

**Medyanik A.
I.V. Bagrova, research supervisor
National Mining University**

DEVELOPMENT THE MARKETING MEASURES AFTER DESTROYING OF FAVOUR TO THE MARKET

Marketing of services is more difficult than marketing of ordinary commodities through a difference in the finished good and simultaneity of processes of consumption and production. Thus marketing of services requires new instruments, strategies and organizational structures for an effective marketing process.

Knowledge of marketing of services allows to be determined that and as necessary to sell for profit maximization, how to point the share of this profits at perfection of production and quality of service.

The basic problem of marketing process is the awareness of that fact, that elements marketing-fur are more controlled within the framework of organization, and marketing forces of external environment in a greater degree are uncontrolled. Success of marketing activity considerably will depend on docking of elements of external environment and internal possibilities of organization.

Development of marketing measures after destroying of favour to the market is the purpose of writing of diploma work.

According the purpose of work the task is:

- to analyze the economic and financial activity of enterprise;
- to estimate the competitiveness of a new favour.
- to make a market segmentation and chooce the target segments.
- to develop the distributing policy and sales promotion of favour
- to draft the budget of the marketing program.

The process of destroying of favour to the market is a research object.

Activity DMCP«UREA» is a research object, which is specialized on the grant of services in building, reconstructions, planning of motorways and implementation of concomitant works.

There were used next methods of research: analytical, situation, logical, comparative.