

## Methods of study of marketing potential of trading enterprises

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The article is devoted to the study of marketing potential of trading enterprises. In the work of the authors of a systematic performance evaluation and analysis of marketing potential of the enterprise. Detailed methods and techniques for study of marketing potential.

In today's market the performance of the enterprise depends on stable market positions timely meet the needs of consumers and adaptation to changing external conditions of functioning, the introduction of non-traditional methods to evaluate the marketing potential to ensure long-term competitive advantage of enterprise activity.

The purpose of this article, the analysis of marketing potential of trading enterprises, the generalization of the existing methods of its study and the rationale for the use of value methods of assessment.

In the result of the analysis of indicators of financial-economic activity of one of shop-

ping of domestic enterprises has allowed to reveal that each of them is specific, its specific marketing environment, which should be understood as the totality of factors affecting the optimization potential of sales. To analyze the marketing potential we used the data of financial and economic activities and proposed indicators for their evaluation.

The authors found that the problem of analysis of marketing potential, determining the structure and value of marketing intangible assets in Ukraine is at the stage of formation and requires further development. Planning and implementation of marketing strategies of enterprises are necessary for survival in a competitive environment, this problem is practical.

Analysis of marketing potential is only the first step in the process of formation of strategy of development of marketing capacity, which will be the object of further research of the authors.