

PRINCIPLES OF THE ORGANIZATION OF MARKETING ACTIVITIES OF AN ENTERPRISE

Marketing is a multifunctional activity that aims, among other things, to deliver an appropriate value proposition, to the right people (target customers), in the right place, at the right time, with the right marketing communications. The ultimate goal is always to satisfy target customers while obtaining an optimal return on all the capital invested in the business[6]. For effective market activity, conducting targeted competition, the company needs to conduct marketing research. Marketing research creates a scientifically and practically justified basis for making qualified decisions by the management apparatus of the enterprise. The main principle of marketing is the orientation of the final results of production on the real requirements and wishes of consumers. The implementation of the said principle requires:

- study of the dynamics of supply and demand in the market;
- adaptation of production to market requirements;
- impact on the market and consumer demand with the help of a set of certain means;
- market segmentation into specific consumer groups;
- developing a marketing strategy for the future.

Using the basic principle of marketing involves targeting and complexity. Target orientation is the choice of product, market, consumer segment and marketing strategy[12]. Complexity means the systematic use of marketing activities. The use of individual components of marketing does not give the desired effect, an example is domestic enterprises that use only marketing tools in the field of marketing.

The well-being of the company depends on the right choice of strategy and tactics for conducting marketing events. The choice is made on the basis of systematization of market conditions and marketing classification.

We note that under the pressure of the market and the competition, marketing forces the company to always do better than the previous time for the needs of customers and the development of its offer. In order for it to give itself the means to succeed, the company must also have a global view of its operations and the world around it.

The future of the company cannot be decided in a vacuum without taking an interest in the outside world and its movements: customers, partners, society, competitors, the political, economic, environmental world, etc. Considering this, the Development of a marketing strategy is vital for any business[4].

Without it, the company's efforts to attract customers are likely to be haphazard and ineffective. The company's strategy should focus on the fact that its products and services meet the needs of customers, and on developing long-term profitable relationships with these customers. In order to achieve this, the enterprise

will need to create a flexible strategy that can respond to changing customer perceptions and demands[5]. It can also help the enterprise identify brand new markets that you can successfully target. The goal of the company's marketing strategy should be to identify and then communicate the benefits of the enterprise offer to its target market. Once the enterprise have created and implemented its strategy, monitor its effectiveness and make any necessary adjustments so that it continues to be successful. Timely and comprehensive use of various marketing tools to gain and strengthen the company's market position allows to achieve a significant effect. The difference between the parties to the transaction and the goals that they are trying to achieve in the course of its implementation is the main thing for creating a new level of wealth in the world. Marketing activities in order to achieve the desired sales levels in different markets should be carried out within the framework of the chosen single concept. Such a concept is based on determining the needs and real customer assessments of the assortment and quality of goods and recognizing the need to adapt production and marketing to these needs and assessments, and it is better and more effective than competitors do. Achieving the goals of the enterprise depends mainly on three factors: the chosen strategy, organizational structure and how this structure functions. The mode of operation and organization of companies can vary considerably from one company to another. In this context, businesses cannot define a commercial strategy without having defined the basis of their future: the economic model. This cannot be decided without analyzing the context, the market, the company's vision.

Indeed, the implementation of a commercial strategy requires:

- good targeting;
- regular analysis of competitors;
- a well-defined business model, based on a real entrepreneurial strategy

So there are more communication channels, more marketing tools, but also more difficulties in making choices. This makes us to focus on what is really essential and which will generate business, so as not to waste our strength. At the same time, business development is considered a priority by management. Considering this, the Development of a marketing strategy is vital for any business.

Without it, the company's efforts to attract customers are likely to be haphazard and ineffective. In the first case, marketing activities should be aimed at finding the most profitable ways (methods) to increase production volumes, in the second - at reducing costs and increasing productivity by improving the production process.

The concept of product improvement is based on the fact that the consumer will give preference to a product that has the highest level of quality and new features, the manufacturer of which is constantly improving its characteristics and properties. When using this concept, the marketing activity of the enterprise should be aimed at continuous improvement of its products.

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