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FORMATION OF MARKETING STRATEGY FOR UKRAINIAN INDUSTRIAL ENTERPRISES IN CRISIS

The current critical state of Ukraine's economy is characterized by dynamic fluctuations, which caused the violation of stability and normal development of industrial enterprises. The current situation requires a broad spectrum of anti-crisis measures aimed at minimizing the impact of both internal and external crisis factors.

Under conditions of increased international economic integration and globalization processes significantly increased the role of marketing, policy and strategy.

Because with strategic planning and controlling the behavior of goods, competitors and consumers in the market, as well as planning and effective measures in the study of demand, commodity, pricing and marketing policy, provided solvency and competitiveness, its resistance to the crisis. Thus, there is a need for active use of marketing strategies in the industry.

Industry is the most ambitious sector of national economy and plays an important role in ensuring economic growth. In January-May 2009 compared with the previous year, industrial output in Ukraine has decreased by 31,9%. The situation is exacerbated by the fact that the dynamics of industrial production has not shown significant growth in the spring, when seasonal factors create preconditions for growths at least monthly speakers. In combating such a situation arises a problem in the formation of anti-crisis program. Among the existing types of marketing strategies it is particularly important; it covers all levels of strategic planning business. It should stipulate the conditions under which the company will avoid problems in the market.

Thus, approaches to the marketing strategy are to determine the general program of action of the enterprise. Forming a strategy to change the business direction of the company with a passive response to the impact of market factors on the active efforts of long-term oriented objectives, identify competitive advantages, and evaluate marketing opportunities to focus on the impact on more promising areas of development.