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CONCEPT OF FORMATION OF MARKETING STRATEGY OF ENTERPRISE DEVELOPMENT

The article states that marketing strategy takes priority status in the system of enterprise strategies. Marketing as a system ensures the implementation of corporate-wide strategy. Marketing as a management subsystem focuses on ensuring the implementation of marketing purposes of higher order. Marketing is only a single control element in management system. Overall control system includes corporate executives, business leaders, heads of strategic business units and other functional managers. The main function of the control system is development and implementation of a marketing strategy that ensures the development of companies. Development of control system on the basis of marketing is grounded on general provisions: information from the environment, perceived by control subsystem, and processed in a control action is transferred to the object of marketing management. The core management principles for the development of enterprise marketing orientation are a strategic asset of the company in the context of developing a marketing strategy of management decisions. Specification of the use of management tools is examined according to management levels:

strategic, tactical, and operational. They determine the way the system implements the existing marketing strategy. At this stage, comparing actual performance achieved with key performance indicators of strategy is particularly important. Comparison of parameters forms the continuous feedback between the input and output marketing system.

The features of the formation of the marketing strategy of the company are: focus on social goals and their formation in accordance with the interests of all stakeholders in the scientific literature is mostly indicative, while the proposed approach serves as its necessary prerequisite; increasing requirements for the formation of information and analytical base of the enterprise; transformation of competitive advantage in the chain: temporary - dynamic - resistant due to the formation of unique combinations of resources and competences; separation of phase of strategic compliance, the main task of which is to respect the balance of production capacity, resource base and market conditions; the need to form a strategic asset of enterprise and to focus on catalyzing marketing potential; structuring

of management tasks for corporate, functional and instrumental marketing levels; implementation of the program of marketing activities through the transformation of management relations from exclusively institutional (functional and hierarchical) to design and net-working. The main requirements for the formation of a marketing strategy are considered to be the following: feasibility; consistency; compatibility with the environment; justified risk; focus on the formation of a sustainable competitive advantage.