purpose – increase of efficiency of enterprise activity, and in what way – each enterprise decides itself. All authors consider that to begin the formation of the marketing plan it is necessary to make the analysis of the market appeal. We agree with this opinion as the market consists of a set of various buyers, goods and needs, and the enterprise should determine, what segments give the best opportunities for the achievement of the firm's purposes. Selection of market target segments includes an estimation of each market segment appeal and a choice of one or several segments for development. After that it is necessary to determine, what positions in these segments the enterprise aspires to occupy.

Conclusions. Instability of external and, as a consequence, of internal environment has increased the marketing strategy significance in the activity of trading enterprises. Successfully generated marketing plan will allow the enterprise to make effective administrative decisions in the sphere of marketing which are connected to its development in the long term; in fact, it is a tool of growth designed to assist in reaching the enterprise's potential [2].

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