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INNOVATIVE STRATEGIES OF FIRMS

If we look attentively at companies that achieved success due to innovative projects and breaking ideas, it is possible to single out their general lines. For example, propensity to bold introduction of new projects, in spite of absence of guarantee of success, or aspiration for drawing employees in the company, who have brightly expressed creative features, instead of stimulating creativity in ordinary people. There is a whole range of peculiarities necessary for innovative companies work organization.

The creative features, indisputably, should be in basis of any team work, regardless of what a company is engaged in: high biotechnologies, insurance or sale of consumer goods. Companies with more creative potential are constantly deciding the questions of innovations. The main distinctive feature of innovative companies is the atmosphere created in them, due to which the innovation is in the center of corporate culture. These companies are distinguished by veritable passion to new ideas. On that ground they always welcome the suggestion of new ideas by employees. None of them remains with out attention. To understand how to achieve it, it is necessary to analyse, what factors are critical for achievement of high innovative results:

- aspiration for greater one. Innovative companies never stop at what has been accomplished, whatever their indexes were: they are disposed to the future and progress;

- the orientation is rather on a breaking, than on the improvements. More often innovation has the appearance of gradual development supposing the product improvement or existent production processes. Certainly, it is useful occupation, but it isn't enough. One of distinctive features of innovative companies is that they are not afraid fully immersion in unknown. They do not pay great attention on the increase of indexes, even on considerable increase, and make a jump in unexplored. Internet, portable computer or human genome are some examples of such jumps: almost nobody dreamed about them before their appearance. Those, who invented all of it, made more than simply reacted on an existent necessity. It turns out that it isn't enough to own aggregate of certain technical methods.

Creation depends foremost on management ability to create such atmosphere which will be instrumental in search of radically new ideas.

Nevertheless such innovative breaking can afford only large companies possessing enormous resource, scientifically and labour and financial potential.

How should average firms behave in order to be distinguished from the general mass of the similar companies? To the firms they do not produce products, and are distributors, franchisers or different service providers. What measures and what innovative decisions should they to undertake?

The “Ukrmetallservys LLS” (Dnipropetrovs’k) is engaged in realization of products of metallurgical industry, and also sale of gluing matters and packing materials and it is the official representative of the Joint-stock company NTP "Rogenda" .

Analysing the marketing policy of the “Ukrmetallservys LLS.” it is possible to mark out its following directions:

1. An advertising company – is advertising in newspapers, specialized journals and on television, and also search of potential clients in internet and telephone;

2. Exhibitions – a firm takes part in exhibitions, that are conducted to its direction. Marketing department is engaged in the preparation for the exhibitions;

3. Tenders - takes part in tenders on delivery of materials for building organizations.

Such chart of functioning is successful enough and effective, but the great disadvantage, that tens similar companies do the same. And it means that all their expenses on marketing are taken not to show the client the originality and difference from other, and to that, do not make a creditable showing and be on proper level. A firm works on a standard chart and can not pay attention on itself and be distinguished from general mass. What does it lead to? There is no stable growth of sales and broadening of range of goods. Accordingly, there is no growth of firm. Certainly an enterprise gets permanent good income, but there isn’t any progress. The absence of progress brought it to the next situation. People began to leave the firm and search other place of work because of lack of perspective. Add to it the fact, that every marketing specialist can lead away some clients. Add also the financial crisis. Now, in the present market economy any firm that uses standard marketing set, loses the firm, that considers marketing as the creation instead of applied science. And creation is the innovation.