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THE PLACE OF MARKETING STRATEGY IN ACTIVITY OF THE ENTERPRISES OF RETAIL TRADE

Global trends in development of globalization processes, growth of rates of development of the national markets, rapid development of Internet trade, strengthening of competition set new tasks for the enterprises of retail trade. Use of instruments of marketing from which it is necessary to distinguish separately marketing strategy as today it defines a vector of activity of the enterprises of retail trade is one of key determinants of the solution of the established problems.

The powerful contribution to a research of a problem of formation of marketing strategy was made by such foreign and domestic scientists, namely I. Ansoff, F. Kotler, M. Mac-Donald, J.J. Lamben and also Kudenko N. V., Reshetnikova I. L., Balabanova L.V. and others. Among scientists meanwhile there is no uniform thought concerning advantages of this or that approach to formation of marketing strategy and as process of development of marketing strategy is creative, marketing specialists of the enterprises of retail trade have to involve the experience and an intuition in this process.

Accurate differentiation between some aspects of strategic management and marketing strategy does not exist. But marketing strategy belongs to studying of needs of consumers, adaptation to them and influence on them for the purpose of achievement of the organizational purposes more [1, p.112].

Considering the multidimensional nature of activity of the enterprises of retail trade, it should be noted that at each enterprise there is a certain list of the interconnected strategy which represent a strategic set of the enterprise, that is the system of strategy of different level and orientation that are accepted by the enterprise on a certain period and consider specifics of its functioning and development. For the purpose of justification of process of formation and the choice of marketing strategy and also its effective realization for the enterprises of retail trade becomes relevant to define the place of marketing strategy in the hierarchical system of strategic management of the enterprise (fig. 1).

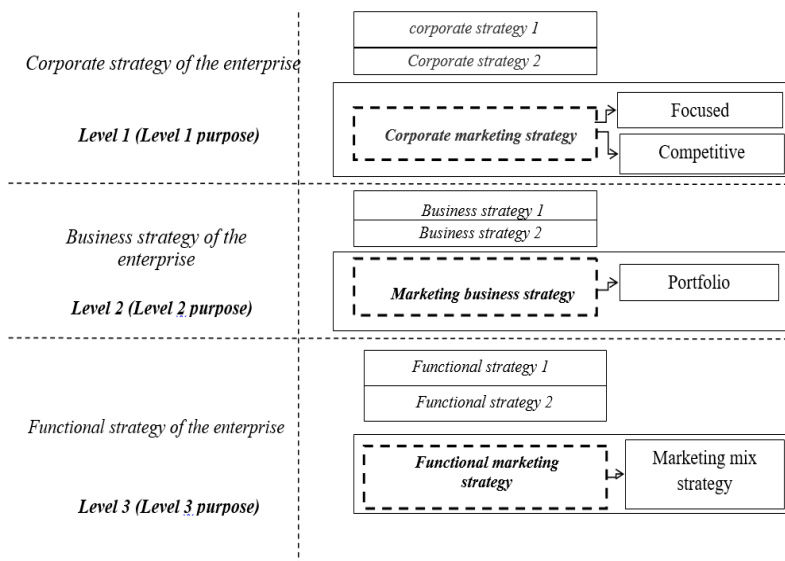


Figure 1 – The place of marketing strategy in the hierarchical system of strategic management of the enterprises of retail trade

It is made by the author on a basis [1,2]

The purpose of figure 1 was in showing that marketing strategy at the enterprises of retail trade is formed and defined at each level of management. We consider, by means of the offered scheme the choice of marketing strategy will be obvious that will allow to develop the faultless development plan and advances of the enterprises of retail trade in the industry.

Corporate marketing strategy consists in development of a mission, the business purposes and values of the company. Such general marketing strategy defines a vector of development of the enterprise of retail trade and its assortment policy, displays the main ambitions in the industry and sets the correct priorities of all marketing activity.

Marketing business strategy defines the nature of interaction of the enterprise of retail trade with the market, establishes priority of distribution of resources and focuses attention on increase in profit. This type of marketing strategy allows to take a broad view of the enterprise of retail trade, to estimate its opportunities and it is correct to distribute limited resources for achievement of the maximum profit.

Functional marketing strategy is developed for each activity of the enterprise of retail trade that is for each brand, group of goods. At the level of separate goods the strategy based on definition of a target segment and positioning of concrete goods in the market with use of different marketing means (the price, communications) are formed.

Thus, the marketing strategy which is present at each level of management of the enterprises of retail trade which choice depends on the established purposes. Note that the special value in hierarchy is occupied by corporate marketing strategy which defines a target vector of development of all enterprise and therefore, depending on that how reasonable and accessible it is, the general level of competitiveness of the enterprise depends.

List of references:

1. Kotler F. Bases of marketing / F. Kotler, G. Armstrong, D. Saunders. – M.: Publishing house «Vilyame», 2002. – 421 p.
2. Strategic marketing [Text]: manual / L.V. Balabanova [and others]; Donetsk National University of Economics and Trade named after Mykhailo Tugan-Baranovsky, Department of marketing management. – Donetsk: DonNUET, 2008. – 551 p.