

THEORETICAL APPROACHES TO THE FORMATION OF MARKETING STRATEGY IN ENTERPRISES

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In the long term survival and development of the company depends on ability to anticipate the changes on the market in time and adapted accordingly its structure and the contend of its product portfolio.

The formation of the strategy is becoming vital in cases, when there are sudden changes in the external environment of enterprise. Reasons for such changes can be: the saturation of demand, major changes in technology, unexpected appearance of new competitors, change of social and economic conditions.

Strategic planning is necessary, as it allows the company responds to changing market conditions. Modern management subjects actively use marketing strategy. Marketing strategy is a part of company's activities strategy, aimed on the development, manufacture and delivery of goods and services to the customer, which are suited the best to its needs.

Strategic marketing directs company on economic opportunities, adapted to its resources and provide potential for grows and cost-effectiveness.

The goal of elaborating the strategy – definition of main priorities and proportions of company development based on its material sources of security and market demand. Strategy should focus on optimal use of enterprise opportunities and prevention of impropriety, which may reduce the effectiveness of its work.

Effectiveness of marketing strategy is in meeting the needs of the consumer. If the consumer is glad, as evidenced by sales, increase in the proportion of market, it means, that the firm is achieving its aims.

In the article is defined the marketing strategy as part of an enterprise development strategy. Considered theoretical basis of marketing strategy formation of enterprise. Explored the development phases of marketing strategy at the enterprise. Special attention is given to the market segmentation and areas of development of alternative marketing strategies. Conclusions are made on the effectiveness of enterprise marketing strategy.