

PROBLEMS AND PECULIARITIES IN MANAGEMENT OF MARKETING ACTIVITY IN UNSTABLE MARKET CONDITIONS

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The success of any enterprise depends on the proper organization of marketing management in unstable market conditions; management must constantly monitor the factors of the environment, change the purchasing power, and forecast sales volumes. The article is devoted to the study of peculiarities in the management of marketing activities at the enterprise. The basic problems of development of marketing management in unstable market conditions were determined. The model of effective management in marketing activity of the enterprise was proposed. Possible directions of improvement of marketing activity at enterprises of food industry were considered. Under unstable market conditions, the enterprise should conduct regular monitoring of both external and internal environment for timely response to changes. A manager who does not have time to adapt to these changes in the internal and external environment of the enterprise makes it unable to develop. Focusing on the effective application of tools and methods of marketing management, the enterprise will be able to solve both internal and external problems when they occur, overcoming the barriers of an unstable market environment. Clearly defined problems of marketing management make it possible to improve the strategic planning process, improve marketing activities, and increase

its competitive status. The proposed model of organization the effective management of marketing activity on the enterprise allows defining the basic elements on which managers firstly should pay attention in the conditions of an unstable market environment. After the research, we can conclude that enterprises had problems that impede the effectiveness of marketing activities. These include the chaotic use of individual elements of marketing, consolidation of marketing functions only to stimulate sales, focus on the short-term perspective, etc.

Focusing on the proposed model of effective management of marketing activity was carried an analysis and were proposed main directions for improving the marketing activities of PJSC "Firm Poltavpivo". In unstable market conditions, the enterprise should do regular marketing research and continuous monitoring of consumer preferences and market trends; the format of adaptive pricing strategies and improve pricing methods; target ad use; create long-term relationships; a constructive combination of expansion the dealer network and direct contacts with consumers. Also was noted the need for a broad introduction of the concept of marketing interaction in the enterprise activity to improve its market position and further development. The directions of further research in this field were determined in the article.