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EXPANSION OF MARKET SHARE

The theme of my degree work sounds as – «Market Share Expansion of Wallpaper Factory “Vinil”».

Starting to work, it is necessary to conduct a number of researches which will give the information about a condition of wallpaper market, about its saturation, and about potential of our enterprise.

During researches it has been revealed that wallpaper market is saturated, but regionally, i.e. there is a possibility to increase a share by penetration on foreign markets. From the results of researches it is visible that capacities and resources allow our enterprise to increase output volumes.

Because of a world financial crisis today many enterprises – manufacturers have appeared in uncertainty situations, but this best time for a gain of a market share and absorption of competitors. Except absorption of competitors the market share gain can occur by use of various marketing strategies.

In the given article I suggest to consider strategy of the leader of a market, because company “Vinil” is one of the largest manufacturers of wallpaper in territory of Ukraine.

The dominating item obliges firm to lead active actions at once on three fronts. First, it is necessary for company to find methods of expansion of the general demand for the goods manufactured by branch. Secondly, it should protect the market segment by means of well planned defensive and offensive actions. Thirdly, the leader can try to expand the market share even under condition of stabilizations of its total amount.