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System Characteristics of Marketing and its Impact on the Activities of International Companies

The paper focused on marketing influence of international economic relations. Te based on the assumption that in the context of the modern development of a market economy and entrepreneurship, the issue of studying marketing activities at an enterprise is becoming increasingly relevant. This is primarily due to the high growth rates of entrepreneurship in the country's economy. Most are small enterprises or the sphere of small business as it is also called. The simplicity explains this in organizing their small business, and their greater adaptability to the changing market conditions. They respond faster to market needs, and can therefore adapt more quickly. However, it is in the sphere of small business that a very high degree of competition is observed, and in order to survive in the market and make a profit, enterprises need to position themselves. This is necessary precisely so that consumers, among a wide variety of identical products, choose what we produce. And here, of course, a competent marketing policy is the main tool and assistant.

The productive use of the marketing approach in the production, business, marketing and commercial activities of an enterprise depends, first of all, on how flexible and quick it is to respond to all changes occurring in the market and respond to new consumer needs through the development of new products and technologies; its consumer demand; from creating an appropriate economic and legal environment that would ensure real economic independence of the enterprise in all respects in the market.

We grounded that the better the marketing mix is developed at the enterprise, the more efficient its activities will be. With the help of marketing activities, there is a constant search for new markets, consumers, new types of products and services that contribute to ensure the company the highest level of profit. The marketing mix acts as a tool for regulating production and marketing.

Keywords: economic, marketing, international economic relation, macroeconomic environment, economic development

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Introduction

Implementation of marketing activities requires the necessary orientation in the scientific, technical, production and marketing activities of the company (enterprise or company) taking into account demand, needs and requirements of the consumer. It reflects the systematic organization of production in order to increase the efficiency of all business units of the company and its activities in general.

The term "market" is the basis of the term "marketing"; therefore, marketing refers to the philosophy of management and managing in a market environment, which has the main goal of satisfying the needs of specific consumers.

Marketing activities are necessary to ensure:

- reliable, reliable and timely information about the market, its structure and dynamics for a specific demand, about the tastes and preferences of customers;
- the creation of a unique or such product / service that most meets the requirements of the market than competitors' products;
- the need to influence the consumer, demand, market, providing the greatest control in the field of its implementation [1–3].

Marketing is a social management process whereby individuals and groups of people, through the creation of products and their exchange, receive what they need. The basis of this process are the following key concepts: need, desire, demand, product, exchange, transaction, need [4, 5].

Marketing increases the efficiency in enterprise management, which allows you to draw up the most advanced programs for the production and sale of products or the provision of services, helps to quickly respond to market changes and creates competitive advantages.

Marketing is used in two conditions, both the "buyer's market" and the "seller's market".

In the condition of the "buyer's market", the producer directs his activity to the consumer and uses his requests on the basis of production and releases only those goods that the consumer will agree to purchase.

In the condition of "seller's market", the producer directs his forces to the production of what he can produce, and not what he can sell. In this case, marketing efforts do not help in the long-term development and showing the effectiveness of the enterprise, only stipulating the use of one-way marketing [6].

Theoretical framework

Marketing research is very important in the success of a company, which is part of a marketing information system.

This system includes [7] subsystems: intercompany reporting, marketing intelligence., analysis of information, marketing research.

Such studies are the collection, processing, storage of information about all phenomena and processes that are of interest to marketing, analysis of the information collected, obtaining theoretically sound conclusions that are aimed at satisfying the information and analytical needs of marketing. The main objective of marketing research is the creation of such an information and analytical database that can provide a successful marketing solution. To conduct marketing research, you need to know and use the principles: scientific, systematic, comprehensive, reliable, objective, effective.

Four goals of marketing can be formulated from the point of view of social significance:

1. Maximization of consumption (the goal consists of maximizing production, the level of employment, which contributes to the well-being of society).
2. Maximizing the degree of customer satisfaction (the goal is to maximize customer satisfaction, not based on increased consumption).
3. Maximizing consumer choice (the goal is to provide a variety of products to more accurately satisfy their tastes).
4. Maximizing the quality of life (the goal is to provide quantity, quality, diversity and affordability, due to the quality of the cultural and physical environment).

For each company, marketing plays a different role based on its specifics and characteristics:

1. Marketing is one of the equal functions (marketing is one of the equal functions in the supply chain).
2. Marketing is a more important function (for companies with sales difficulties, marketing constantly or temporarily become a more important function).
3. Marketing is the main function (if other functions of the organization are considered from marketing, then it will be the most important, central function).
4. The consumer acts as a controlling function (to perform general functions of industrial economic activity, to satisfy the needs of consumers who perform a controlling function).
5. The consumer acts as a controlling function, and marketing is an integrating function (if marketing plays an integrating role in relation to other functions, and the consumer performs a controlling function in the company).

In the first two roles, we can say that they are characteristic for production and marketing for use on a single or unique type of product, which is characteristic of a narrow circle of consumers. Subsequent roles are characteristic of the mass production of a diverse range of products, which is characteristic of a wide circle or mass consumer [5].

The objective of the marketing philosophy is to produce the right product for the customers, and not to find the right customers for the product. The marketing concept says that the key to achieving the organization's goals is to create, provide and promote increased value for selected target markets in more effective ways than competitors.

In the book, Fundamentals of Marketing, Philip Kotler described an approach that significantly affects consumer demand with certain elements. The most important elements of the marketing mix are presented in the 4P concept: Product, Price, Place, Promotion.

In the market, where there is a clash of interests of enterprises, consumers and society, five basic concepts can be distinguished.

The concept of improving production is characterized by the market of “sellers” at a time when demand exceeds supply. This approach is intended to increase production by expanding production and increasing labor productivity, as well as reducing costs by mechanizing and automating production.

1. The concept of product improvement is characterized by the same period when demand exceeds supply, but its purpose is to improve the quality of the goods, characteristics and its properties.
2. The concept of commercial efforts is characterized at the time of the emergence of the “seller and buyer market”, when the supply was balanced with demand, therefore, there was an increase in the value in the sphere of sales and its stimulation. This concept is applicable during periods of overproduction and overstock.
3. The concept of commercial efforts is characterized at the time of the emergence of the “seller and buyer market”, when the supply was balanced with demand, therefore, there was an increase in the value in the sphere of sales and its stimulation. This concept is applicable during periods of overproduction and overstock.
4. The concept of social marketing is characterized by a balance between factors in marketing policies: public interest, enterprise profits, consumer needs. The concept arose due to various factors: lack of natural resources, environmental pollution, progressive population growth and worsening social situation.

Consider the four main blocks of complex marketing functions in terms of a universal approach [8]: analytical function, commodity production function, sales function, organizational function.

The role of marketing in the business activities of an enterprise

The main principle of the organization of marketing activities of the enterprise is customer orientation, i.e. revealing what the consumer wants and providing him with this product. Under the influence of needs, the range of goods and services offered in the market is changing. The appearance of each new product is the reaction of the company to existing and emerging demand from the population, industry and government. The unsatisfied desire of the consumer is tantamount to an unexplored opportunity to make a profit. This means that the study of the product life cycle should be continuous. It is necessary to systematically monitor market trends. From the first principle follows the second — a quick response to changes in demand. Ignoring this principle leads to rapid exclusion from the market. It is necessary to update the product range in accordance with the needs of the market. The implementation of this principle requires market research, the search for its own market niche. The company should produce such a product that the consumer expects, i.e. to produce what is being sold, to organize the delivery of goods in such quantities, at such a time and in such a place that would suit the consumer most of all.

The main thing in marketing is the target orientation and comprehensiveness, which forces us to subordinate the production, technical, commercial and economic, financial and other activities of the enterprise to the goals of marketing.

Marketing contains four types of entrepreneurial activity. The first type (product) is the development and manufacture of such a product that the consumer needs with appropriate packaging and service.

The second (price) is the setting of prices acceptable to the consumer and providing sufficient profit to the producer.

The third (promotion) is the promotion of goods, including advertising, which not only informs consumers about the appearance of a new product, but also forms a need for it.

Fourth (place) — delivery of goods to a specific point of sale using various channels.

These four types of entrepreneurial activities are called the marketing structure, or marketing mix.

Marketing environment consists of microenvironment and macroenvironment.

The microenvironment includes suppliers of the company itself, competitors, market intermediaries, consumers and the general public.

The macroenvironment consists of larger social forces that influence it — demography, economic, political, technological and cultural forces.

Realization of marketing goals requires the implementation of certain actions (functions).

The most time-consuming and lengthy stage of the marketing process is marketing research. They are the basis for making effective decisions.

Market research is carried out in a number of areas:

1. The study of the market itself: determining the market capacity and possible share of sales, structural analysis of the market, the severity of competition, the level of monopolization, the determination of trade, political and economic-geographical features, market conditions.

2. The study of goods: the novelty and competitiveness of goods and services, the ability to satisfy the needs of potential buyers, the identification of unmet needs and the need for modernization of goods, the study of the development of goods under the influence of scientific and technological progress.
3. The study of competitors: the main competitors who own the market, the features of goods that are preferable for buyers, pricing policy, forms and methods of marketing activities, information about R&D, commercial data.
4. The study of buyers: determining the nature of the requirements and needs of potential and real consumers, identifying groups of potential consumers with the same requirements, analyzing the motives for choosing goods and factors, the impact of scientific and technological progress on the development of needs.
5. The study of sales activities: analysis of the reasons for the increase or decrease in sales activities, commercial analysis of measures to generate demand, analysis of business activity for sales.

Segmentation is carried out in order to maximize customer satisfaction in relation to the types of goods, as well as rationalizing the costs of the manufacturer for the development, production and sale of goods.

Segmentation objects can be consumers, goods, distribution channels, etc. Selected in a special way and having certain common features, they make up a market segment. Market segmentation also refers to the allocation of homogeneous consumer groups that have similar preferences and respond equally to marketing offers.

For successful segmentation, the following conditions are necessary: the company's ability to distinguish a specific market segment and quantitatively measure it; the selected segment should be sufficiently stable and capacious, have growth prospects; the enterprise should be able to receive data on the selected segment, change its characteristics and requirements; the selected segment must be accessible to the enterprise, i.e. have appropriate distribution and distribution channels, a product delivery system to consumers; the company should be able to make contact with the segment (for example, through personal and mass communication channels).

Market segmentation can be carried out using various criteria. Main criteria: geographical, demographic, socio-economic, psychographic.

Segmentation serves as the basis for the development of a marketing program (selection of the type of product, pricing and advertising policies, distribution channels) aimed at specific consumers.

An enterprise focused on a specific market segment specializes in the production of products that more fully meets the needs of the buyer, and uses all types of resources more economically.

A marketing understanding of the product requires that many products on the market are grouped according to the needs of the buyer.

The main feature of the group is the purpose of the use of the goods.

For the purpose of use, the goods are divided into:

- goods directly intended to meet the personal needs of people, i.e. consumer goods;
- goods used to continue the production of other goods, or industrial goods (means of production).

For consumer goods there are three groups — non-durable goods, durable goods and services, actions that bring a person a useful result.

Consumer goods, depending on consumer behavior, can be classified into consumer goods, products of careful choice, prestigious goods.

The main factors of attractiveness of products of preliminary (thorough) selection are price and quality; the sale of goods of special demand mainly depends on advertising.

A product, once it enters the market, lives its own special product life, called the product life cycle. The life path of a product goes through various stages, and the task of marketing is to lengthen the life cycle of a product in the market.

The product life cycle includes the following stages:

- research and development;
- implementation;
- growth;
- maturity;
- recession.

Depending on the stage, the volume of profit and expenses of the enterprise, marketing, competition, price, customer behavior and differentiation of manufactured goods change.

At the stage of research and development, the idea is embodied in the product. For the enterprise, this stage is only a cost. The task of marketing is to explain to potential consumers what benefits a new idea embodied in a product can bring.

The second stage is implementation. The product begins to go on sale. For the enterprise, this stage means the highest costs. New technology needs refinement. The buyer has not yet decided whether to buy or not to buy. The consumer should receive the maximum information about the benefits and useful properties of the product.

Stage Three — Growth. The new product meets the needs, and sales begin to grow very quickly. Advertising has spread information that a new good product has appeared on the market. The high quality of the goods has become sustainable, there are modifications of the goods within the company.

Market demand is growing. The company begins to make significant profits; it is beneficial for the company to extend this stage. This is possible by improving the quality of the product, developing new markets, and increasing the activity of advertising.

Stage Four — Maturity. The goods are produced in large quantities by proven technology with high quality. There is a slower than at the growth stage, but a steady increase in sales to the maximum value. To maintain a competitive position requires improving the quality of the goods, which in most cases diverts funds.

Looking for additional markets for a new product. The company is developing a system to encourage more frequent purchases.

The fifth stage is recession. Sales are starting to decline. This is facilitated by the increased activity of competitors, changes in technology, and other consumer preferences. Profit is sharply reduced, goods are sold at a loss. Competitors begin to leave the market for this product, the remaining manufacturers reduce production.

The following options are possible:

- extend the life cycle of a product through more intensive advertising, changing its packaging, maneuverability of prices, reorganization of the sales system;
- to sell the goods, to receive all the remaining profit, to drastically reduce the costs of production and marketing;
- stop the release of goods, remove them from sale.

The well-being of the enterprise is ensured only when the life cycles of various goods overlap each other. This means that even before the market is saturated with one product, the next new product must be introduced to the market.

The development of a new product begins with the formation and selection of ideas. Sources of new product ideas can be consumers, scientists, representatives of trade, competitors, publications of firms and professional publications, fairs, exhibitions, statistics.

In general Marketing activities can be presented in the form of a constantly renewed marketing cycle. The marketing cycle covers:

- informational and analytical research, on the basis of which market activity is managed, and at the final stage, the effectiveness of marketing activities is assessed;
- development of market tactics and strategies, strategic and current market planning;
- a program for creating and launching a new product on the market;
- the formation and use of channels for the movement of goods from producer to consumer with the participation of resellers (distributors);
- organization and implementation of an advertising campaign and other actions to promote goods on the market.

Marketing is a complex, hierarchically structured process, sequentially deployed over time, in which research occupies an important place. In accordance with this, five stages are distinguished in marketing.

The purpose of marketing is to meet the needs of the buyer. As a result and as a result, the seller makes a profit. In a civilized market, an economic mechanism is emerging that conditions profit making by satisfying demand. The modern concept of marketing is to focus the entrepreneur on the consumer. Marketing helps to optimize the mutual search of seller and buyer, it stimulates demand, uses price and other market tools as a regulator of market processes, and focuses production on market interests.

The purpose of marketing is to satisfy customer demand by scientifically based organization of the process of sale of goods. Realization of these goals requires:

- make the market streamlined (subject to certain rules), "transparent" (allowing to assess its condition, parameters and development trends) and predictable (providing the ability to predict its changes);
- limit the spontaneity of the market by regulating certain market processes;
- make competition orderly, subject to certain restrictions, exclude the possibility of unfair competition;
- subordinate production and trade to market requirements, ie consumer interests;
- develop and implement the principles of scientifically sound technology of product distribution and distribution (distribution) in market activity;
- ensure high efficiency of advertising and other marketing activities to influence the market and create an attractive image of the goods in the representation of potential and actual customers.

The role of marketing in business is determined by the fact that marketing opens up the potential for production and marketing of goods, develops optimal product policies, determines the direction of competition and market conquest, offers a set of tools to stimulate demand, creates an effective system of product distribution, allows you to study and predict the state and development of the market.

How are marketing goals implemented? Marketing carries out a certain set of functions that allow the company to carry out a full cycle of marketing activities and in which marketing research fits in seamlessly.

Marketing functions are closely interconnected, they have a certain hierarchical structure. Marketing activity begins with the assessment and analysis of their own capabilities and capabilities of a potential competitor. Without research functions, marketing is doomed to movement by the method of "spear", blindly. This is the first marketing feature. The second marketing function — production and marketing and pricing — is associated with the formation and movement of commodity-money resources and the value form of sale. The third function: the very concept of market regulation implies the need for modeling the study of market patterns, their use in the management of market processes. The fourth function: the process of physical and economic movement of the mass of commodities needs statistical estimates of the extent and routes of distribution. Finally, the fifth function: promotion of goods (promotion) and, first of all, advertising are closely related to the study of the effectiveness of advertising costs and communication contacts. Thus, marketing research in the marketing system acts as a kind of connecting link. Marketing functions are grouped in five blocks.

The variety of marketing functions reflects the versatility of marketing activities aimed, ultimately, to bring the product to the sphere of consumption and satisfy the needs of customers. An important place in the list of marketing functions is given to the study and forecasting of the market, its structure, development trends, relationships, etc.

Management of marketing activities (marketing management) requires knowledge of the essence of the processes associated with bringing the product to the consumer, the characteristics of the state and development of the market, the ability to assess and predict the market situation. Without the collection of sound, reliable information and its subsequent analysis, marketing will not be able to fully fulfill its mission, which is to satisfy the diverse needs of customers and to stimulate the emergence of new requests.

Marketing research (English marketing research) is the collection of information, its interpretation, estimated and forecast calculations performed for the marketing services and management of the company to order them. Marketing research, or information and analytical support for marketing, is an integral part of marketing activities. You can not tear information and its analysis from the actual marketing. Marketing research is an effective marketing tool.

Marketing research is a type of research activity that is designed to satisfy the informational needs of marketing. One of the basic requirements of marketing is to ensure the "transparency" of the market and the "predictability" of its development.

Marketing research consists of collecting and processing, as well as storing information about market processes and phenomena. It includes an analysis of the collected materials, obtaining theoretically substantiated conclusions that are adequate to reality and, finally, a forecast for further development. In the process of marketing research, an information-analytical base is created for making marketing decisions in a competitive environment. Marketing connects the activities of the company, the elements of its external and internal environment with a system of communication channels.

Marketing is focused on the interests of the market, it proceeds from the priority of consumer desires and preferences. To perform managerial functions, knowledge is needed. You need to have an idea of consumer demand and its motivation, the potential of the product market. Each company needs data on the size, structure, dynamics of commodity resources, sales volume, etc. The market needs to assess the current situation, the alignment of forces in the market, the desires and capabilities of consumers, the intentions and actions of competitors, etc. Without identifying trends and patterns in the functioning of the market mechanism, it is unthinkable to regulate market processes or adapt to the action of the market mechanism. Skillful marketing research, knowledge of the market and patterns of its development significantly reduces the level of commercial risk.

Each company independently sets itself the task of marketing research, based on their own interests. The coverage of a wide range of areas of marketing research depends on specific conditions: the situation on the product market and the marketing strategy of the company and, of course, on the specialization of the company. A significant part of domestic supply and trade enterprises conducts market research of the following type: market situation assessment, short-term and medium-term forecasts of the main market parameters, study of buyers and competitors behavior, characterization of the level and dynamics of prices, etc., as well as assessment of their own potential.

Conclusion. Marketing examines the needs of consumers and the organization's ability to satisfy them. The role of marketing is manifested at all three levels of management: corporate, CXE (strategic business unit) and the market for a particular product.

The structure of the marketing process is:

1. Planning.
2. Implementation.
3. Control.

From the point of view of marketing, the strategic plan indicates what marketing actions the company should take, why they are necessary, who is responsible for their implementation, where they will be taken and how they will be completed. They also determine the current position of the company, its future orientation and distribution of resources.

The key point in the development of a marketing strategy of a company is the analysis of the internal and external environment. Analysis of the internal environment allows you to identify the capabilities of the enterprise to implement the strategy; analysis of the external environment is necessary because changes in this environment can lead to both the expansion of marketing opportunities and the limitation of the scope of successful marketing.

In the process of developing strategic marketing planning, many methods and models for developing marketing strategies have been created. Both formal and informal methods are used, based on a creative, intuitive approach.

The practical aspects of the implementation in international companies

Analysis of the marketing strategy of the VOLTURN GROUP LTD and its features on the basis of the previous theoretical research represented bellow. Currently, the IT services and development market is the most developed of all the markets in which the company operates. The high rate of return and the relative unsaturation that was observed in this market 3–4 years ago made it extremely attractive. At the same time, VOLTURN GROUP LTD bet on customers with exaggerated requirements for product quality and service, and are willing to pay more for it. As the market developed, the quality of services provided by most companies began to level off, and a large number of operators in the market intensified competition and brought it to the category of price.

Against this background, the company's shortcomings in terms of order execution efficiency, price policy flexibility, insufficient attention to lower costs and improve product quality led to the loss of a certain market share. To restore lost positions, the company repeatedly reduced prices for its own services and products, which led to a restoration of market share and a full load of staff and the formation of an order plan in advance, but a decrease in gross profit compared with the planned indicators.

A similar situation is observed in the website development services market. In addition, due to the relatively low threshold of initial investments, this situation developed 3 years ago. Selling prices for VOLTURN GROUP LTD services exceed market prices by 30%, which makes the active sale of these services extremely problematic.

Currently, the most promising market is the development of CRM systems. The situation in this market is characterized by the following points:

- high demand for the development of CRM systems;
- the desire of most companies to increase profits by developing a CRM system;
- low qualifications of personnel for competitors;
- a high degree of concentration of personnel in private companies with a low level of quality, service and management;
- the relatively low cost of new equipment, the shortage of qualified personnel and the complexity of technological processes for developing software and mobile applications.

The above factors, as well as low competition and growing demand make this segment very attractive, and still allow for a "skim cream" policy. One of the weaknesses in the company's sales policy is the inability to segment the market in terms of analyzing the dynamics and volumes of sales due to the lack of a customer service system. In this regard, the following problems arise:

- the impossibility of creating a transparent and attractive sales promotion policy in the form of discounts, bonuses, etc.
- the impossibility of analyzing the history and dynamics of sales in the context of products, markets, individual customers and time periods;
- a high probability of losing a large number of customers due to the departure of any sales manager.

To implement the development of CRM systems and mobile applications, the company uses the principle of direct sales to direct consumers. In the market of advertising development of web sites, the company operates "on order".

The company VOLTURN GROUP LTD has a marketing department led by a marketing director, and the costs of advertising and sales promotion are one-time and unsystematic in nature. This state of affairs allows us to conclude that the entire increase in the cost of marketing products was obtained due to an increase in operating costs for the maintenance of sales departments.

This conclusion is confirmed by the fact that in 2018 there was one department in the company, and by the end of 2019 — three departments, which were structurally part of the newly formed sales department.

As stated above, only one of the existing divisions of VOLTURN GROUP LTD deals directly with the marketing activities of the company as a whole. Separate marketing functions are performed by the marketing manager and director of the marketing department. General management of marketing activities is carried out directly by the marketing director. For VOLTURN GURP LTD, a quantitative indicator of the need to develop a marketing strategy was a 35% decrease in net profit margin, a 2% increase in cost of sales over sales revenue, and a 2-fold increase in marketing costs. he results of the analysis indicate that the situation in VOLTURN GROUP LTD is quite typical for companies involved in IT development.

Based on the data of all the studies cited and the identified deficiencies, the management of VOLTURN GROUP LTD decided to develop an enterprise marketing strategy for the period 2017–2019. In this thesis project, the research company proposes a market development strategy as a marketing strategy. The company expands its sales of goods and (or) services as a result of the search and creation of new markets. To implement this strategy, it is necessary to establish new direct contacts with consumers of products (including in export markets), intensify the creation of a dealer network in new markets, introduce competition analysis tools (measure indicators, collect information, evaluate products, etc.), plan and conducting an advertising campaign. This strategy is justified when the company seeks to expand its market geographically by reducing costs and improving quality, i.e., increasing the competitiveness of products.

Market development strategy. The company expands its sales of goods and (or) services as a result of the search and creation of new markets. To implement this strategy, it is necessary to establish new direct contacts with consumers of products (including in export markets), intensify the creation of a dealer network in new markets, introduce competition analysis tools (measure indicators, collect information, evaluate products, etc.), plan and conducting an advertising campaign. This strategy is justified when the company seeks to expand its market geographically by reducing costs and improving quality, i.e., increasing the competitiveness of products.

An enterprise needs not only the development of a marketing strategy, but also the separation of the marketing department among the functional units of the organization. The most successful assessment methodology was developed by a Kyiv audit company, which allows to identify several signs, the degree of manifestation of which in the activities of the enterprise characterizes its willingness to use strategic management and planning, to work on a marketing strategy. These signs are manifested in the enterprise to a different extent and ultimately characterize its competitive advantages:

- certainty of the mission, goals and strategy of the enterprise;
- the existence of a well-functioning mechanism for collecting, analyzing and processing marketing information;
- work to increase the competitiveness of the enterprise;
- enterprise adaptability to emerging opportunities;
- orientation of current management to the implementation of strategic tasks of the enterprise;
- organizational separation of strategic management tasks from operational management tasks;
- the presence of headquarters units engaged in intercompany consulting on strategic development issues;
- invitation of third parties in solving non-specific tasks;
- informing staff about the strategic goals and plans of the enterprise;
- high level of corporate culture;
- the presence of an effective marketing unit at the enterprise.

The degree of manifestation of the signs characterizing the preparedness of the enterprise to use the principles and methods of strategic planning and management was determined by an expert method according to the Delphi method. The managers of the company acted as experts, which ensures confidentiality and does not require the attraction of large resources. In addition, the technique can be re-used to monitor the effectiveness of ongoing activities.

To assess the readiness of the company to change the marketing strategy, managers were asked to evaluate the degree of manifestation of each of the above signs in the enterprise — to set ratings corresponding to the degree of manifestation of a particular sign:

- "5" — if the given sign at the enterprise is completely shown;
- "4" — if this symptom is not fully manifested;
- "3" — if this symptom is weak;
- "2" — if this symptom does not appear.

A general assessment of a company's readiness is a weighted average score:

$$\bar{S} = \frac{1}{m \times n} \sum_{i=1}^{m} k_i \sum_{j=1}^{n} S_{ij}, \qquad (1)$$

where: S ij, — a point estimate of the j-th expert of the degree of manifestation of the i-th sign;
n is the number of experts;
m is the number of considered features;
k i — the importance coefficient of the i-th attribute, determined by the rule:

- if I is "less important";
- if I is "important";
- if I is "very important".

To simplify, it is assumed that all the signs are of equal importance and k = 1. Ten experts participated in the assessment, thus n = 10, and m = 12.

We calculate the following threshold numbers by the formula:

b^{min} = 0,2 — corresponds to the case of complete non-manifestation of all signs;

b^{sl} = 0,3 — corresponds to the case of a weak manifestation of all signs;

b^{np} = 0,4 — corresponds to the case of incomplete manifestation of all signs;

b^{max} = 0,5 — corresponds to the case of the full manifestation of all signs.

Now according to the formulas (1), (2), (3):

$$b1 = b^{min} + 0.75\,(b^{sl} - b^{min}), \qquad (1)$$

$$b^{av} = 0.5\,(b^{min} + b^{max}), \qquad (2)$$

$$b2 = b^{np} + 0.25\,(b^{max} - b^{np}), \qquad (3)$$

we calculate the thresholds b1 = 0, 275, b^{av} = 0, 35, b2 = 0, 425

The degree of readiness of a company to change strategies should be assessed as:

- very high if the result falls into the range b2 — b^{max};
- high if the result falls into the range b^{av} — b2;
- moderate, if the result falls into the range b1 — b^{av};
- low if the result falls into the range b^{min} — b1.

Results are represented in Table 1.

Based on the obtained assessment of the degree of readiness of the enterprise, the following conclusion can be made: VOLTURN GROUP LTD as a whole is ready to implement a marketing strategy, as well as to form a unified marketing service, which will be entrusted with the preparation of the structure of the company and personnel for the implementation of the new marketing strategy and its subsequent adjustment. VOLTURN GROUP LTD from external factors is most favorably influenced by demographic and scientific-technical enterprises, while political factors have a negative impact; environmental factors have a minor effect.

Table 1. *Willingness of the company VOLTURN GROUP LTD to implement a marketing strategy*
Source: *Self made calculations for the marketing research of VOLTURN GROUP LLC*

No.	Emerging symptoms	Assessment of the degree of manifestation of a sign
1.	Mission certainty	Weakly manifested
2.	Definitability of goals and strategy of an enterprise	Weakly manifested
3.	The presence of a well-functioning mechanism for collecting, analyzing and processing marketing information	Not fully manifested
4.	Work to improve the competitiveness of the enterprise	Not fully manifested
5.	Enterprise adaptability	Weakly manifested
6.	Orientation of current management to the implementation of strategic tasks of the enterprise	Does not appear
7.	Organizational separation of strategic management tasks from operational management tasks	Does not appear
8.	Availability of headquarters units providing in-house consulting on strategic development issues	Does not appear
9.	Invitation of third-party consultants to solve non-specific tasks	Not fully manifested
10.	Constantly informing staff about the strategic goals and plans of the enterprise	Weakly manifested
11.	High level of corporate culture	Not fully manifested
12.	The presence of an effective marketing unit at the enterprise	Weakly manifested
	Total rating:	**0, 308**

From the analysis of the immediate environment, the influence of the environment of suppliers was positively assessed, and the environment of competitors and customers of the company have a multidirectional effect on the company's activities.

Marketing activities of the enterprise are unsystematic in nature. Unified marketing service is not working efficiently. There is an underestimation of the role of marketing in the company.

For the management of VOLTURN GROUP LTD, a quantitative indicator of the need to develop a marketing strategy was a drop in net profit and an increase in the cost of marketing products.

In this project for VOLTURN GROUP LTD for the period 2017–2019. a market development strategy is proposed.

Before developing a marketing strategy at VOLTURN GROUP LTD, an assessment was made of the enterprise's readiness for its implementation and marketing activities.

With the advent and strengthening of marketing as the basis of market activity, market analysis fits into its framework and becomes an integral part, enriched by the marketing methodology and turning into information and analytical support. The larger the company, the wider the scope of its market activity, the more urgent is the need to know the market situation, its development trends, a complex system of relationships and relationships that are emerging in the market.

Based on the marketing research conducted by VOLTURN GROUP LTD, the following conclusions were drawn:

- the enterprise conducts weak advertising activities, which is insufficient to attract more customers;
- the small marketing department has led to a high workload of management personnel.

Conducting marketing research gives the company an idea of the requirements of customers, their priorities in choosing a company and the possibility (or impossibility) of raising or lowering prices. Thus, the company dynamically monitors any changes in the needs of customers, which gives it the opportunity to retain its customers and win new ones. In turn, this provides a fertile ground for the future development of the enterprise. VOLTURN GROUP LTD has a good reputation in the market and has a good reputation with major consumers. Suggested activities, such as:

- conducting lectures and competitions among students; enterprise promotion by advertising means;
- improving the site, including ordering services; the expansion of the marketing department, will contribute to increased profits due to the expansion of advertising, and reduce the workload of management personnel by strengthening the marketing department.

Conclusions

Marketing examines the needs of consumers and the organization's ability to satisfy them. The role of marketing is manifested at all three levels of management: corporate, CXE (strategic business unit) and the market for a particular product.

The structure of the marketing process is:

1. Planning.
2. Implementation.
3. Control.

From the point of view of marketing, the strategic plan indicates what marketing actions the company should take, why they are necessary, who is responsible for their implementation, where they will be taken and how they will be completed. They also determine the current position of the company, its future orientation and distribution of resources.

The key point in the development of a marketing strategy of a company is the analysis of the internal and external environment. Analysis of the internal environment allows you to identify the capabilities of the enterprise to implement the strategy; analysis of the external environment is necessary because changes in this environment can lead to both the expansion of marketing opportunities and the limitation of the scope of successful marketing.

In the process of developing strategic marketing planning, many methods and models for developing marketing strategies have been created. Both formal and informal methods are used, based on a creative, intuitive approach. Maintaining one of the leading positions in a volatile market requires the company sufficient mobility. The existing product range is being supplemented, the geography of activity is expanding. Successful marketing activities, professionalism and qualifications of employees allow us to achieve more and more success.

The formula is the same as in any country in the world: to know your consumer, to know what he wants and to give him exactly that, more quickly than competitors and at a bargain price. The main secret is not to know this formula. The main secret is to put all this ideology into practice.

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Системні характеристики маркетингу та його вплив на діяльність міжнародних компаній

Стаття присвячена маркетинговому впливу міжнародних економічних відносин. Виходячи з припущення, що в умовах сучасного розвитку ринкової економіки та підприємництва питання вивчення маркетингової діяльності на підприємстві стає все більш актуальним. Насамперед це пов'язано з високими темпами зростання підприємництва в економіці країни. Здебільшого це малі підприємства або сфера малого бізнесу, як її ще називають. Це пояснюється простотою організації їхнього малого бізнесу та їх більшою адаптивністю до мінливих умов ринку. Вони швидше реагують на потреби ринку, а тому можуть швидше адаптуватися. Проте саме у сфері малого бізнесу спостерігається дуже висока конкуренція, і для того, щоб вижити на ринку та отримувати прибуток, підприємствам необхідно позиціонуватись. Це необхідно саме для того, щоб споживачі серед широкого розмаїття ідентичних товарів вибирали те, що виробляємо ми. І тут, звичайно ж, головним інструментом і помічником є грамотна маркетингова політика.

Продуктивне використання маркетингового підходу у виробничо-господарській, маркетинговій і комерційній діяльності підприємства залежить, насамперед, від того, наскільки воно гнучко і швидко реагує на всі зміни, що відбуваються на ринку, і реагує на нові потреби споживачів через розробка нових продуктів і технологій; його споживчий попит; від створення відповідного економіко-правового середовища, яке б забезпечувало реальну економічну самостійність підприємства в усіх відношеннях на ринку.

Ми обґрунтували, що чим краще на підприємстві розроблений комплекс маркетингу, тим ефективнішою буде його діяльність. За допомогою маркетингової діяльності здійснюється постійний пошук нових ринків збуту, споживачів, нових видів продукції та послуг, які сприяють забезпеченню компанії найвищого рівня прибутку. Комплекс маркетингу виступає як інструмент регулювання виробництва та маркетингу.

Ключові слова: економіка, маркетинг, міжнародні економічні відносини, макроекономічне середовище, економічний розвиток.