

Formation of effective marketing activity of OAO “Zolotonosha oil-processing plant” in conditions of market competition

Halyna Panchenko, Zaiga Oborenko

ISMA University of Applied Sciences, Riga, Latvia

**Corresponding author’s e-mail: haliapanchenko@gmail.com*



Abstract

The article deals with the peculiarities of formation of effective marketing activity of OAO “Zolotonosha oil-processing plant” under conditions of market competition.

Keywords: marketing, marketing activity, marketing complex, research, analysis, market

1 Introduction

The dairy industry occupies an important place in the economy of any State because it provides the population with essential foodstuffs.

Marketing plays an important role in the activities of any enterprise. In the context of increasing competition in domestic markets for goods and services, economic agents are aware of the need for active marketing activities. It is therefore relevant to improve the efficiency both of each individual marketing activity and of the marketing activity of the enterprise as a whole.

2 Main part

A marketing complex is a set of marketing tools and methods used by an enterprise to achieve its market objectives. This set is often referred to as 4P (“four P”) - by the first letters of English words: product, price, place, promotion. Thus, the ability to correctly combine the elements of marketing is the key to the success of a firm in solving marketing problems.

TM “Zlatokray” can get a wide range of goods to cover the needs of consumers. In terms of latitude and saturation we see that the enterprise has a sufficient list of goods. The sustainability measure indicates that the vast majority of business products are in steady demand among consumers, but there are also products that are not in demand.

Price policies are essential elements of an enterprise. It is the level of the prices of goods that determines the commercial performance of an enterprise, and the price policy chosen by the enterprise has a long and decisive influence on its performance in the market.

The cost of raw materials for each commodity group is different, as each group has a certain basic composition.

The production costs of an enterprise are formed from the following expenses:

- Heating, lighting, water costs
- Maintenance costs of office premises

- Cost of maintenance of production process
- Administrative costs

Comparing the prices of TM “Zlatokray” and its main competitors, it can be concluded that the prices for the products of our TM are lower. There is a big difference between the prices only in the group of cheeses, where the difference can reach the mark of 13 hrn, but in the other groups the deviation is small. Prices higher than those of competitors are found in the group of hard and melted cheeses. Thus, the prices of TM “Zlatokray” are mainly lower, which allows to keep competitive position, combining affordable price and high quality.

At the enterprise “Zolotonosha oil-processing plant” the main tasks and duties on realization of marketing policy are assigned to the sales department, which, by the nature of its activities, should ensure the realization of the strategic and tactical tasks envisaged.

An important element in each enterprise is the skilful and rational distribution of the responsibilities of the participants at each level. The channels of distribution at OAO “Zolotonosha oil-processing plant” and the number of products is sold at different levels (Figure 1).

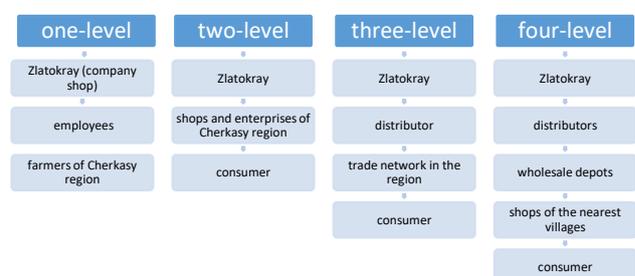


Figure 1 Product distribution channels

Products of this enterprise are sold in all cities and regions of Ukraine. For efficient marketing of produced products, the enterprise cooperates with various distributors who deliver the goods to the right places.

“Zlatokray” exports its products abroad, which is another

distribution channel. 80% of imports and 15% of basic products are sold through this channel. The main importer of TM “Zlatokray” products is the Russian Federation.

TM “Zlatocay” has its own corporate style, which distinguishes it among other competitor products. The packaging of all “Zlatokray” products differs, but at the same time has a common concept. It emphasizes the naturalness of the products and raw materials it is made of, associating it with the village.

Marketing of advertising: advertisements; radio advertising; window decoration; staff uniform.

Image is very important for every enterprise, therefore Zlatokray takes a responsible attitude to the quality of its production and sets the average level of prices in order to be

elected among competitors.

3 Conclusions

The main means of influence of the enterprise on the market is the complex of marketing. It includes product, price, distribution methods and product promotion.

Marketing complex is one of the main concepts of modern marketing system.

The complex of marketing includes everything a firm can do to influence the demand of its product. Multiple opportunities can be grouped into four main groups: product, price, methods of distribution and incentives.

References

- [1] Aksyonova K A 2005 *Advertising and promotional activities* Moskow 248 p
- [2] Bagiev G L 2012 *Foundation of enterprise marketing* L 315 p
- [3] Bliznyuk S V 2008 *Marketing in Ukraine: problems of formation and development* 2-nd pbl. M. «Politekhnik» 400 p