

Nikitina V.
O.I. Yashkina, research supervisor
Odessa State Economic University

INNOVATION MARKETING IN ECOLOGICAL MARKET CONSIDERING AN EXAMPLE OF “ALYUS” LLC

Nowadays mankind started thinking of further development priorities. Increase of industrial production growth rate is accompanied, as well, by increase of hazardous substances emissions and growth of waste generation capacities. Today, general amount of waste accumulation on the territory of Ukraine makes 20 billion ton, and land area occupied by wastes makes more than 130 thousand ton. These factors force to consider environmental protection as one of the main directions of public policy. At the same time, utilization of harmful emissions has to be considered not only as an aspect of decrease of harmful influence on environment, but as well as a source of additional economic profit. With such approach to the waste products utilization problem only, it is possible to involve the greatest number of entrepreneurs, who wish to show themselves in one or another area of waste products treatment.

Limited Liability Company “ALYUS” has worked out their own project of solid organic and solid domestic waste products utilization, which was realized in the form of waste products processing unit, with processing in different fractions in the form of new plant of module structure with waste products processing capacity of one module of 20 ton a day. Therefore the Patent of Ukraine # 42377 as of 25.06.2009 has been granted to the company.

Original method of SDW utilization with production of manufactured energy carriers has been developed unsolicited by a group of specialists in accordance with national programs of environmental safety support of Ukraine and with National energetic program of Ukraine up to 2010 with its possible adaptation in each country of the world. In addition, this invention is a novelty and has no analogues neither on domestic, nor in international market.

Implementation of suggested project is economically beneficial, because by its means it is possible to solve many problems: first of all, city dumps, which pollute ground waters, rivers and lakes, will be taken away, waste products, difficult to decay in natural conditions – polymers and rubber, will be destroyed; secondly, out of useless waste products we can obtain energy supply, liquid,

gaseous and solid fuel, which are necessary for civilized life support of mankind.

Despite this invention is extremely essential for our society, it has been nearly half a year of all negotiations being held on the territory of Ukraine which did not bring considerable success. One of the main reasons of this problem is absence of marketing policy in the company. Director and workers of the company have been repeatedly participating in conferences on ecological problems in Ukraine; have been taking part in different tenders and applied for capital investment for this ecological project. However, all these attempts were not successful. That is why the main task on this stage is the most efficient usage of marketing complex for specific good.

Today the company conducts a marketing survey of ecological technologies market in order to identify society needs and adapt to them. In addition, they have developed corporate identity (logo, business cards, Internet-page). Moreover, they conduct targeted mailing of feasibility study to different international companies. It has already led to signing of Cooperation Agreement with a big company in South Korea, and as well they hold negotiations with a trust in Israel.

Thereby, first results on the way to international development of the project were achieved using marketing means. The next marketing step for the company is to participate in International Exhibition of Ecological Technologies in Leipzig, Germany. It will give a possibility of significant growth of popularity of the company and its invention and, undoubtedly, will attract new investors.

Application of proper marketing tools is very important on the stage of development of this company, and usage of innovation marketing as relatively new marketing type can precipitate company development and lead it to international market of ecological technologies in an appropriate manner.