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STRATEGIC PLANNING OF BUSINESS MARKETING ACTIVITY USING PRIORITIES FOR REGIONAL DEVELOPMENT OF OVERALL POTENTIAL

Strategic plan allows planning adaptive process with regard to tomorrow and as a result there is a constant adjustment of administrative decisions, constant monitoring of their implementation. Effective strategic planning requires full understanding of the future condition of the region, clear image of the possible prospects.

The aim of the study is to analyze the strategic marketing planning of effective management of strategic competitiveness of the region and types of marketing plans developed as well as to propose measures for their improvement.

Methods for strategic planning in the region need to be chosen and developed on the basis of pragmatic selection of elements of different concepts and methods of their synthesis and to provide the necessary flexibility relative discretion in the choice of instruments and mechanisms of implementation of strategies in specific socio-economic conditions of life of the local community.

The article deals with the strategic marketing planning of effective management of strategic competitiveness of the region. The

author shows the steps of the process of effective strategic planning for the region, with their formation directed to solution of the national and internal socio-economic and environmental problems. Strategic directions for improving the efficiency of resource potential include structural reforms and institutional changes, creating a favorable investment and innovative climate in the region, greening and energy saving. The article reveals a number of features that currently affect every region to build their ways of achieving a high level of strategic competitiveness on the basis of inputs and factors of the new economy. The author specifies the basic stages of development of the strategy for effective management of the development of strategic competitiveness in finding new ways of research and development strategy.

The choice of competitive strategy to effectively manage the strategic competitiveness of the region is a search for key strategic competitive advantages of the region on the basis of competitive research of reserves in different directions of regional activity. In fact, to build a

competitive strategy in the region means to create competitive advantage and provide choice of activities other than competition, which is the main objective of the strategic management of regional competitiveness.

Thus, a systematic approach to developing strategies of effective

management of strategic competitiveness of the region involves the need to form an appropriate system as a tool for implementation of the chosen strategy. Only the system can solve the problem of the concept of effective management of increasing strategic competitiveness of the region.