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MARKETING STRATEGY OF A COMPANY IN ANTI-CRISIS MANAGEMENT

The main principle in the strategy of the anti-crisis marketing is production of highly demanded goods, which makes the main profit. However, it is difficult to implement this principle as a matter of actual practice, which at first seems very simply. That is because of the fact that distribution expenses are refunded by increasing of goods and services prices, but it can't be unlimited as its demand decreases as well as distribution shortens to the conditions which neither meet customers needs nor correspond producers' costs. As for the goods, which are not popular, there must be the decision too. Therefore, two ways suggested:

- government subsidy for unprofitable goods production;
- price increasing, that is impossible, as some items aren't sold well; or goods improving and entering the market with a new proposition.

Generally anti-crisis marketing strategy is training or hiring highly qualified specialists who can carry out marketing program; collecting, processing and analyzing information about factors which form the marketing environment of a firm; analysis of the market condition and predicting its further development; creation of own (organizational, technological, economic etc.) policy of the company in order to change its status.

In market environment, production distribution has transformed into one of the main productive problem as it is one of the most important steps in the productive cycle – from the producer to the customer (including middlemen, finance, banking, insurance and other parts of the market infrastructure) especially in the conditions of mutual debts insolvency of companies. During the manufacturing decline and bankruptcy, breakdown of economic contacts, non-payments, non-rivalry of production and other

crisis conditions of native economy, the problem of production distribution has become an actual point.

Enterprises often do not have costs to bring into effect anti-crisis programs, but they forced to deal with production excesses stock. The example of MLM company distribution has posed itself from a very good side, where ready production is sold by using of aggressive policy elements of distribution (hard sell) and total market coverage – not only its special segments.

The market product cannot go out of date or become uninteresting. If a firm doesn't acquire novelty, which a customer waits for, a competitor will take its place.

There tactical and strategic ways out of the crisis. Tactical (operative) method means to solve the problem that can be both defensive (cutting down of expanses, departments' layoffs, production and distribution decrease) and offensive (active market researches, high prices for production, using of inner reserves, modernization, management improvement). Operative arrangements to overcome the crisis include current damages definition, finding internal reserves, specialists' involvement, staff rotation, getting loans, discipline strengthening etc.

Strategic efforts are considered in order to analyze and evaluate a company position, its productive potential, productive program elaboration, incomes policy, innovations, and general conception of the company financial recovery.

Marketing department has constantly to monitor the smallest changes in sales and profits, find reasons of these changes in order to correct its marketing program on time. That is one of the main problems of anti-crisis management.