

**Budinskaya O.
V. Boyko., research supervisor
National Mining University**

APPLICATION OF MARKETING CONCEPTS WHILE MINIMIZING IMMOBILIZED FUNDS INVESTED IN MATERIALS

Current economic conditions lead to the necessity of implementation in practice management of the economy companies not only operational cost management tools, but also the strategic marketing tools. It was last able to give strong competitive advantages and feasibility of long-term business strategy, and mainly to minimize immobilized funds invested in materials in operating activities. Effective planning stage of marketing research can significantly reduce the cost volume of total funds invested in materials and thus reduce the amount of funding necessary for their compensation.

In applying the marketing concept in the management of funds invested in materials company, a major factor that must be considered in solving this problem, there is an analysis of finished products based on forecast sales volumes. In turn, the volume of sales forecasting requires the correct prediction of customer needs. Therefore, one of the benefits of long-term economic relations associated with the ability to coordinate production with plans to purchase buyers.

It should be noted that this situation is becoming more common in rupture of economic ties and inflation. The fall of the purchasing power of money and rising prices makes enterprises to increase the amount of money invested in materials in inventory. However, this situation is often a necessary measure to reduce the risk non-delivery (undersupply) materials needed for the production process of the enterprise. In this regard, the company that is focused on one main supplier, located in the more vulnerable position than companies that base their activities on contracts with multiple suppliers.

Effective work of marketing service of enterprise is able to provide stable and profitable enterprise, reduce the risks of non-compliance of contractual obligations and, consequently, reduce the possible immobilization of funds invested in materials in receivables for goods. To do this, more attention is paid to the choice of the buyer, assessing its financial stability, solvency and the real possibility of contractual obligations. Also important task is market research, internal and external factors affecting the economics of the enterprise. When established and proven distribution channels and reduces the risk of inadequate compensation funds invested in resources in the production, and especially materials. Thus, inefficient of marketing service can contribute immobilization of these funds, creating a need for diversion of finance for their compensation.

Achieving the necessary close cooperation of marketing division and other departments (sales department, providing department, etc.) is possible, including through the creation of a separate department. Information about work done that goes to the above-mentioned Bureau shall be processed, compared with the norms laid down (including advanced funds invested in materials), which should include

the responsibility of the individual divisions of the enterprise. An important step in the work of Bureau is to determine the necessity and the possibility of using their own funds to compensate immobilized funds invested in materials, and the need for borrowed funds. The proposed approach assumes based on the created by the staff unit to distribute responsibility for solving these problems in the work, especially in managing the minimization of immobilized funds invested in materials and further compensation in future. It should be noted that the current management problem mentioned tasks in the further operation of enterprises is particularly important.

The mentioned Bureau gets not only informative and economic importance for the operations engineering enterprise, but also promotes a clear coordination of all business units in the performance of tasks by reducing the amount of money invested in stocks of materials and consequently in receivables, increase economic efficiency (reduce costs, increase profitability of all kinds) in industrial and business activities of engineering enterprise.