

FEATURES OF INDUSTRIAL ENTERPRISES MARKET POSITIONING ON THE BASIS OF MARKETING POLICY

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Summary. Modern state of Ukrainian industry with special accent on a situation in metallurgical industry is considered. The directions of positioning are offered. The constituents of stable economic positions are presented. Indexes of the real position of industrial enterprise estimation are transferred. The directions of marketing-mix elements research for development of marketing policy are offered.

Key words: positioning, marketing policy, marketing-mix, market, metallurgy, enterprise.

INTRODUCTION

In the conditions of market economy the most substantial elements of strategy of industrial enterprise is creation and support of proof competitive edge meaning stronger market position in comparison to the enterprises-competitors, which it must keep during long time.

In a present period a competition grew again between large operators on the domestic and international markets of metallurgical products. In subsequent this tendency will be saved and competition will increase in connection with a very slow growth of economy. For a survival in competitive activity firms need to worry constantly about formation and support of its competitive advantages. One of basic terms of loyalty conquest of users is the faithful positioning at the market and image formation. These tasks are executed in direction of development and realization of marketing policy of industrial enterprise.

PUBLICATIONS ANALYSIS

According to different economic literature, this problem attracts a lot of attention. The research of marketing activity of enterprise in the conditions of market there were found devoted works of such authors as O.I. Amosha, F.I. Gal'chev Y.I. Holub, P.V. Egorov, Y.N. Malishev, M.G. Chumachenko, O.M. Azaryan, S.M. Romanov, P. Druker, J. Dyn, N. Borden, Ph. Kotler and others.

Thus main attention of researchers is accented mainly on the evolution of marketing theory. Contribution of these scientists allowed solving many tasks of industrial enterprises. But change of economic situation stipulated series of questions about which there is no one and only methodology of decision solving.

In this connection scientific research directed on the study of features of positioning of industrial enterprise and development of its marketing policy in which is actual in present crisis terms.

OBJECTS AND PROBLEMS

A purpose of this article is development of recommendations in relation to the specific of direction choice of industrial enterprise positioning and research of its marketing policy in the special terms of nowadays.

EXPOSITION OF BASIC MATERIAL

Positioning determinei character of perception of firm, its commodities by special purpose buyers. It is directed, foremost, on transformation of consciousness of user in order to do a firm not simply known, but such which can be substantially distinguished from others, presented at the market, that have the special value for a user [Zozulev 2003].

In this connection enterprise has to position its suggestions so that special purpose users knew, what advantages are contained by suggestions of products of this enterprise. Positioning needs to be carried out taking into account the concrete special purpose group of users for which advantages are created and given.

Presently the development of strategy of enterprise positioning is quite a problem, which is related to the features of modern industrial consumption.

Expansion of receipt sources of industrial products to the market, the high level of satiation influenced on users formation, who have more information now, are legible and purposefully consume the products of separate enterprises.

These changes of consumer segments of industrial products influence on the level of its use.

Efficiency of industrial enterprise work mostly depends on different factors. The conducted researches of industrial products producers showed that different situational factors influence on the market of products and positioning of enterprise. Yes, in before-crisis times intensive growth of markets of sale allowed, in particular, to increase the volumes of influence on the domestic enterprises of metallurgy without the special marketing efforts. In 2006 year in Ukraine 31,7 % the enterprises of metallurgical complex have provided the increase of industrial production. In 2007 year weight of metallurgical industry was increased on 2,8 points to 24,7 %. One of favorable factors of it growth was the internal demand.

The subsequent changes of economic situation resulted the redistribution of markets of raw material and prepared products. In particular, for 10 months of 2007 on an export it was put products on a sum almost 3,2 milliards of dollars, however, with the

purpose of diminishing of competition with the metallurgical enterprises of Ukraine, some countries, including USA, entered anti-dumping measures. In addition, a world crisis also influenced on the volumes of import from Ukraine of metallurgical products, that reduced production volumes in same queue.

Comparison of statistical information in the last few years [Ukrainian State Committee of statistics] it was set that there is a negative tendency at the market of industrial products. On Figure 1 there are presented the indexes of production of industry, metallurgical products and machine-building industry, which demonstrate this situation evidently.

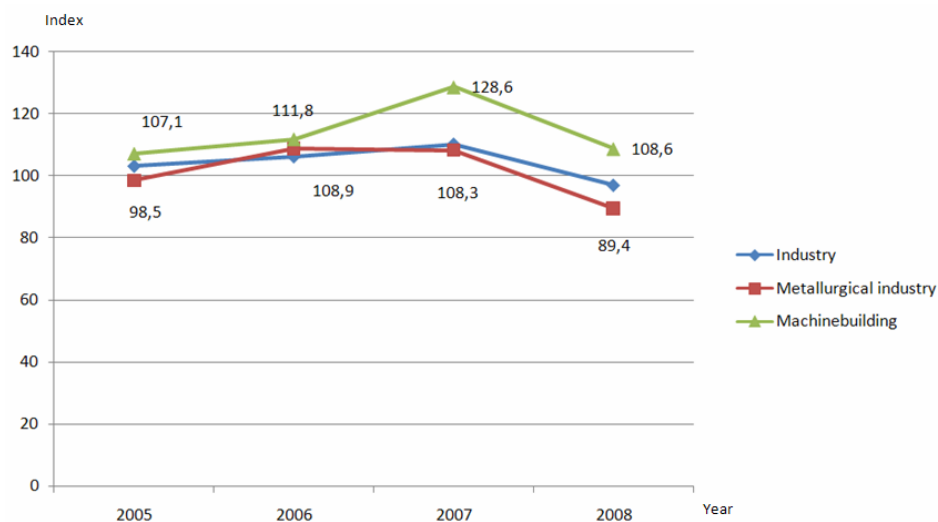


Fig. 1. Indexes of industry production, metallurgical products and machine-building industry

Together with the situation of unsteady dynamics for national industry there is a structural problem. The great amount of national industrial enterprises remains technologically backward and ineffective according to economic criteria. The analysis of basic tendencies formation of national industry grounds to talk about the system lacks of economic environment in Ukraine. But, in spite of the crisis of economy and most of enterprises of industry, they must work on development of perspective program and expansion of segments at the oversea market.

For the optimum development of separate enterprises and metallurgical industry in particular, it is necessary to set economic positions of enterprises either on internal or on external markets. It is thus necessary for an enterprise to have in its composition a system, which incorporates processes, which cause the change of composition, properties, structure of connections and relations of component elements of the production and economic systems. Namely, innovative processes, which unite in the programs of enterprise development, re-engineering of business, processes of restructuring and privatization, anti-crisis management which conduces to the improvement of quantitative and high-quality indexes in all fundamental areas of

production and economic activity. This system will allow also correct management of an enterprise on the basis of feed-back, with the help of which the problems of strategic and tactical management are settled and mechanisms of self-organization of operative management development are started [Egorov, Alekseenko 2005].

Positioning of industrial enterprise consists of different economic positions. So, some authors select the geoeconomic positioning and production-market, which form the choice of the proper strategies of development in same queue.

The geoeconomic positioning characterizes the economic orientation of enterprise on external economic space and its possibilities in the stable functioning at the oversea market.

Production-market positioning foresees specialization of enterprise and its definiteness among the users of its products at the internal market.

The basic idea of positioning is a system approach as for planning and introduction of changes, which selects as priority market co-operations above enterprises internal ones [Goncharuk 2000]. Meaning that, every change must have as a purpose an approaching to the planned quality of work of enterprise with a market. In most cases, positioning gives possibility to build balance between the benefit of long-term over immediate. This balance determines the necessary amount of market co-operations, and changes are directed on its successive achievement.

To our opinion, the constituents of stable economic positions of industrial enterprise can be:

- providing of permanent volumes of products realization,
- realization of propositions of prices which provide coverage of charges receipt of income,
- decline of non-payments for products which were put.

In the conditions of market economy an important meaning has maintenance or growth of production volumes of products sale.

With the purpose of the cost cutting on advancement of products of metallurgical complex, its considerable volumes are realized through mediators. Enterprises which do not have the system of sale with the developed marketing service always depend on intermediary structures. And it slows down its development and mixes during making independent decisions during the process of distribution

The real position of industrial enterprise can be determined, in our opinion, in the next indexes:

- share of enterprise in production of proper goods volumes,
- an average annual amount of workers on an enterprise,
- volume of the realized products in actual prices,
- fixed assets of production in actual prices,
- export of products,
- consumption of electric power,
- profitability of operating activity,
- average monthly salary of workers,
- volume of the attracted investments,
- amount of assortment positions of basic products, mine-out by enterprise,
- amount of money, directed on the innovation of enterprise.

The important moment of development of the program of enterprise and improvement of its positions at the market is a close connection of these developments

with forming of marketing policy of industrial enterprise. The most effective method of its forming is research and active use of marketing-mix elements, Figure 2.

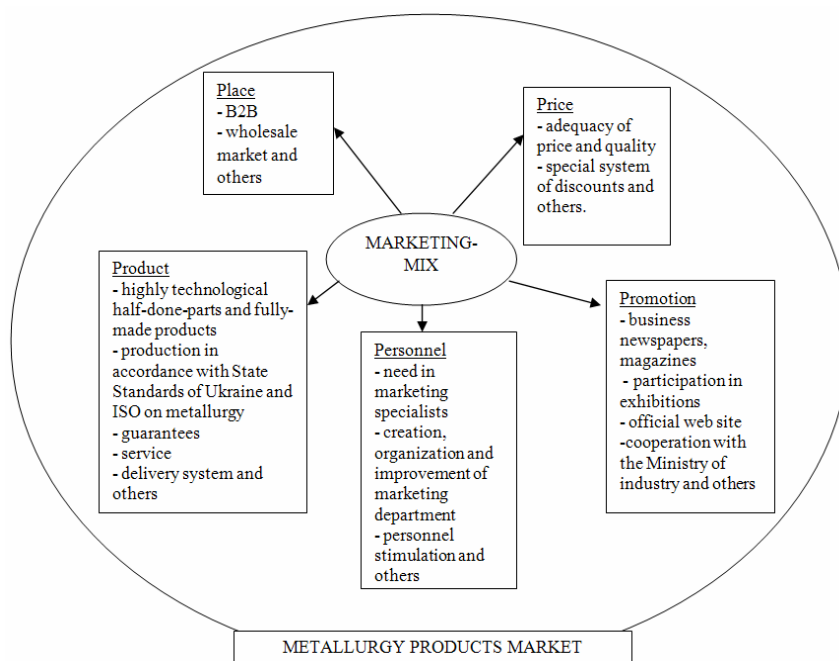


Fig. 2. Directions of marketing-mix elements research for a formation of marketing policy

The study of enterprise work indicators in a dynamics and elements of marketing complex will give an opportunity not only to define a level and to position separate enterprises of metallurgical industry but also develop measures as for improvement of enterprise activity, competitiveness of its products and firmness to the crisis.

CONCLUSION

Thus, the use of the effective positioning will allow metallurgical enterprises in the conditions of competition to occupy strong position at the market and on this basis to form and realize the proper marketing policy which will provide the certain level of competition potential of enterprise. The choice of positioning strategy must be based on system perfection of technology of production with an orientation on the state of affairs of internal and external markets. Such approach will provide the formation in the vision of target user an image different from competitors ones. It is necessary in the process of development of positioning directions to be oriented on the feature of having a special purpose segments. An important place for realization of target policy has an effective use of marketing complex.

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ПРОБЛЕМЫ РЫНОЧНОГО ПОЗИЦИОНИРОВАНИЯ ПРОМЫШЛЕННОГО ПРЕДПРИЯТИЯ НА ОСНОВЕ МАРКЕТИНГОВОЙ ПОЛИТИКИ

Жданова О.С.

Аннотация. В статье рассмотрено современное состояние промышленности Украины с акцентом на ситуацию в металлургической отрасли. Предложены пути позиционирования. Представлены составляющие стабильных экономических позиций. Перечислены показатели оценки реальной позиции промышленного предприятия. Перечислены пути исследования элементов маркетинг-микс для разработки маркетинговой политики.

Ключевые слова: позиционирование, маркетинговая политика, маркетинг-микс, рынок, металлургия, предприятие.