

Improvement of classification of factors influencing the enterprise marketing strategy choice

Trapaïdze S.M.

Postgraduate Student
Vinnytsia National Agrarian University

Economic stability of any entity depends on the timely detection and prevention of adverse factors. Therefore, companies need to develop effective competitive marketing strategies to compete successfully in existing and new markets.

During the creation of marketing strategy, except defining the purpose of the enterprise, the study of supply and demand, markets, competitors, etc., an important role is played by the identifying the factors that influence the choice of marketing strategy and also the analysis that shows the influence of external and internal factors on the company operation is carrying out. This impact assessment is a key factor during the development of the strategic marketing alternatives and the choice and implementation of marketing strategy.

The main factors that affect both the activity and the enterprise marketing strategy choice are internal and external. They can both contribute to the commercial success of the enterprise and create obstacles to it.

Among the external factors it is reasonable to determine the following classification groups: economic, institutional, technological, international, environmental, social, demographic, political and legal. Choosing

a marketing strategy, the factors of influence must be taken into account, according to which the enterprise can adapt at the lowest cost for itself to them and create preventive measures to minimize their impact based on its own experience. Only in this case, the company can choose a reasonable marketing strategy of development because of its disability to influence the external factors.

It is reasonable to group internal factors as follows: resource, personnel, competitive, marketing, organizational, technical, economic, international, scientific and technical. Abovementioned groups reflect the existing and potential businesses opportunities that the company can control, strengthen or suppress. It is vital to identify internal strengths and weaknesses of the company for the formation of its competitive marketing strategy.

Benefits of the proposed classification are based on the consistency and completeness that allow to demonstrate the relation between the choice of marketing strategy and different groups of impacts and to put into practice the research that will provide the most complete assessment of its condition. It will help to make the following effective solutions as for long-term planning of the enterprise activities.