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FEATURES OF FORMATION OF MARKETING STRATEGY OF BUSINESS ENTITIES OF VARIUS FORMS OF ECONOMIC MANAGEMENT

This article explores the features of formation of a marketing strategy considering the overall strategy and objectives of the enterprise, especially the economic and social aspects of development.

Substantiated ways of formation of marketing strategies allow considering it as a basic part of business planning. It is proposed to consider key priorities of alternative choices during the development of marketing strategies.

Marketing strategies of agricultural enterprises primarily should be focused on competitive making products and customer orientation. Process of forming of marketing strategy permeates all business activities, providing efficient movement of agricultural products from producer to consumer. Marketing methods allow determining the real cost of production and interaction of participants of agricultural market, given the key priorities of the region and the country.

During its development any organizational formation can not thoughtlessly treat its property and financial resources, ensuring long-term program of action. Absence of own goals of enterprise's activity is unacceptable, however overall enterprise strategy is wider than the basic and other strategies. The condition of the industry and position of enterprise on the market are quite important. They can often play a decisive role in choosing right strategy, but it is necessary to remember about the size and objectives of enterprises, which make selection of strategy unique and outline its potential. Therefore, their number determines the number of strategies.

The article aims to study the characteristics of formation of marketing strategies of business entities of various forms in Khmelnitsky region and identify key priorities of alternative strategic choices.