

MARKETING AS THE SYSTEM OF PRODUCTION AND SALES ORGANIZATION

Marketing is the complex system of organization of production and sale of products, oriented to satisfaction of necessities of concrete users and receipt of income on the basis of research and prognostication of market, study of internal and external environment of enterprise, - exporter, developments of strategy and tactic of conduct at the market by marketing researches and different marketing programs.

Marketing researches help to answer the following questions: improvement of commodity and its assortment, study of conduct of buyers, competitors and determination of type of competitive activity, providing of price policy, forming of demand, sales promotion, advertising, optimization of sales turnover and organizations of sale, organization of technical service and increase of assortment of service services.

Marketing researches come from market economy. They are often called philosophy of production, that from research and project-designer works to the sale and service depends on condition and requirements of market which is permanently develops under act of wide spectrum of economic, political, scientific and technical and social factors.

Enterprises-producers and exporters consider marketing as mean of achievement of aims, fixed for the period for each type of market and his segments with the greatest economic efficiency. However it becomes real only when a producer could have an opportunity to correct systematically the scientific and technical, production and sale plans in accordance with the changes of the market state of affairs, to manoeuvre own material and intellectual resources, to provide necessary flexibility in the decision of strategic and tactical tasks, coming from the results of marketing researches.

Under the circumstance marketing becomes foundation for the corporate strategic and operative planning of entrepreneurial - commercial activity of company, drafting of the export programs of production, organization of scientific and technical, technological, investment and production-sale work of collective of enterprise, and management marketing - by the major element of control the system by an enterprise.

Complex marketing researches create the grounded base for making a decision about strategy and program of development of entrepreneurial and sale activity of firm. Prognostication of market, development of strategy and planning of the actions, is at the market, formation of market demand are basic principles of marketing conception of management.

Unlike conceptions of management, self strategic management, foresees the followings actions of firm according to the changes of requirements of market: development of complex of interconnected measures in the sphere of commodity, sale, price and stimulant policy taking into account the possible reaction of competitors et cetera present considerable advantages of the marketing going near the management of firm production-sale and scientific and technical activity.

Marketing researches allow to labour for stable development and perspective successes, to pursue a long-term strategic policy, to avoid considerable economic and social shocks.

As it was mentioned before, for the lead through of competent market analysis it is necessary to conduct marketing researches. Marketing researches are a function, which binds users, competitors and public, to the marketing specialists by information which is utilized for recognition and determination of possibilities and problems; making, optimization and estimation of marketing's actions, determination of efficiency of complex of marketing and improvement of understanding of marketing as a process.

More correct point of view, in accordance with which marketing research, continuing to be component part of marketing, was folded in independent scientific direction. The synthetic methodology was formed. Marketing research can be considered as industry of computer science, as it submits general acts and principles of this science, and the results of its activity organically disemboque in the common informative field of disciplines which study a market.

Market researches provide an exact answer for plenty of major questions of activity of enterprise. Results and prognoses, got from a complex marketing analysis, are necessary for success of modern enterprise. Even valid for one occasion charges on marketings researches allow to avoid afterwards groundless economic charges from unright select production and publicity strategy.

A researcher can look over in the object of research innumerable amount of sides, to get to his essence on a various depth. It is possible to mark that even small facilities, inlaid in a correct market analysis, can considerably promote efficiency of activity of enterprise.