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METHODOLOGICAL BASES OF FORMULATION OF MARKETING CONCEPT OF ENTERPRISES DEVELOPMENT

Methodological foundations of marketing activities get a particular relevance in the event of the formation of the marketing concept of domestic enterprises in the recession case. However, the development mechanism of marketing concept of domestic enterprises studied only in certain areas, leaving open the question of general methodological approaches and algorithms to the marketing concept formation.

The main areas of marketing orientation of companies is in implementing of integrated marketing concept, perception of organizational enterprise system basic provisions of the concept of marketing and marketing financial security.

Marketing concept of the company is defined as a dynamic system of marketing goals of providing consumers with high quality competitive products (services), which formed the basis characteristics of the market environment.

The important tasks in achieving enterprise mission is to study business opportunities for the development and production of competitive products (services), because it

is necessary to go to market not just offering services or products, but developing means of solving the problems of the buyer and only then organizing production.

In forming of company marketing concept it is important to identify effective elements of the development program that will take into account the integration of strategies and tactics of active adaptation to the market, adapt to their needs that should not be focused on immediate benefits achieving.

By investigating the formation process of development marketing concept in a transitional economy it was determined that a new approach was faced with the old concept of traditional business, namely the desire to maximize profits at the expense of mass production and intensification of efforts to sales of manufactured products. In our opinion, the modern marketing is a new business philosophy which focused on the consumer and it based on the principles of providing consumers with high quality competitive products (services), therefore domestic enterprises should form their own marketing concept development to enhance competitive position.