

Gritsenko V.
L. Palekhova, research supervisor
O. Shvets, language adviser
National Mining University

MARKETING CHALLENGES IN UKRAINE

Today, marketing activities of the most Ukrainian enterprises can be characterized as a spontaneous or entrepreneurial marketing. Spontaneous marketing is expressed in periodic attempts of conducting a small advertising campaign to promote sales. At the same time, support and sales promotion is paid significantly less attention. Only about 25% of Ukrainian enterprises use marketing research to develop marketing strategies.

The following problems of Ukrainian marketing are highlighted in the scientific literature:

- lack of understanding of the role of marketing in development management of industrial enterprises;
- lack of understanding of direct links between the successful positioning of the company in a competitive environment and the profit obtained;
- marketing departments do not always have the desired status in the management structure of the enterprise;
- consumer preferences are weak and are taken into account in the production programs of domestic enterprises with a long delay;
- existence of informal sector, dumping, standards replacement, the active work of "partisans against marketing" in consulting ;
- imposition of sociologists' own standards for the purpose of market research.

However, there is a growing understanding of the necessity for full market research in Ukrainian business. For example, the company "Trading Systems" (Kiev) faced the problem of strong competition in the market of office furniture. The research has clearly set target segment and allowed to adjust the production range. As a result, the company's revenues grew by 60 %, the opportunity to invest in development of production and increase the range of products arose. Such well-known Ukrainian companies as "Merks", "Ekran" followed the same way.