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**MARKETING PLAN DEVELOPMENT AND THE STAGES
OF ITS CONSTRUCTION UNDER THE EFFECTIVE LAND USE**

Statement of a problem. The development of marketing plan is an important process for each organization; it allows distributing the resources of an enterprise according to the conditions of its activity in order to achieve the outlined goals. In the process of targets and tasks of entrepreneurship evolution, management systems are also changing under the conditions of modern effective land use.

Nowadays Ukrainian land code that is the main legislative document as for land relations regulation says: "Land is the main national wealth that resides under special state protection". Land relations are public relations concerning land ownership, its using, direction and management at state, economic and home economic levels as an economic object and productive means in agriculture.

Analysis of the latest researches. The conditions of enterprises activities in a process of their organizational development are becoming more complicated. A number of principally new tasks are appearing. Judging from the gained experience, these tasks are impossible to solve. Quantitative increasing of simultaneously acting external and internal factors and the necessity of taking into an account the consumers' interests and demands are making difficult the work of the enterprises' top management. The researches of such foreign scientists as I. Ansoffa, M. Porter, P. Druker, J. Westwood, P. Doil, M.V. Assen, G.D. Berg, P. Pieteresma and others are devoted to the problem of marketing management. Among the native scientists whose works are devoted to the research of marketing management problem it is necessary to name A.V. Voichak, A.F. Pavlenko, A.M. Tret'ak, and V.A. Kyrsanov. At the same time theoretic and methodological problems of market planning problems and the stages of it construction are still not enlighten enough both in foreign and domestic scientific literature.

The aim of the article. It is worth to examine and determine the main

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stages of marketing plan and the features of their composition as for rational and effective land use.

Statement of basic material. The main goal of market management is finding the internal reserves that will allow to improve the existing system of decisions taking and to seek the ways of effective farming growing. Under market management we mean analysis, planning, realization and control for the implementation of programs which are aimed at creation, maintenance and extending of useful connections with a targeted buyer for achieving the goals of an enterprise (organization).

Planning is one of the most important functions of an enterprise as it gives an opportunity to fix the limits of its activity and to show the direction of activities. The process of planning encompasses four stages: analysis of a company's business activity, planning, plans realization and control for their implementation. Strategic planning includes the following stages:

- * mission;
- * strategic imperatives;
- * strategic audit;
- * SWOT-analysis (the analysis of strong and weak points, opportunities and threats);
- * analysis of business portfolio, goals and strategies.

A mission defines a main goal of a company.

Three levels of strategic planning are distinguished. They are a corporation level, a level of a strategic business unit and a functional level. According to the concept of strategic management, a stage of transition into an efficient management in real time scale follows a stage of the previous control. This consequence permits a strategy realization management taking into an account all the unexpected changes that take place rather quickly in order to be taken into consideration in the process of a strategic plan development. Thus the method of targeted control is used here. This method is applied from the beginning of taking practical decisions to its final stage.

When the strategy is thought to be completed, the summarizing control for the obtained results is done. Such type of control is directed at the evaluation and analysis of the outlined goals and tasks effective achievement. Depending upon the results of this analysis the strategic management process either comes back to the stage of "outlining the tasks" for making the corrections into the strategy or passes to the next development level for the elaboration of a new strategic line of conduct.

The process of control, as it is known, is characterized by three counterparts:

- reach in content (that is done in the process of control);
- organizational (by whom and in which consequence is done);
- technological (the way of conducting).

The main principle of plans arrangement, management and budgets structures for the purpose of the previous strategic control lies in their grouping according to the succession of strategy elaboration. This integrated approach favors plans, executors and budgets arrangement and coordination of units' actions as for the strategy realization.

The role of strategic market planning at an enterprise is conditioned by the fact that the plan formulates the main directions of the enterprise's activity; permits to better understand the structure of market researches, the processes of consumers' studies, products planning and their introduction into the market and pricing planning. It also provides the concrete goals for a structural subdivision of the enterprise and these goals are coordinated with the general tasks of the enterprise. The strategic market planning stimulates the coordination of subdivisions efforts in different directions, makes the enterprise to estimate its strong and weak points from the side of competitors, opportunities and threats of the environment, outlines alternative actions or their combination that the enterprise must start and creates the base for resources distribution

Structuring of market planning allows encompassing all important aspects of its development that, in its turn, influences the strategy that will be developed in future in accordance with the existing real market situation. In a given case, depending on the circumstances and the tasks of a market plan compiling we may use a classification according to the structure of its compiling:

1. A total market plan covers all stages of planning in a document.
2. A basic plan is created on the structure of more common character as it doesn't include the information about the budget, profits and losses. The basic plan is more often used while compiling the market plan for separate goods or markets.
3. A plan that changes in time permits to estimate current market positions including marketing audit, SWOT-analysis, predictions and budget.
4. A plan for new products, in the first turn, differs from a total plan at the stage of market audit. Firstly, a company has no chance to examine the data in its dynamics, and secondly, at a given stage it is very important for the company to research the environment, to conduct the analysis of its competitors and the substitutions of goods, to substantiate the necessity of a new product manufacturing.

To our mind it is necessary to underline that we are talking namely about long-term perspective, as the perceived quality is composed through the prism of

expectations and consumptions. The succession of market plan development foresees the performance of the following actions:

1. The primary information processing and analysis.
2. The data base and methods of analysis and audit renewing.
3. Situational and complex analysis.
4. Market ideas and targets outlining.
5. Construction and development of a marketing complex.
6. Economic foundation of a program of actions.
7. Foundation and approbation of researches.

The tendencies of future land use cannot be thoroughly developed without the analysis of changes that took place earlier in the process of land use distribution and effectiveness. Examining the presence, structure of quantitative conditions of land funds using and their dynamics in the past is an essential part of a market plan development.

At the same time up-to-date land distribution should be analyzed according to land use grouping and land ownership that is represented in statistical accounts. The effectiveness of land use should be analyzed on the base of their economic evaluation data. Acreage reserves of settlements, industrial areas, transport and other nonagricultural lands must be established on the base of existing plan and map materials and the data of state land evaluation.

Determination of land resources needs in the perspective is one of the most complicated problems of land use planning. Primarily, a total need in land depends on the perspective number of population that determines a need in foodstuff and raw materials and also in territories for people resettlement and recreation zones. Thus, demographical prognosis permits to determine a need in a foodstuff according to scientifically grounded norms of public catering more certain. As for the standards of production needs, export and import of production volume and necessary reserves, their sum will always have an element of assumption.

A need in agricultural production (for feeding, industrial processing, export and reserve funds) is the main factor for determining a number of land resources necessary for agriculture. Distribution of predicted production volumes among the regions and administrative districts is the base for prediction the sizes of agricultural lands in regions and districts. A need in territories for replacing industrial objects of agro-industrial complex, for land-reclamation and water economy purposes, for anti-erosion building and for creating shelterbelts is determined on the base of standards, existing project development and their analogues or on the base of consolidated figures.

Conclusions. Theoretical aspects for market plan development and

features of the study connecting with the service satisfaction for market activities planning under rational land use were examined in this work. The main task of land use in Ukraine and in the world in the whole is fertility increasing and every hectare of land productivity growing as the land is restricted in space and it cannot be enlarged unlike other means of production.

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R'abucha I. Marketing plan development and the stages of its construction under the effective land use. The main stages of market plan development are examined and determined in the article. Their succession in the process of market plan building is proposed. The features concerning the problem of rational and effective land use are taking into consideration.

Рябуха І.С. Розробка маркетингового плану та його етапи побудови при ефективному землекористуванні. В статті розглянуті та визначені основні етапи, запропонована їх послідовність в побудові маркетингового плану та враховані особливості в питанні раціонального та ефективного землекористування.