

Polina Yehorova

H.V. Varyanichenko, research supervisor

S.I. Kostrytska, language adviser

National TU «Dnipro Polytechnic», Dnipro, Ukraine

## **Developing a Marketing Strategy for Effective Enterprise Management**

Due to the increased competition in markets, economic instability, emergence of new technologies, political crises, increasing requirements for goods, constant influence of internal and external environment enterprises need to build corporate and functional strategies. The first functional strategy that company develops and which links all functional strategies is the marketing strategy.

There are twelve classifications of marketing strategies. The management of the enterprise may have considerable difficulties when choosing one strategy, which should take into account all the features of the enterprise and its position. To solve this problem the process of choosing a marketing strategy will be presented below. It consists of five stages developed and supplemented by such authors as F. Kotler, G. Armstrong, S.S. Garkavenko, D.V. Rayko, L.E. Lebedeva.

The analysis of the market and the enterprise takes place at the first stage. This allows to determine the current position of the enterprise. Information about the macro and microenvironment of the enterprise is processed during the analysis of the market. The research of the enterprise supposes the complex analysis of its activity. The result of the first stage is the Situational, GAP, SWOT and STEP analysis, which combine all the information processed.

The actual mission and objectives of the enterprise which are based on the results of previous analyzes are developed at the second stage. The mission and objectives are the basis for building a clear strategy and plans.

At the third stage the enterprise management develops a strategy. Initially, segmentation is performed, then the target market is determined (it is the customers who will be served). At the end of stage three the firm decides how to position itself on the market and how to differentiate the products. The company chooses the strategy among portfolio, competitive and growth strategies. Tools at this stage are matrices (BKG, GE-McKinsey, Ansoff, M. Porter, and others).

The tactics of the enterprise or 4P's model is developed at the fourth stage. Tactics details the strategy with the help of a marketing mix.

At the fifth stage the enterprise implements strategy and tactics, builds profitable relations with customers and partners. During the implementation, there is always a need for monitoring activities and adjusting the current plans. After capturing value from customers in return the enterprise must evaluate its marketing performance.

The presented process of developing a marketing strategy which unites the functional strategies will help those enterprises that strive for the smooth functioning of all units, profitable position in the market and customers' satisfaction.