

them through research. For Brand Leaders typical pretty active and costly communication, which is based on a permanent or regular basis.

Each brand has its own leader consumer audience. It consists of at least three groups.

- ✓ The first group - loyal consumers.
- ✓ The second group - consumers who in one way or another alternate use of the brand and its competitors.
- ✓ The third group - consumers who use the brand, preferring while other brands.

Brands leaders through research and other methods seek to promptly identify barriers that have arisen between them and the consumer. The barrier - is always some discrepancy, sometimes - the conflict between the firm and the consumer. The main objective of the company to organize communication, correct product, service so as to overcome existing barriers.

In a competitive even in the well-known enterprises there quite a challenge: how to keep its market position and maintain efficiency.

Of course leadership organizations carried out a series of measures to increase market share, to reduce costs for the implementation of price competition and many others. But often this is not enough to survive.

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MARKETING STRATEGY OF ENTERPRISES IN MODERN ECONOMIC CONDITIONS

Key words: marketing strategy, management, marketing structure, direction, enterprises

In modern conditions acquires special relevance management of enterprise-based marketing, which plays a central, coordinating role in the complex interrelated processes of production and sales. It should pay attention to the basic tools of strategic marketing, analysis of consumer needs, market segmentation, situational analysis, marketing objectives and marketing strategy. One of the most important instruments and concluding strategic marketing is marketing strategies, as they are the result of the application of strategic marketing company and is the basis for successful activity of any entity. There are many definitions of marketing strategy: Specifically, EP Golubkov says that "marketing strategy - main direction of marketing activities, moving in which strategic economic unit of trying to achieve their marketing goals."

J. Evans, B. Berman marketing strategy meant by "activity that defines how to apply marketing structure to attract and satisfy target markets."

English scientist D. Dzhobber consider marketing strategy as "commercial logic of business." He believes that "the marketing strategy should identify competitive

advantages or the exclusive competence of the company."

According to Charles Hill, G. Jones' marketing strategy is to create value, focusing on the needs of consumers. The authors argue that "marketing strategy (strategy marketing and sales) related to the company's position regarding product development, pricing, promotion, advertising and distribution."

The most commonly cited definition of marketing strategy Bahiyev G. V. Tarasevich, J. Ann. They note that "marketing strategy - a general program of activities in the target markets, which includes the main directions of the company and the marketing tools of the marketing mix (4R)."

Analyzing the selection and use various strategies to individual enterprises, we can say it is a large number of marketing strategies. Despite the fact that the basic purpose of the operation of all producers in the same market - making profit, there is no unified marketing strategy for achieving this goal, which could be applied to absolutely all companies. Therefore, each entity for the success of the activity selects the most appropriate for a marketing strategy.

In modern marketing theory, there are different classifications of marketing strategies. However, the most common one is the classification that brings NV Butenko:

1. Global marketing strategies - strategies that define fundamental decisions about choosing the direction of enterprises.
2. Basic strategies based on the specific competitive advantages of the company.
3. Growth Strategy determine the direction of extension of enterprise.
4. Depending on the method of selection of the target market - strategies to determine which products and which market segments will produce the company.
5. Depending on the degree of market segmentation - the strategy of choice set of marketing tools for specific customer segments. "

However, the main purpose of a marketing strategy is to mutually agree on company marketing objectives of its capabilities, the requirements of consumers use the weak position of competitors and their competitive advantages.

So, the company to ensure its efficiency is important to know what are the possibilities of internal environment and external threats, to be able to select target markets, develop effective marketing mix and successfully manage the implementation of marketing efforts. It is therefore important to choose the right marketing strategy to meet the needs of consumers and to obtain advantages over competitors by means of special market measures.

Based primarily on the use of their own potential.

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FEATURES OF CONSUMER BEHAVIOR IN BUYING HOME FURNITURE

Key words: consumer behavior, furniture retail market, competitive environment analysis