

Marketing means to enhance the competitiveness of enterprises of light industry

Konoval V.V.

Candidate of Economic Sciences,
Senior Lecturer in Marketing and Advertising
Vinnitsa Trade and Economic Institute
Kyiv National Trade-Economic University

Buga N.Yu.

Candidate of Economic Sciences,
Associate Professor of Marketing and Advertising
Vinnitsa Trade and Economic Institute
Kyiv National Trade-Economic University

Bralatan V.P.

Candidate of Economic Sciences,
Associate Professor of Marketing and Advertising
Vinnitsa Trade and Economic Institute
Kyiv National Trade-Economic University

In the article the questions of increase of competitiveness of light industry enterprises marketing means, the algorithm of client-oriented sales policy, and the benefits and shortcomings of using crowdsourcing in enterprises of light industry in Vinnytsia region.

Keywords: competitiveness, business, light industry, clintonian marketing, crowdsourcing, and marketing.

Коновал В.В., Буга Н.Ю., Бралатан В.П. МАРКЕТИНГОВІ ЗАСОБИ ПІДВИЩЕННЯ КОНКУРЕНТОСПРОМОЖНОСТІ ПІДПРИЄМСТВА ЛЕГКОЇ ПРОМИСЛОВОСТІ

У статті розглянуто питання підвищення конкурентоспроможності підприємств легкої промисловості маркетинговими засобами, наведено алгоритм реалізації клієнтоорієнтованої збутової політики, визначені переваги та недоліки використання краудсорсінгу на підприємствах легкої промисловості Вінницької області.

Ключові слова: конкурентоспроможність, діяльність підприємства, легка промисловість, клієнтоорієнтована збутова діяльність, краудсорсінг, маркетинг.

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В статье рассмотрены вопросы повышения конкурентоспособности предприятий легкой промышленности с помощью маркетинговых средств, показано алгоритм реализации клиентоориентированной сбытовой политики, определены преимущества и недостатки использования краудсорсинга на предприятиях легкой промышленности Винницкой области.

Ключевые слова: конкурентоспособность, деятельность предприятия, легкая промышленность, клиентоориентированная сбытовая политика, краудсорсинг, маркетинг.

Statement of the problem in general. The changes, which are taking place in Ukraine, the complex processes of reforming economic relations and the development of market conditions call for new principles and methods of management of enterprises. In a market economy can function only viable enterprises, which flexibly manipulate and use the new mechanisms of management.

Enterprise marketing orientation show a high level of development of adaptation and competitive advantages than companies with low levels

of marketing implementation. It also established that marketing orientation identified consumer focus competitive advantages and implementing adaptation activities of the enterprises and its high level of development is also associated with higher rates of economic activity.

The most important factors in improving the competitiveness of enterprises are: the acceleration of scientific and technological progress, improving the technical level of production and develop products, innovation policy; economic restructuring, its focus on the production of

desired consumer goods, the development of diversification. The experience of developed countries, and a recent study of academic economists clearly indicate that particularly noteworthy marketing methods to improve the competitiveness of enterprises, which enable them to fully meet the needs of consumers in the market.

Competitiveness is a complex multidimensional concept that defines the ability of products manufactured by the company to take and maintain a position in the competitive market in comparison with other similar products. The main factors ensuring the competitiveness of products of light industry enterprises can be considered: the image of the enterprise, the quality and level of compliance with international standards, market share, capacity production, scientific research base, production costs, pricing, terms of payment and supply, the development of systems of marketing and logistics, the stability of the financial-economic situation and the like.

The products are the most competitive on the market, which are attractive to the consumer, quality and value of properties, which also, in a broad proposal, it is best to ensure the satisfaction of consumers. Qualitative indicators of competitiveness characterize the properties of the product due to which it satisfies a specific user need. Qualitative indicators usually include a classification and performance indicators. Indicators characterize the products belonging to a certain classification group and determine its terms of consumption. Performance indicators to quantitatively characterize the properties that constitute the quality of the product. They are used to normalize the quality requirements and comparison of different samples of products related to a particular class, the classification indicators. Regarding the economic indicators of competitiveness, they characterize the total costs of the consumer for the satisfaction of his needs through this product. They consist of costs to purchase and costs related to the consumption of these products, which reflects the overall price of consumption. This is especially important for the enterprises of light industry.

Analysis of recent researches and publications. In the study of problems of increase of competitiveness of the enterprise marketing means, was elaborated the scientific work of domestic and foreign scientists, namely: L. Balabanova [1], F. Kotler [2], N. Krasnokutskaya [3]. A significant contribution to the development of theoretical Foundation for the application of crowdsourcing in the formation of the marketing

policy of the enterprise carried out: K. Tarasov [4], D. How [5].

Selection of the unsolved parts of problem. However, despite the existing theoretical developments on the formation of marketing tools to enhance the competitiveness of enterprises and their management on the principles of strategic marketing, there are many unsolved issues such as: determining the strategic competitive position of enterprises on the markets, development of relevant marketing strategies of marketing.

Formulation purposes of article (problem). The purpose of this article is to define the basic aspects of competitiveness of enterprises of light industry marketing means, in particular, on the basis of forming customer-oriented sales policy and crowdsourcing.

The main material of the study. In market conditions has shifted the emphasis from solving current organizational and production tasks for the formation and long-term goals of enterprise development. Organization of unit, batch and mass production, the introduction of new technological processes, updating range of products and services, optimize use of production resources, increasing the professional level of managerial staff and workers of the enterprise for some time would be able to provide a minimum level of production costs and sales, however, did not guarantee the effective functioning of the enterprise as a whole, which substantially depends not so much on account of internal and external factors, but from the speed of responding to change [3, p. 52].

The choice of the optimal product range, time and pace of its renovation and expansion requires an active marketing research, market development, logistics network, advertising and promotion of new products to market, implementing innovative scientific research and development, aimed at improving the competitiveness of the enterprise.

Such a strategic reorientation of the enterprise for the development of competitive advantages could not affect the system of enterprise management, in particular on the development of strategic management. Among the strategic goals of the company include: the establishment and consolidation of leading positions in certain segments of the market, increasing level of profitability from the main activity, the growth of the market value of enterprises of light industry etc [6].

The activities of modern Russian enterprises of light industry are developed in the context of ever-changing factors of external and internal

environment that affect the efficiency of enterprise management. It should be noted that the dynamics of the activities of modern enterprises of light industry, in conditions of constant changes in the external environment, provides for rapid adoption of their leadership, managerial solutions and evaluate their effectiveness. Therefore, the presence of only qualitative evaluations can carry substantial risks of inadequate perception of the situation the subject of the evaluation. As a result, the absence of a system of quantitative indicators does not allow centers of management decisions to carry out an adequate assessment of the effectiveness of the company.

Due to the fact that the activity of the enterprises of light industry involves working primarily for technology "B2C" (business to final consumers), for these enterprises is of particular importance in the application of their practice customer-oriented approach. For most light industry enterprises key strategic guidelines of the XXI century. are: customer orientation and maximization of customer value and, consequently, the flexibility of production.

Customer-centric approach allows us to manage relationships with customers, monitoring of customers and market, to maintain and develop the most valuable and important customers withdraw accounts is the company for ballast and to update the system with new productive customers.

Customer-oriented approach has recently become the leading paradigm of doing business. This is due to the fact that unique competitive advantage, which everyone says is quite difficult to create due to new technologies due to range, improve operating efficiency and lower prices, because it can be quickly copied. But the attitude to the client to copy difficult. And when the whole company is reconstructed in such a way as to create the maximum value for the client, created a unique internal competencies to meet the needs of customers.

Thus, client-oriented approach considers the customer as the main resource of the organization, ensuring its profitability, efficiency, competitiveness and directly influences the efficiency of the company.

Key characteristics of the business, reflecting the degree of its orientation to the consumer, called the customer focus. Customer focus is the interest and focus on customer satisfaction. More details on K. Charski customer orientation: customer orientation: is relevant to client as a source of wealth; the creation of business processes in view of understanding priorities "in the eyes of the customer"; this strategy of maximiz-

ing the profitability of the company through the creation of conditions, when the client wishes to conclude a transaction, then the second and all subsequent, and also encourages their friends to follow his example; it is the desire to obtain and hold each suitable client as long as possible on mutually beneficial terms; it is a prediction of the customer's needs and willingness to make a small step" [7, p. 321].

Every year the continued improvement of technologies in the field meet the demands of customers, establishing closer personal interaction, even at large distances ("remote access").

One of the key trends in the customer-oriented approach is its focus on Internet technologies and increasing customer loyalty through their use. Interacting with prospects and customers on the Internet with your own website, the company must ensure that its content that the client was not only informed of its goods and services, but also wanted to stay on the page, leave a comment, to find something new and interesting. Communication with the client without any personal contact should include elements of entertainment, indoctrination, training, and beliefs that will make him even more loyal and supportive not only to the goods offered by the enterprise, but to its image as a whole that will create a positive reputation and image.

The development of information and communication technologies also led to new opportunities for communication with consumers. In this context, of particular importance is the development of interactive media, data banks, new technologies in software and technical support and telecommunications. These technologies enhance the intensity of competition and dynamics of processes in sales and distribution while creating a competitive advantage to companies who use these technologies. One of the most important marketing tools, communications and collaboration today, the majority of researchers called crowdsourcing.

In economically advanced and innovation-active countries, crowdsourcing is rooted in the corporate culture of large companies. It is used in absolutely all spheres: in science, medicine, complex technology projects, social and cultural cooperation, as well as in creative competitions and the development of digital content. However, in Ukraine, crowdsourcing is just beginning to gain momentum.

According to various estimates, from 70 to 90% brands resort to crowdsourcing. Moreover, companies have learned to evaluate the effectiveness of the implementation of the decisions taken

with its help. So, Coca-Cola released information about saving 92% of their funds by using crowdsourcing. That is crowdsourcing, as a form of customer-oriented marketing policy of the enterprises of light industry, corresponds to devsam marketing the marketing strategy of these companies: "to Find needs and meet them", "Produce what you can sell instead of trying to sell what is produced", "to Love the customer, not the product". It is through the satisfaction of consumer needs of textile industry enterprises realize the ultimate goal of business - profit. But a means to achieve that does not contain individual efforts, but a complex of measures is proposed sales marketing strategy and the mechanism of its implementation of customer-oriented sales policy, and crowdsourcing [4; 5].

When applying crowdsourcing in the enterprise should specify the tasks, break them into subtasks, and to save funds to use, the Internet community that know the solution to certain problems.

The algorithm of client-oriented sales policy of enterprises of light industry by means of crowdsourcing is shown in Fig.1.

However, besides several advantages, crowdsourcing has some "weak spots": potential contractors may be competent enough in solving the problems; the possibility of information leakage is sufficiently rapid introduction of the received results; crowdsourcing may not always be the cheapest way; the unjust pay, and the like.

However, despite some "weak points" crowdsourcing finds its application in practical activ-

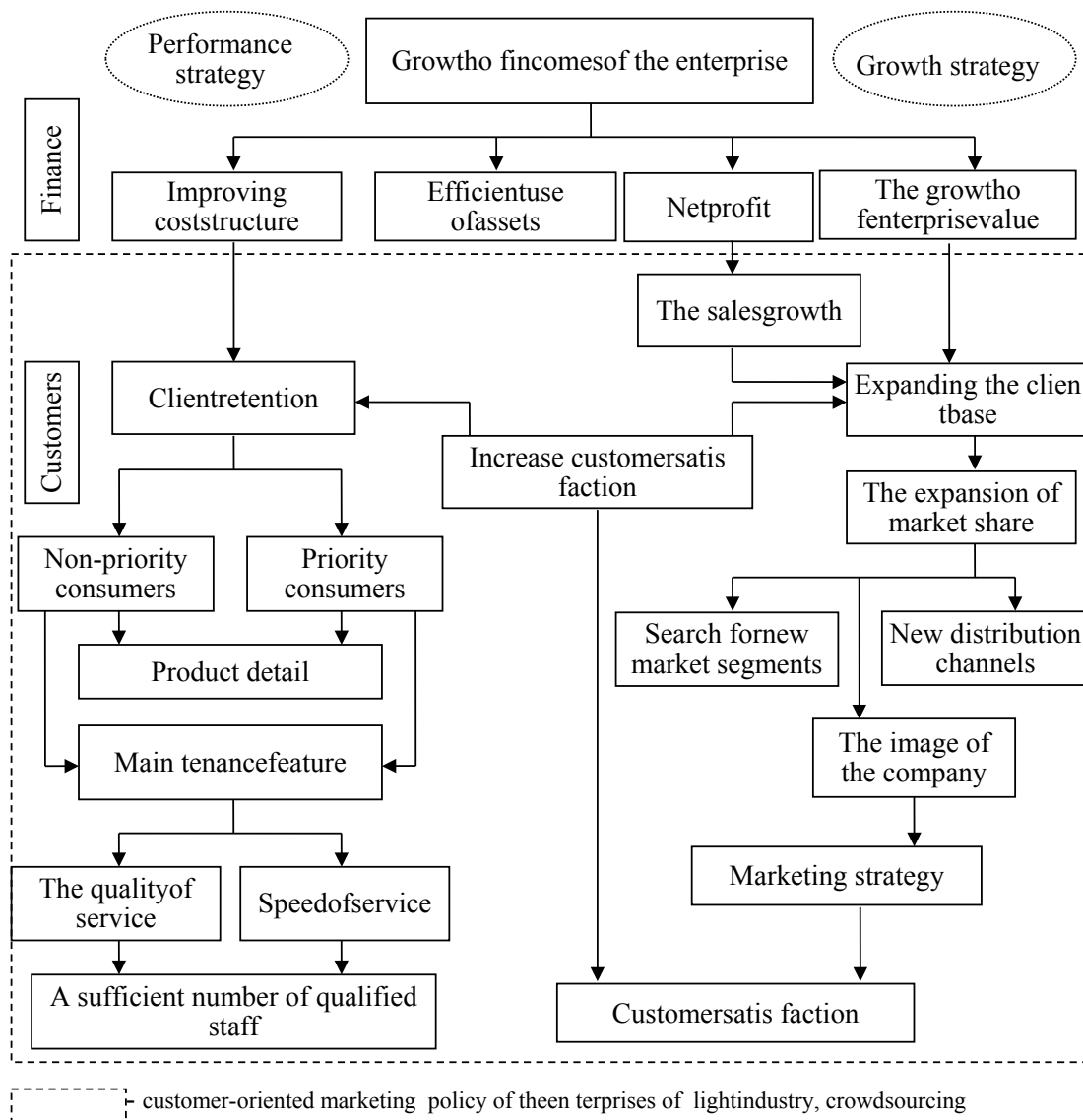


Fig. 1. Customer-oriented marketing policy of the enterprises of light industry

Source: developed by the author

ity of Ukrainian industrial enterprises, including enterprises of light industry, where its use is, in our opinion, the most promising.

The introduction of elements of crowdsourcing has been tested on the example of light industry enterprises of Vinnytsia region. Studies have shown that the increase of competitiveness of production and, as a consequence, the efficiency of light industry and means of crowdsourcing in the framework of client oriented sales policy is the doctrine of sustainable development of enterprises of light industry.

In other words, in order for the light industry enterprise to keep a competitive position in the market and has become a leader in its product category, it is necessary to apply qualitatively new, modern, and adaptive management tools. We believe that in modern conditions an important tool for the implementation of customer-oriented policy is crowdsourcing.

Under these conditions, the main perspective directions of increase of competitiveness of light industry enterprises of Ukraine are:

- effective cost control and the reduction of production costs;
- the application of international certification of products and standardization of processes of production of components of quality management;
- improving the level of production using the upgraded equipment and the latest software;
- the introduction of modern technologies of production and decrease the duration of the production process;
- developing a close relationship with business partners;
- assortment optimization in accordance with customer-oriented approach to production and marketing activities;

– expansion of distribution channels and promotion by means of crowdsourcing.

The implementation of these strategic objectives will provide an opportunity for domestic enterprises of light industry to raise the level of its development and successfully operate in the conditions of tough competition in this segment of the commodity market.

Insights from this study. To improve competitiveness of light industry enterprises in Ukraine, it is necessary to change the overall philosophy of the business, which would take into account approaches that can more fully meet the needs of customers (consumers). In particular, to change its product-oriented to customer-oriented sales policy.

The application of crowdsourcing in this case helps the company to achieve a number of objectives: to improve the quality of customer service; crowdsourcing can be used as method of data collection for marketing research, to study demand, competitive environment, customer loyalty to any product; to create a real product. Through crowdsourcing it is possible not only to obtain feedback from the client, but also based on their vision and idea for a new product to adjust its advertising strategy and even significantly reduce the costs of enterprises of light industry, especially in marketing research and advertising, that is, to make the client's immediate consumer of the manufactured product.

Prospects for further research should be questions implementasinya proposed mechanism of management of production potential in the production and sales activity of enterprises of light industry and formation of management decisions on improving its effectiveness.

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