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THE ROLE OF MARKETING DEPARTMENT IN THE INCREASE OF ENTERPRISE EFFICIENCY

Today marketing has become an integral part of modern business and represents the process of management and embodiment of a project, pricing, promotion, and implementation of ideas, sale of goods and services through the process of exchange to satisfy the needs of a person, and organization. That is why the necessity of implementation of the qualitatively new approach to production management, both commodity marketing and service selling namely, the creation of marketing departments has become a pressing necessity at each enterprise all over the world.

The partnership 'Ukrmetalservice' in Dnipropetrovs'k is the dealer and functional representative of the firm 'Rogneda' of Moscow. It can serve as a model for the realization of marketing activities aimed at successful functioning of the enterprise on the market. The partnership 'Ukrmetalservice' sells two basic types of products: the items of metallurgical branch (electrode, wire, grid, etc.) and materials for packing (films, adhesive tape, sticky solutions).

Marketing organization at the enterprise includes the place setting for marketing structures in the partnership as a whole and organization of marketing structures at the enterprise itself.

All departments of the service can be set up differently but the feature they have in common is that they are based on a commercial approach. At the same time these departments can be transformed into the elements of technical sphere at such enterprises as 'Ukrmetalservice' selling specific items.

'Ukrmetalservice' employs the functional organization of marketing service ensuring the responsibility of each person or a group for the performance of every functional task.

To ensure the process of implementing marketing plans and the efficiency of sales promotion the enterprise takes measures involving physical moving and distribution of mass of commodities on market area getting the goods to the customer, and organization of their efficient utilization.

It should be taken into account that sale is one of the main elements of marketing that follows the identification of consumer's needs, product development, and charging the correct price, organization of the system of their efficient stimulation.

In order to sell the most part of items continuous boosting of trade is required. The study of basic forms and sales methods is directed on the development of the promising means of moving the goods from the producer to consumer and organization of retailing on the basis of detailed analysis and estimation of the efficiency of distribution channels and sales methods used.

The basic criteria of the choice of the sales channels are: the speed of product movement, the level of turnover costs and the sales volume.

'Ukrmetalservice' offers a large assortment of goods, it is engaged in the delivery of products. Advance booking and further delivery to the ultimate consumer will also be possible in future.

Public relations involve the activity aimed at the formation of the positive image of the enterprise, liberal attitude of consumers to its product. For stimulation and promotion of products the enterprise uses advertising. The billboards, mass-media, the price-lists dispatch by mail are used in order to spread information.

At present 'Ukrmetalservice' widely uses advertising in mass-media as it is the most traditional and effective way to attract the clients. The printed editions are divided into national and local, as well as specialized and nonspecialized. The enterprise uses all kinds of the editions, but as production of the enterprise is specific and is not designed for a wide audience, most effective is the advertising in specialized and trade papers.

Thus, the functioning of marketing department in 'Ukrmetalservice' is aimed at improvement of the activity of the enterprise, acceleration of products selling and occupancy of new market segments.