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MARKETING STRATEGIES IN THE ACTIVITY OF SMALL ENTERPRISES

Functioning of small enterprises is related to a range of issues, one of which is competitive activity of the large and middle companies. That's why development of marketing strategies and capacity for operative alteration of the activity will help to get rid of them. Correctly selected strategy that is in compliance with market terms and internal component organization allows the enterprise to achieve good results.

Marketing strategy is an organization's strategy that combines all of its marketing goals into one comprehensive plan. Marketing strategy is the foundation of a marketing plan. An enterprise must consider and analyse new products, prices, advertisement, and sales promotion and then choose a strategy which will keep the market [2].

Enterprises can use 4 basic types of strategies.

1. Strategy of printing-down: the original goods of large enterprise that turns the object of imitation into original. Competitiveness is provided by low selling prices. A danger is a decline of quality compared with an original.
2. Strategy of optimum size: it is used in areas where a small enterprise is optimal (trade, sphere of domestic consumer services).
3. Strategy of combining production: small enterprises produce components of complex products of one or more large enterprises.
4. The strategy of taking advantage of a large enterprise: small business entering contractual relationships with large enterprise and receives a right to operate in the market on its behalf and under its trademark (franchising). Franchising is often used in retail trade, catering [1].

Thus, when choosing a marketing strategy objectives of the enterprise, resources, the state of demand, general economic indicators of the company should be considered, because with the help of marketing strategy a company can succeed in the market and become competitive, well-known among consumers.

LITERATURE

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