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HOLISTIC MARKETING- NEW PARADIGM

Supply is a totality of interrelated elements of marketing activity targeted to meet customer needs by means of optimal using of sales potential of the company and procurement of sales efficiency thereupon. The most effective supply forms a basis for commercial success of the company carrying out its business in the consumer's market, and that becomes especially important under conditions of competitive struggle aggravation connected with global economic crisis impact. In virtue of importance and relevancy of the problem in shaping of supply appropriate to market demands, a large variety of studies by national and foreign marketing experts have been devoted to its solution, in particular of Subin A.A., Krikovtsev A.A., Bolshakov A. S., Kardasha V. Ya., Konovalenko M.K.

The indicated studies are a weighty base of scientific approaches to supply shaping. However, certain issues connected with strategic solutions in respect of integrated interaction methods based upon holistic concept, remain open to discussion in course of supply. That is why the object of this article is a shaping of methodological approaches to foodstuffs supply based upon interaction of all distribution system members which is consistent with the holistic approach.

Development of integral supply structure provides for making such marketing decisions:

- task system development in the supply sector;
- target market selection;
- selection of interaction methods;
- development of a strategy for long-term mutually beneficial contacts with customers;
- definition of place, time and way of go-to-market;
- list of steps to form loyalty.

Interaction monitoring is to be based upon reliance on peculiarities of the goods supplied by the company, customer concentration in the servicing region, competitive struggle intensiveness, advantages and disadvantages of some sales forms and methods.

So, one may draw the conclusions on necessity of shaping supply methods based upon making integrated decisions in all distributions channels relying upon possibility to achieve the general metavalue of sellers and buyers. In the follow-up studies it is planned to consider a problem of integrated interactions with account for innovativeness level of proposed products.