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## **EVALUATION OF THE MARKETING POTENTIAL OF THE LIGHT INDUSTRY ENTERPRISES IN LVIV REGION**

The decline of the efficiency of the enterprises of light industry and a small share of native products in the market makes evaluation of the marketing potential of enterprises especially relevant.

Based on the analysis of the scientific literature and own researches to assess the extent of marketing potential suggest using the following indexes: coefficient of change of gross sales; profitability of sale; share of sales in the enterprise cost. These indexes are calculated for 10 enterprises of light industry in Lviv region: PJSC "Leather Enterprise "Svitanok", PJSC "Flax-processing Plant "Starosambirskiy", PJSC "Zolochiv Sewing Factory", PJSC "Gorodok Sewing Factory", PJSC "Knitted Enterprise "Promin", PJSC "Lviv Feather Factory", PJSC "Stryi Sewing Factory "Striteks", PJSC «Virnist», PJSC «OJSC Kalyna», PJSC «Trottola».

Whereas the indexes ( $X_i$ ) have different units of measurement, they were standardized ( $X'_i$ ) using the formula:

$$X'_i = X_i / \bar{X}, \quad (1)$$

where  $\bar{X}$  – the average index of the analyzed enterprises (average value).

The level of the marketing potential of each of the enterprises is evaluated using the integral coefficient ( $K$ ) for the formula [1]:

$$K = (\sum_{i=1}^n X'_i) / n, \quad (2)$$

where  $n$  – number of enterprises.

The results of calculation of integral coefficients of the marketing potential listed in the table.

According to the calculations the highest marketing potential in 2013 characterized PJSC "Lviv Feather Factory", PJSC "Leather Enterprise "Svitanok" and PJSC «Virnist», and the lowest – PJSC "Zolochiv Sewing Factory" and PJSC "Gorodok Sewing Factory".

Table 1

**The value of integral coefficients of the marketing potential of light industry enterprises in Lviv region for 2011-2013**

Enterprises	The value of integral coefficients		
	2011	2012	2013
PJSC "Leather Enterprise "Svitanok"	0,45	2,76	2,06
PJSC "Flax-processing Plant "Starosambirskiyi"	0,81	0,55	0,20
PJSC "Zolochiv Sewing Factory"	1,86	0,16	0,00
PJSC "Gorodok Sewing Factory"	0,64	0,11	0,00
PJSC "Knitted Enterprise "Promin"	0,15	1,06	0,83
PJSC "Lviv Feather Factory"	2,03	2,73	2,07
PJSC "Stryi Sewing Factory "Striteks"	1,61	1,21	1,30
PJSC «Virmist»	0,16	2,69	1,71
PJSC «OJSC Kalyna»	0,98	0,39	0,53
PJSC «Trottola»	1,82	1,00	1,30

Source: counted on basis [2].

For clarity, we'll present the data on the values of integral coefficients of the marketing potential as a petalous diagram (Fig.).

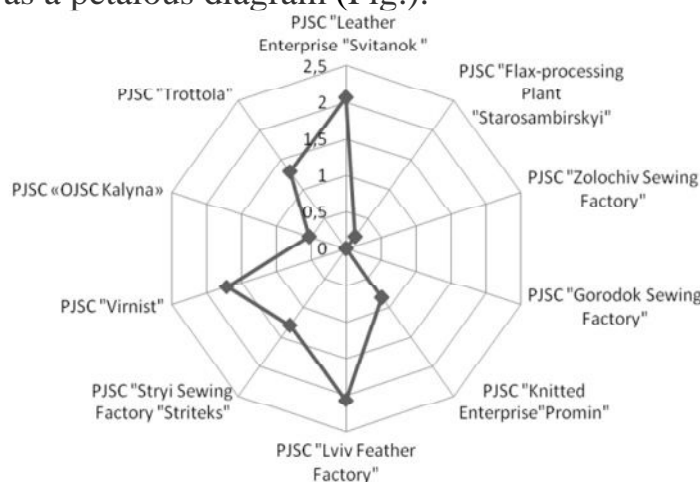


Fig. The value of integral coefficients of the marketing potential

Every enterprise must develop and use a set of measures to improve the formation and use of the marketing potential. Thus, the enterprises of light industry may use the following recommendations: the participation in specialized exhibitions; the involvement highly qualified marketing specialists; the realization of purposeful advertising campaign to promote the product; the selling of the products through on-line shops; the development of measures to stimulate sales; the opening of the brand stores; the compliance with contractual and payment discipline; the maintaining the direct contacts of the representatives with the customers.

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