

MARKETING RESEARCH AS A NEW BUSINESS OF COMPANY

Marketing research is the systematic gathering, recording, and analysiing of data about issues relating to marketing products and services. The goal of marketing research is to identify and assess how changing elements of the marketing mix impact on customer behavior. The term is commonly interchanged with market research; however, expert practitioners may wish to draw a distinction, in that market research is concerned specifically with markets, while marketing research is concerned specifically about marketing processes.

Marketing research is often partitioned into two sets of categorical pairs, or by target market:

- Consumer marketing research;
- Business-to-business (B2B) marketing research;

Or, alternatively, by methodological approach:

- Qualitative marketing research;
- Quantitative marketing research.

Consumer marketing research is a form of applied sociology that concentrates on understanding the preferences, attitudes, and behaviors of consumers in a market-based economy, and it aims to understand the effects and comparative success of marketing campaigns.

Thus, marketing research may also be described as the systematic and objective identification, collection, analysis, and dissemination of information for the purpose of assisting management in decision making related to the identification and solution of problems and opportunities in marketing.

The choice of direction of company development is begin with the lead through of complex analysis of external and internal environment. On the information basis of such analysis strategy of development of company is elected. Select strategy can be directed on growth of company, maintenance of existent positions or rolling up of activity.

On the basis of select strategy a company carries out measures on market segmentation to keeping of commodity/ service, and forms a policy on each of elements of marketing. On the basis of the conducted analysis of the state

company, portfolio analysis, swat-analysis and analysis of market condition, an exposure of his progress trends the most suitable strategic direction of development of company «Dopas-Development» is strategy of commodity development. A company will extend the sphere of activity by the grant of panel researches. In accordance with this general strategy must be developed and carried out other strategies of marketing complex.

For successful realization of select direction in development it is necessary to attain the set marketing's aims, basic from which are providing of being informed about a company and its new service, and also bringing in of subscribers, on panel researches. For service introduction of panel researches a company will use such marketing's measures as determinations of having a special purpose segment, keeping of service, development of food, conception, which will provide high quality of the inculcated service, determination of policy of distributing and pricing, and also development of measures on advancement of new service.

Realization of the set aims and use of all instruments will allow promoting economic efficiency of activity of company.

For realization of company's «Dopas-Development» development strategy, which foresees introduction of new service, – panel marketing's researches – it is necessary to set marketing's aims and in accordance with them to plan and use marketing's measures.

For realization of company's market program will use concentrated marketing strategy that is directing at the segment of producers and salespeople of consumer goods. At keeping it will be marked on excellent correlation of price and quality of the inculcated service.

The commodity policy of company foresees the grant of new service – panel research the basic parameters of which will be become by a representational selection in most cities and interval of capture of data one time in a quarter. The article of research will be become by consumer goods.

For distributing the direct dustings are used from a performer to the customer by mail and Internet.

At determination of price a company uses the individual going near every client, taking into account his the queries and possibilities taking into account the prime price of service.

The main task of advancement is an increase of being informed about companies among target accounts and search of clients for a new service which

will be attained to due to and to organization of publications and use of direct communications.

Realization of project is economic effective and will allow companies to increase not only the volumes of profit yield but also promote profitability of its activity.