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THE ADVERTISING EFFORT ORGANIZATION AT THE ENTERPRISE

In modern market conditions any commercial undertaking cannot successfully run business without advertising in this or that kind.

Correctly organised advertising at the retail trade enterprises creates preconditions for more effective production of the goods and the best satisfaction of requirements of the population. Returning of circulating assets of the enterprises is thus accelerated, business contacts of manufacturers with buyers and production consumers are established, demand grows and exceeds the offer that, in turn, is an objective basis of expansion of production and increase of efficiency of economic activities.

Subject given master works is detailed studying of a complex of marketing actions which uses the enterprise for the advertising effort organisation in trading floor territory. Object is the enterprise and its advertising effort.

C "Slavutich" the wholesale and retail enterprise which carries out sale food and other goods. End users are legal and physical persons. At the moment in the market of wholesale and retail commercial network competitiveness growth is observed. The enterprises try to be in the lead by means of low prices, system of communications, wide range. At the retail trade enterprises there is an active perfection of advertising processes and introduction of the advanced technologies proceeds.

Not to take the last numbers among the competitors, C "Slavutich" it is necessary to decide a number of administrative problems:

1. A financial stress on account for the delivered goods;
2. Absence of modern advertising technologies in trading floor territory.

For their decision it is necessary to study strong and weaknesses of the enterprise. Weaknesses are an absence of system of a sales promotion, delayed payment for the delivered goods. Strengths are an excellent arrangement of a supermarket, wide range of the goods, Main accent of positioning C "Slavutich" - qualitative production. Having defined strong and weaknesses, the enterprise the decision concerning the strategy makes, namely: deep breaking onto the market.

The purpose - present consumers. In this case there is a speech about increase in their arrangement to a trading complex. The second direction - attraction of new consumers which visited earlier our competitors. This strategy provides advertising effort activization, increase of a degree of service, application of stimulants of sales.

Also in C "Slavutich" diverse advertising media which are data carriers for influence on advertising volume are used. Therefore, it is necessary for enterprise to coordinate constantly this activity by means of a trade enterprise information system. It contains set of software products for study of the primary and secondary data that allows to carry out monitoring of the information concerning an advertising effort, to trace the general level of loyalty of buyers, to create the given reason plans of advertising campaigns and to evaluate results of realisation of managerial process by an advertising effort in trade enterprise TC "Slavutich".