

Секція 5

МАРКЕТИНГОВІ АСПЕКТИ УПРАВЛІННЯ ПІДПРИЄМНИЦЬКОЮ ДІЯЛЬНІСТЮ



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MARKETING ASPECTS OF MANAGEMENT ENTREPRENEURIAL ACTIVITY

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Marketing is a vital process for entrepreneurs because no venture can become established and grow without a customer market. The process of acquiring and retaining customers is at the core of marketing: product, price, place (distribution), people, physical environment, process and promotion (communication).

Entrepreneurs often are faced with designing the entire "marketing system" from product and price to distribution and communication. Because it is difficult and expensive to bring new products and services to market especially difficult for new companies they need to be more resourceful in their marketing. Many entrepreneurs rely on creativity rather than cash to achieve a compelling image in a noisy marketplace.

The main thrust of entrepreneurial marketing is an emphasis on adapting marketing to forms that are appropriate to small and medium-sized enterprises (SMEs), acknowledging the likely pivotal role of the entrepreneur in any marketing activities.

Entrepreneurial marketing includes innovation, risk taking, and being proactive. Entrepreneurial marketing campaigns try to highlight the company's greatest strengths while emphasizing their value to the customer. Focusing on innovative products or exemplary customer service is a way to stand out from competitors. An important part of gaining the market's acceptance is building brand awareness, which, depending on the stage of the venture, may be weak or even nonexistent.

Entrepreneurial marketing mostly addresses environments where products and companies are rather new. Besides, the liability related to newness and the limited resources of startups are the main problems in entrepreneurial marketing.

Marketing also plays a central role in a venture's early growth stages when changes to the original business model may be necessary. Companies focused on growth must be able to switch marketing.

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ANALYSIS OF THE PRACTICE OF DECISION-MAKING ON THE FORMATION OF A PROJECT FINANCING SYSTEM

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All commercial organizations are to some extent related to investment activities. Making such decisions is complicated by various factors: the type of investment; investment project cost; the multiplicity of available projects; limited financial resources available for investment; the risk associated with the adoption of a decision. The reasons for the need for real investment can be divided into three types: updating the existing material and technical base, increasing the volume of production activities, the development of new activities. The degree of responsibility for the adoption of an investment project in one direction or another varies. So, when replacing the existing production capacity, the decision can be taken without serious consequences, since management clearly understands to itself how much and with what characteristics new fixed assets are needed. The task is complicated when it comes to investments related to the expansion of core activities. In this case, it is necessary to take into account the possibility of changing the position of the company in the market for goods and services, the availability of additional volumes of material, labor and financial resources, the possibility of developing new market.

Obviously, the question of the size of the estimated investment is very important. Therefore, the depth of the analytical study of the economic side of the project, which precedes the decision making, must be different. In addition, in many firms, it becomes common practice to differentiate investment decision-making rights. This can be achieved by introducing appropriate restrictions in statutory documents or by creating a