

forecasting and planning development and strategic planning areas.

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MARKETING (RULES OF MARKETING)

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I want to present some rules of marketing, which are the most important parts of improving business

I used some examples of people, which were born in America and made their business very progressive because of their own qualities and creative (and so useful) marketing.

Firstly, I want to note a man, who created CEO Starbucks. His name is Howard Schultz. The main rule of his career is :

1) do not be afraid to change the nature of the business

Schultz today remains one of the major newsmakers in the business media and always changes something and introduces new products.

For example, Schultz ordered to remove from the menu warm sandwiches because their smell overpowered the smell of coffee. To Starbucks looked in the eyes of consumers are not only devouring everything in its path by a shark, in the years when all the saved on the social package, Schultz, on the contrary, increased by half the cost of health insurance for employees

Second businessmen, who can be like example for a marketers is Patrick Doyle. His rule is :

2) be able to understand that that your product is stuff

Domino's Pizza, the second-largest US pizza chain after Pizza Hut, always paid attention on price than on quality. However, no one expected that the company recognizes that does not do a very good pizza, and even let it in clear text in an advertising campaign worth \$ 75 million. But this is what has decided to go a new company president Patrick Doyle in the first year after inauguration.

And the last important rule will be from American manager Alan Roger Mulally

3) remove all unnecessary

His strategy was called "One Ford» - European brands have been sold, reduced the number of platforms, even in cars options became fewer. The company had to sell Ford Ford or nothing. Due to this it reclaimed the title of a global company. When Mulally was asked how he could sell Volvo for \$ 1.8 billion, despite the fact that she was bought for \$ 6.5 billion, he simply replied that he considered it a good price.