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THE MAIN STAGES OF BUILDING A MARKETING STRATEGY OF AN INDUSTRIAL ENTERPRISE

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Резюме – основной целью данной работы является рассмотрение основных этапов маркетинговой стратегии промышленного предприятия на основе основных различий между рынками B2C и B2B.

Resume – the main aim of this work is to consider the main stages of the marketing strategy of an industrial enterprise based on the main differences between the B2C and B2B markets.

Introduction. Industrial marketing is aimed at expanding business, increasing sales, reducing risks when choosing partners, building a base of loyal customers, acquiring stable partnerships with partners and suppliers. The difficulty of promoting goods and services in the B2B market lies in the fact that customers are not individuals, but enterprises. Therefore, when developing a long-term marketing plan, it is necessary to take into account the number of such potential buyers in the market and how often they make purchases.

The main part. Working with a marketing strategy can be divided into the following main stages:

1. Market research. At this stage, it is important to understand who is a potential consumer, how many of them, how to communicate with them. Market analysis and segmentation is the first and important stage in strategy development. Find out the demand, study the offers, make a list of competitors. To do this, companies conduct various marketing research and build further work on the basis of the results obtained.

2. Positioning of the product and the company in the market. It is not enough to declare the quality of the goods and provide a favorable price. Consumers in the industrial market are primarily interested in the quality of the goods, the terms of delivery, and then the price. It is necessary to know ways to attract and retain such customers. In an area where customers are distinguished by a high level of

competence, every little thing is important. Therefore, proper positioning is the basis for successful promotion in the market.

3. Development of marketing policy elements. Building long-term relationships with industrial customers requires the preparation of separate marketing strategies for each buyer. It is necessary to carefully consider product, service and sales policies, pricing policies, and develop a communication strategy [1].

A strategy is a multi-level instruction with the direction in which direction to move. To implement it, we need a plan with specific steps, deadlines and expected results [2].

The development of a marketing strategy is a constant continuous process that includes many stages.

Conclusion. The marketing strategy is an integral part of the overall strategy of the company, corresponding to its global goals. Marketing strategy allows you to achieve great results in the b2b market.

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E-COMMERCE AND MODERN TRENDS OF ITS DEVELOPMENT

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Резюме – данная статья раскрывает принципы интернет-торговли, ее плюсы и минусы, а также описывает инструменты, посредством которых осуществляется процесс купли-продажи товаров и услуг.

Resume – This article reveals the principles of online commerce, its pros and cons, and also describes the tools through which the process of buying and selling goods and services is carried out.

Introduction. Nowadays Internet commerce, which involves the sale of goods or services via the Internet, is gaining great popularity. E-commerce refers to any form of business transactions in which the interaction of the parties is carried out electronically instead of physical exchange or direct physical contact and as a result of which the right of ownership or the right to use goods or services is transferred from one person to another [3]. Trade can be carried out in a variety of areas, for example, the sale of clothing, cosmetics, food, furniture, household appliances and others. This is a rather complicated process as it involves many