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DIRECT MARKETING FOR THE CONSTRUCTION PRODUCTS

The topic of my diploma is “Perfection of marketing activity of the enterprise Ltd. DiIF in the market of additives for reinforcing concrete.

Before to choose a topic, of course, we have to analyze the current situation within the enterprise and the construction market in the whole.

The research revealed a number of problems: from the basic problem of the market (it's no secret that in today's construction economy business is scarce, competition is intense, and resources are lean), till the main problems within the organization: (there are, but there is no policy of sales).

Now there not only Ltd. DiIF in such situation, but also the majority of Ukrainian enterprises engaged in production and sales of construction products too. One of the main tasks of each of them is to increase the number of orders for building products and increase sales (or at least preserve them at the previous level).

In this article we propose to consider one of the possible tools of the sales stimulation - direct marketing.

Direct marketing is usually regarded as a form of retail sales at home. However, this is a very narrow interpretation of the concept. Direct marketing is a set of activities when the seller has direct contact with the buyer to provide sales promotion. In this meaning, the bulk of sales of construction products are through the direct marketing, including strategy and tactics of direct advertising.

The success of direct marketing is due to several factors:

- A market segment selection makes it easier to set a target audience;
- Visual representation of the goods and personal acquaintance of potential buyers increases sales;
- Offers to buy are sent to a targeted and faster results achieved;
- Used means of communication are based mainly on audio and visual communication of the seller and buyer;
- Measurement and analyzing of the results, that become possible because of the possibility to the reaction of buyers;

- Organization and planning of moving goods on the market to suit the specific needs of each customer.

So, with proper understanding and using direct marketing for the sale of goods for construction, can significantly increase the number of orders, which is the efficient solution of the problem set to the marketer previously.