

APPROACHES TO THE ASSESSMENT OF PLANNING OF MARKETING ACTIVITIES OF THE COMPANY

Myshtai V.A.

Candidate of Economic Sciences, Associate Professor,
Senior Lecturer at Department of Statistics, AGD and Marketing,
Sumy National Agrarian University

The article is devoted to the evaluation of planning that should take place at all stages of the process of marketing management in the formation of the competitive model of marketing interactions of enterprises. The purpose of this article is to describe approaches to the assessment of planning marketing activities of an enterprise, which ultimate goal should be securing competitive advantages and achieving greater synergies model of marketing communications in comparison with a similar models of competitors. Synergistic effect in marketing means the creation of the efficient (competitive) marketing models of their interactions.

In modern conditions, development of market relations is accompanied by a variety of problems of socio-economic nature and, therefore, successful production activity requires knowledge of the market, the ability and right to manage situations with the help of modern methods and techniques, and to determine effective actions of companies, consumers, and intermediaries.

Planning is one of the most important areas of marketing activity of enterprises, which formed a complex of subsystems of marketing interactions. Each subsystem is a set of interrelated decisions taken by

the enterprise in key areas of its activities (production, marketing, financing, investing, etc.). Interaction of marketing subsystems forms a single management process, the main element of which is planning. In the current economic conditions, significant importance is taken by the ability of companies to adapt quickly to market conditions, providing private stable position, due to the expansion of markets for products and services, and improving the competitiveness of the firms and of the goods and services that are produced. On the other hand, modern market relations are characterized by high dynamism, instability, significant level changes and high sensitivity to fluctuations in the market etc. All this puts the company a number of tasks for which it is necessary carefully to consider all the factors and on this basis to plan their activities for a short period and for the long term. Considering the complexity of the market economy, it should be noted that the planning of marketing activities clearly shows the scheme of actions of the enterprise, which focused on the organization of effective activities, taking into account characteristics of both internal and external market.