

standards.

The rules and procedures of public policy concerning the definition of social standards, should be transparent and stable. Social policy must be realized in that way that citizens have a responsibility for benefits they have. Must be interested in improving their well-being through their work. In this context, is advisable to pay attention to research of social marketing "market", specifics of the social "product", social environment, and also creating and providing a work of social marketing informational system, that would become basis for the assessing and of the state of social market and forecasting of development. As a result the main duty of the state is to create an effective satisfaction of people needs. That is why social marketing should act as one of the most important mechanisms for regulation of social relations in society.

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DEVELOPMENT OF A NEW MARKETING STRATEGY FOR ALROSA

Key words: marketing, marketing strategy

During the past few years, the majority of Russian companies suffer great losses. It makes the subject of the article especially relevant because the right choice of marketing strategy can play a huge role for the company. There are many different basic classifications of marketing strategies developed by well-known economists and marketing experts, that help doing business in the modern business environment. Surely, there is no universal strategy for all times, and that is a reason we should pay attention for this topic. As the primary goal, we can identify the development of a marketing strategy and set of activities for a successful operation and doing business in such unstable conditions, which are currently on the domestic and world markets.

A scientific study has been realized on the base of the ALROSA company, the unique diamond enterprise of Russia. The practical significance is marketing research of some monopolistic organizations for development of further measures, which will improve its positions on the world market. The proposed recommendations are based on experience of the most successful companies in the world.

This choice is due to the fact that Russia occupies a leading position in the world in diamond production, the industry interested me more than others.

Analysis of competitors demonstrate the fact that Russian market practically doesn't have any rivals for ALROSA. The only competitor on the world market is

De Beers enterprise [1]. According to the official website of the company, production of "ALROSA" reaches virtually 100% of all diamonds extracted in Russia and almost 20% of world production. Moreover, the company is provided a mineral resource base for the next 30 years [2].

Years of acting De Beers on the diamond market prove the effectiveness of their strategy. Using benchmarking, we can make changes in the marketing activities of ALROSA, based on successful De Beers' experiences. These include the production of goods under its own name, the artificial creation of demand and consumer expectations [3,4]. The first way will help to reduce costs. Due to the second, the company will be able to control the amount of rough diamonds on the market. In addition, you can reduce costs by decreasing production volumes. The SWOT analysis showed it is possible [5].

Moreover, it is necessary to develop a sustainable development strategy for the company. The main directions of development in this area – environmental and social sphere [6]. The company ALROSA strictly observes the laws on the protection of the environment and invests to improve the situation. For their employees the company is building a small city; however, it should pay more attention to this point. Also, the number of accidents in production increase. It shows a lack of control of security measures.

The final results of the research and evaluation data allow us to judge the impact of marketing innovations. In conclusion, we can say that ALROSA is able to take the place of a world leader, taking into account all external factors and aforementioned measures.

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