

I. Kischak

*Doctor of Economic Sciences, Professor,
Dean of the Faculty of Economics,
V.O. Sukhomlynskyi National University of Mykolaiv*

S. Shevchuk

*Candidate of Pedagogical Sciences, Associate Professor,
Professor at the Department of Management
of Foreign Economic Activity,
V.O. Sukhomlynskyi National University of Mykolaiv*

V. Dyomina

*Candidate of Technical Sciences, Associate Professor,
Head of the Department of Management
of Foreign Economic Activity,
V.O. Sukhomlynskyi National University of Mykolaiv*

SWOT-ANALYSIS AS A TOOL FOR DEVELOPMENT OF MARKETING STRATEGY OF COMPANY'S ACCESS TO FOREIGN MARKET

Studies of the development of the company's strategy using SWOT-analysis are widely covered in the works of foreign economists. This method requires specificity and details to develop a marketing strategy for access to foreign market, while most publications provide its general description.

The research aims to study procedures of SWOT-analysis when developing a marketing strategy for access of production and trading company "VELAM" to foreign markets. The article deals with the specifics of application of SWOT-analysis in the development of company's marketing strategies for access to foreign market. Application of the matrix method to determine the interaction of situational factors (internal forces with external opportunities and threats and internal weaknesses with ex-

ternal opportunities and threats) is showed. Alternative strategies within the overall SWOT-matrix are developed; the benefits of selecting strategic alternatives are calculated.

The study proposes marketing strategies to ensure competitive advantages of Manufacturing and Trading Company "VELAM" in entering the Russian geo-textile market. In MTC "VELAM" there are opportunities to reduce costs through vertical integration strategy, establishing close business relationships with suppliers, which makes it possible to reduce the cost of raw materials.

The strategy of differentiation is required to be unique in what the consumers find valuable. By studying demands of consumers of geo-textile products, MTC "VELAM" will manage the bonus price

by selling more goods and providing greater customer loyalty.

Market analysis showed that segments within the industry are not homogeneous. Thus, MTC “VELAM” can choose the most profitable segment, concentrating work within its limits. According to a preliminary analysis of the Russian geo-textile market, the above re-

quirements are met by the segment of highway construction.

MTC “VELAM” is a new foreign supplier to the Russian geo-textile market, focused on rapid growth. It is difficult to make offensive actions, as they require special attention and largely depend on changes in market conditions. Therefore, it should be the subject for further review.