

IMPROVEMENT OF MARKETING LTD “UKRAINIAN PLANT PONADVELYKOHABARYTNYH SHIN”

Marketing is one of the most important kinds of economic and social activity, however, it is often misunderstood. The purpose of marketing - to improve the quality of goods and services, improve the conditions of their purchase, which in turn lead to higher living standards in the country, quality of life. Marketing - a comprehensive system of production and sales oriented to the needs of customers and revenue-based market research and forecasting, the study of internal and external environment of the exporting companies, Strategy and tactics of market behavior through marketing programs.

Marketing is very important in the company, through it attracted more customers and increase the budget of the enterprise.

"Ukrainian plant PKHSH acts as the sole manufacturer of tires on poverhkrupnohabarytnyh Ukraine. The company manufactures tires of various models used for large cars and people, heavy-duty.

Ltd. UZPVHSH has both domestic and foreign channels. To include domestic and Poltava Krivoy Rog mining and processing plants. To foreign buyers include Canada, America, U.S. resident EUROTYRE, and other tropical countries.

Competitors among the bulk production of tires on the market are: JSC Rosava "you" Valsa ", and among poverhkrupnohabarytnyh tire issue - it Babruysk tire plant and factory tire industry in China.

To maintain product competitiveness in domestic and foreign markets, the plant implemented full-scale investment programs aimed at reconstruction and modernization of manufacture.

The efficiency offered:

- To bring the company into a new market;
- To send forces to develop advertising.

You need to market segmentation and positioning, to conduct strategic and marketing analysis, calculate the budget measures and measure performance.

Research Objectives:

- Studying the market ponadvelykohabarytnyh tires;
- Examine the competitors;

- Training workers of Marketing;
- Develop a range of promotional activities;
- Analysis of marketing companies and identifying key areas for its improvement.

As a result, profitability analysis, we can draw some conclusions:

- 1) in the reporting year the company receives a rate of 3.37% product sales income, as in the previous year was not such earnings;
- 2) each U.S. dollars, invested in assets of the company makes a profit of \$ 1,8%, that is, the percentage of per unit costs Invested in assets of the company;
- 3) return on equity ratio reached a value of 31.32%.

Concluding, it should be noted that marketing is leading a function that defines the technical, industrial policy of the enterprise, style and character of all business. Marketers try to prove to every engineer, designer and manufacturer, the consumer who wants to see this product for the price he is willing to pay, where and when you need this product. Marketing services affect the performance of all major functions of enterprise. Increasing their role in transition to market conditions and the process of refocusing on the consumer market.