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IMPROVEMENT OF THE POSITIONING OF PLASTIC WINDOWS IN THE REGIONAL MARKET

In recent years the development of markets in our country, enhancing foreign economic activity has grown as interest in marketing concept of market management. After understanding the direction of the enterprise that operate in the market now preliminary principles not possible reorientation of the enterprise begins to use the concept of marketing as a philosophy and set of practical methods of management in market economy conditions. Markets competition and adversarial process are rapidly grow. It gives the necessary conditions for the use of a marketing approach to address management and production - marketing objectives with the goal of competitive firms. It is the ratio of queries and market opportunities of the enterprise should be provisions in the basis for the development of main directions, objectives and strategies of business and marketing programs and strategic plans at the micro level.

Relevance of the chosen theme is to determine optimal ways of enterprise adaptation to market conditions, using the mechanisms of segmentation and positioning.

Positioning of the product - a set of marketing activities by which consumers identify the product compared to competitors products.

The goal of the research is to use the certain methods for increasing the volume of sales in the regional markets and develop practical recommendations for the promotion of plastic windows in the market city of Dnipropetrovsk.

To achieve the goal of putting the following tasks:

- 1) Consider the theoretical aspects of the subject;
- 2) Analyze the main indicators of financial and economic activities of the enterprise;
- 3) Explore market opportunities PVC windows of Kiev;
- 4) Develop ways of improvement of positioning on the market.

Research object - wholesale and retail trade new windows and accessories.

The subject of the research is positioning plastic windows.

During the study used the following methods: document analysis and

statistical reporting enterprise; observation (for customers, workers and business), desk research (already having data processing).

For the future development of the market and increase sales growth was proposed develop and implement the following ways to improve:

1. Participation in exhibitions;
2. Advertising campaign (advertising vehicle, internet advertising, increased advertising in the printed mass media);
3. Develop a system of discounts and opportunities to implement windows on credit;
4. Using personal selling.

Using the recommendations proposed in this paper company OOO "Firm NYKS-M" will get the most value and opportunities for further development is needed in market conditions.