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## **MARKETING ACTIVITY OF OPEN-END COMPANY “DNIPROPETROVS'K RAILWAY POINTS PLANT”**

The source of any enterprise effective activity is a competence to find and consumers demands. Such approach to enterprise activity shows the main marketing point as business philosophy and foresees orientation of its activity for meeting consumers demands as only possibility in achieving goals connected with profit, penetrating on new markets and business development more over, marketing on the open-end company “Dnipropetrovs'k railway points plant” is one of the management components which directs on information support in taking administrative decisions and operations as to development and management of goods, pricing and distribution of goods promotion.

Open-end company “Dnipropetrovs'k railway point's plant” is one of the oldest industrial and leading enterprises for production of railway points in Ukraine.

Plant production complex includes steel-foundry and press-forging practice, mechanical processing production, special machine park for railway points production, technical complexes and modern mechanical processing centers of well-known companies production. Marketing department is widely developed on the enterprise, so all financial position depends on it. The main strategy of enterprise activity for the future is full market coverage and forcing the competitors out.

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Such forms of goods promotion as personal sale, direct marketing – personal chats with customers through computer network are used on the enterprise.

Open-end company “Dnipropetrovs'k railway point's plant” has three main sales markets: Ukrainian railway station and products for export (Russia, Belarus, Baltic States, Kazakhstan, Uzbekistan and other countries of CIS). Railway points switches are used in Cuba, Mongolia, Syria, Iraq, Guinea, Vietnam, Bulgaria and Iran.

Every year approximately 80% of railway points products are sent to Ukrainian railway station, so 80% are either new or modern products.

Enterprise activity privileges:

- Technical security of production complex is responsible for all standards;
- Well – established relations with foreign enterprises;
- Full service production;
- Crediting regular customer;
- Transportation service.