

MARKETING IN ACTIVITY OF NON-PROFIT ORGANIZATIONS

Today, marketing in activity of non-profit organizations is an important part therefore studying of this aspect is actual.

Many known scientists-economists such as B. Veysbrod, G. Hansman, E.Fama and M. Jensen, M. Olson, S. Rose-Ackerman devoted their works to the analysis of marketing activity of the organizations of the noncommercial sphere.

A non-profit organization (NPO) is an organization which has no receiving profit as a main objective of its activity. It can be created for achieving social, charitable, cultural, educational, scientific and administrative goals. [1]

A non-profit organization creates and advances a noncommercial product into a "market". If it satisfies the corresponding requirements there is a social effect, i.e. a certain advantage for society or separate groups of consumers. Social effect is the main indicator of an assessment of results of activity of noncommercial subjects.

For achieving social effect each non-profit organization should have a certain complex of marketing means. In order to:

- form the optimum internal environment;
- create the noncommercial products answering to shown demand;
- provide an effective noncommercial exchange and high-grade satisfaction of especially important social requirements of society;
- study and form requirements and demand of consumers;
- influence consumers, competitors and contact audiences with means of marketing communications;
- provide an effective expenditure of limited resources of society.

It is also necessary to note that marketing strategies of positioning in the noncommercial sphere are formed in two main directions:

1. for positioning a noncommercial product against analogs of competitors;
2. for positioning the most noncommercial subject against competitors.

When developing strategy of positioning it is necessary to start with need to create at consumers, the public, competitors and contact audiences a certain positive perception of the noncommercial subject and a product offered them for the purpose of their allocation from lump as special, possessing concrete distinctive properties and characteristics. [2]

Today, among non-profit organizations it is possible to allocate the youth centers. A youth center is a widely available educational institution which provides to children and youth out-of-school education directed on knowledge acquisition and abilities on interests and also meets the requirements of the person in creative self-

realization. One of activities of such organizations is cultural development of children and youth that will be reflected further in an increase of level of cultural development of the country.

Thus, marketing activity is the integral element of successful functioning not only commercial, but also non-profit organizations as use of noncommercial marketing in these establishments promotes attraction of the public to organization activity, forms high level of trust at consumers and investors and also is aimed at an increase in social effect which is the main indicator of profitability of non-profit organization.