

RELEVANT POSITIONING OF GOODS ON THE MARKET

The work is devoted to the need for a clear positioning of goods on the market. The consumer prefers those products that have managed to stand out from the others and took his place in his mind. To do so is necessary to develop a strategy that will provide the company's access to the market and will contribute to long-term strategic goals.

Relevance of the topic supported by the fact that the concept of positioning has been successful worldwide for a long time, and increasing competition will only increase its influence. In this regard, both in domestic and in foreign publications, great attention paid to practical examples of this theme, as well as consideration of theoretical and applied aspects.

Originally it was to find a worthy place in the minds of consumers, in other words, the position. Position - this is the stereotype, and stereotypes of human - one of the most stable things in the world.

The point is not to create an original product (today it is easy to repeat all, whatever) and not to reduce costs (anyone will give price even lower).

In other words, positioning - is the consumer's opinion about the particular, unique product or service.

After selecting the target market a firm must decide what position takes its product on the market. Positioning is based on product differentiation, ensuring its competitiveness on the market.

Therefore, the positioning of the product can be understood as a set of actions to ensure the product's competitive market position and maintain this position corresponding to the marketing program.

Positioning of the product having the following aspects:

- What are the distinctive characteristics of the goods and (or) benefits;
- How are perceived positions of competing brands in respect to these properties and (or) benefits;
- What position is best to take on this market with the expectations of potential buyers and the positions already occupied by competitors, as well as the goals and capabilities of the firm;
- What marketing tools are best suited for the development of marketing programs, ensuring the proper position of the goods in the minds of consumers.

The manufacturer positions its product after comparison with competitors' products, but it must be remembered that the final positioning goes on in the minds of consumers. The manufacturer may assume that it is a totally new product and the consumer may perceive it as something slightly improved or slightly degraded compared with that brand, which he enjoys. Thus, the positioning of a product in the minds of the supplier and the consumer may be different - to ensure its identity depends on the efficiency of the developed marketing programs.

The firm Dupont, among the first broke into the market with Teflon-coated cookware, originally positioned it as a dish, which allow to cook without fat. This sharply narrowed the consumer segment, limiting it to those who have kept the diet. Repositioning Teflon cookware as dishes, in which no burnt food and that does not require scraping, greatly expanded the number of consumers.

Positioning is has great strategic importance, since it depends on the competitiveness and, consequently, sales of goods.