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## **EFFECTIVENESS OF MARKETING OPERATION AT AN ENTERPRISE**

The instability of the macroeconomic situation and its deterioration, a high level of uncertainty, growing competition, exacerbation of socio-economic problems necessitate sustainable and effective development of enterprises and increase their competitiveness. This situation requires an effective enterprise management system, a special role in which should be given to marketing. In the current market conditions, businesses need more active use of marketing tools and increased effectiveness of marketing operation. Marketing operation and marketing management have become not only a necessity, but also an integral part of economic management in modern conditions, as there is a need for effective organization of an enterprise in a complex and changing market environment.

In the process of managing marketing operation, special attention should be paid to its evaluation. This implies the need for an in-depth and comprehensive study of marketing operation results using appropriate sources of information, as well as analysis of economic indicators of the enterprise activity. The results of such a study will identify the financial and economic situation of the enterprise, assess the state and trends of its development, determine strategic priorities, the effectiveness of marketing operation.

In modern practice, tools for evaluating and analyzing marketing operation are insufficiently developed. In addition, we consider important not only the evaluation of the effectiveness of marketing operation, but also its activity. The activity of marketing operation is a complex characteristic of the enterprise behavior in the market, which reflects the availability and the level of use of marketing tools.

In previous studies, to evaluate the marketing operation of enterprises we have developed a system of parameters for evaluating marketing operation, which consists of four blocks and includes organizational factors, marketing complex, staff and services. We tested this approach at one of the retail enterprises in Kharkiv.

At the first stage of the study, the marketing operation of the enterprise was evaluated, and the problem was identified based on its results. It is recommended to define a problem based on the analysis of estimates of the investigated parameters.

Based on the results of the first stage, we offered practical recommendations for improving the marketing operation of the enterprise. And at the second stage we investigated the actually implemented recommendations and their impact on the enterprise functioning.

One of the marketing functions of is control, according to which the results of marketing operation are monitored and adjustments are made.

Particular attention should be paid to the development of a system of benchmarks for evaluating the implementation of marketing operation control. In order to quantify cost-effectiveness, a comparative method of controlling the implementation of the plan should be used, which consists in comparing planned and actual performance indicators.

Therefore, performance evaluation is a comprehensive study of the results of marketing operation, which should be carried out systematically throughout the marketing cycle and provide reliable, objective information about the received results and their compliance with the planned ones.

During the second stage of studying the marketing operation of the enterprise, we asked the administration to provide the results of economic activity and fill in the control values of the effectiveness of marketing operation implementation according to the proposed methodological approach for marketing operation control. Therefore, based on the results obtained, it can be concluded that the proposed marketing operations and practical recommendations can be considered appropriate, as the conclusion is "Above average". Given that instability is currently observed in all spheres, this result is very high.

Thus, we proved the need to intensify marketing operation in the activities of enterprises, tracking the level of marketing operation activity and adjusting marketing operation depending on changes in the marketing environment and consumer preferences.