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THE ESSENCE OF THE MARKETING POTENTIAL OF THE COMPANY

The topicality of the marketing potential of domestic enterprises is highly discussed nowadays due to the fact that the effectiveness of management affects the competitiveness of businesses in conditions of unstable environment.

Problems of potential in enterprises were thoroughly studied by many scientists such as I. Ansoff, A. Voronkov, A. Pushkar M. Kruglov, H. Mintzberg, V. Ponomarenko, V. Samochkin, R. Fathuddinov [1].

It is stated that the most important element of business is marketing, which is regarded as a tool that provides business activity, stability, competitiveness and efficiency. The term "marketing potential" should be considered in a complex with the potential of the company. The potential of the enterprise is a set of available factors of production, intelligence, production reserves and its opportunities, which are able to produce high quality products necessary to satisfy population needs. The potential of the company consists of a number of individual elements, among which is the marketing potential.

The marketing potential is an integral part of the general potential of the company. In fact, even the nowadays essence of the concept "marketing potential" still deserves new investigations and should be studied. The scientific views of scientists on the concept of "marketing potential" have some differences with the interpretation of the term itself. So, some scientists understand the company's ability to realize their potential under the marketing potential, while others state that marketing potential is the ability of the company to sell more than it sells now. Other scientists describe under marketing potential the maximum use of opportunities that arise in the company.

The marketing potential of the company is the part of enterprise resource aimed at providing its effective marketing activity. The structure of marketing resources includes: labor, financial, material, information, innovation and time resources.

The marketing potential is divided into:

1. Achieved potential - a set of product values of assets created under the actual development of the company. Achieved potential is all that is achieved at the moment.

2. Promising potential that reveals the maximum level of the enterprise, determines the maximum possible volume of goods and services production, which can be achieved in the future.

Discovering the marketing potential of the company plays an significant role in its development. At every stage of the production cycle in a plant, beginning from manufacturing products and finishing its implementation, the correct use of the marketing potential of the company gives an opportunity for more efficient use of its resources to achieve corporate objectives and strengthening market position.

The research conducted presents a conclusion that the potential in marketing should be considered as availability, ability company, its marketing service timely and efficiently to perform marketing functions to solve the problem and extent compliance. In addition it's important to remember that marketing potential is a potential of the marketing resources and marketing potential of the combined marketing efforts of the company, which ensures the efficient use to achieve corporate goals easily.

LITERATURE

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