

The success of an industrial enterprise depends on the ability to adapt to the latest trends in the external environment. In a rapidly changing market, that is saturated with competitors survives and thrives such industrial enterprise, which quickly adapts its marketing strategy and gets the competitive advantages. Today, the most successful companies are those that build their activities in accordance with the basic marketing formulas. The exception in this case did not, and marketing goal of an industrial enterprise.

To develop the marketing goals of the company, you need to take into account its core competencies and mission. The Matrix is a square formed by two axes: Mission and Core Competencies. Each axis is conventionally divided into two parts: substantial compliance and poor compliance. The vertical axis «Y» of this matrix is "consistent with the mission» (Fit to Mission). This is the answer to the question: how much each project contributes to the implementation of the company's mission? "X" Axis - "matching key competencies» (Fit to Core Competencies). How each project uses and contributes to the further development of the core competencies of the company?

Depending on which quadrant a hit a given project, the project depends priority in the allocation of resources. If the point is in the upper right corner, it indicates a high relevance of the project / product / business unit mission and core competencies of the company. Resources should be allocated a priority is this project / product / business units because they provide strategic synergies, driving the organization forward. But if the point is in the lower left corner, it is not corresponding to complete the project to the mission and core competencies of the company. Such projects may be short-term for the company and not particularly profitable.

To sum up, marketing is one of the most important factors of the operation and development of the enterprise in a market economy. This activity is constantly improved according to the objective requirements of the production and sale of goods and services, the increasing complexity of economic relations, increasing the role of consumers in formation the characteristics of the products and content of the services, which causes the enterprise to develop marketing strategies, to adapt to the new market conditions, to overcome the contradictions that arise in economic processes, to confront the crisis in the economy.

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ESPECIALLY THE PROMOTION OF INNOVATIVE PRODUCT

Key words: marketing, innovation, promotion, franchise.

What is an innovative product? An innovative product is the result of innovation activity, novelty, which received practical implementation in the form of a new product, service, method of production (technology) or any other socially useful

result

Effective innovation policy plays the most important role in the promotion of the innovative product. Any industrial enterprise can't work in a market economy if it is not ahead of its competitors in the process of development and introduction of new products and technologies on the market.

Technological innovations are divided into two types: product innovations and process innovations. The first type innovations, product ones, are applied to existing products. Product characteristics can be improved, because effective materials and components can be used. Process innovations are the development of new production methods, improvement of the equipment or the organization of production. This innovation creates new or perfected products, or increases production efficiency of existing products. Innovative products are specific goods. Their distinctive features are as follows:

1. Uniqueness;
2. A low degree of tangibility (materiality);
3. Ability to multiply revenues;
4. Targeting sales;
5. Novelty products and needs.

One of the features of the promotion of innovative products is a franchise. A "franchise" represents a business relationship where "one firm (the franchisor) sells the right to market goods or services under its brand name and using its business practices to a second firm (the franchisee)"

Franchisees tend to be successful because they offer a unique combination of structure and creative freedom. The business person remains an independent entity, and can do as he or she chooses, within certain operational guidelines. Innovative practices within a store can be communicated among other franchisees, raising the level of performance of all stores.

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ADVANCING THE INTERNET FOR A SMALL BUSINESS, IS IT NECESSARY?

Key words: internet promotion, small business

In Ukraine, there are about 15 million regular users of the Internet today, and this number constantly growing. Most of them, are active audience (18-35 years). In this use of the Internet in organizing sales activities of small businesses is very important. In the Internet the organization is able to provide online consultation, explore existing markets and seek new, and look for new partners and potential competitors.

By itself, the Internet is not a panacea, and not a means to increase turnover of the company by several times. Conversely, without the proper tools and strategic