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STEPS OF THE DEVELOPMENT OF THE MARKETING STRATEGY OF THE ENTERING NEW MARKETS MARKETING STRATEGY OF THE OJSC “ORDJENIKIDZE KHARKIV TRANSPORT PLANT”

Peculiarity of the international marketing research is in performing is large extent by various spheres and particular technical difficulties concerning gathering of information. Marketing research of the OJSC “KTP” activity is to be made in the following stages:

1) Analysis of the marketing environment of the direct and indirect influence according to the external environment factors.

2) Market segmentation. Due to segmentation the enterprise divides the market into separate segments characterized by the specific behavior to the actions of marketing nature. There are such methods of segmentation as: benefit segmentation which is based on the difference in the value system of consumers and grounded on the construction of the customer behavior model; creating of the segmentation chain is based on the using of combination of different segmentation characteristics; multi-dimensional classification segmentation makes it possible to divide consumers into typological groups according to the consumer behavior characteristics; clustering-based segmentation is a successful dividing of objects into groups by the most significant segmentation characteristics; functional maps segmentation is a method based on the peculiar double segmentation. It is reasonable for the OJSC “KTP” to use the method of clustering-based segmentation as this method can satisfy customer needs at most as well as rationalize enterprise expenses for the production development, release and realization of goods, and can provide it with decreased competition.

3) Once segmentation is made it is necessary to develop an appropriate marketing strategy depending on the type of the market – whether it is mass or segmented. Undifferentiated marketing segmentation occurs when the enterprise having entered the mass market is oriented to the wide circle of costumers and develops a single general marketing program; concentrated marketing strategy – when using this strategy it is necessary to select one or more segments and entering into them; differentiated marketing strategy – when it is used in the market with a

multiple segmentation it is necessary to select many segments with a large amount of various goods to service it. It is reasonable for the OJSC “KTP” to use the concentrated marketing strategy as it gets in line with capacities of the enterprise and allows taking more than one market.

4) Positioning is a providing the goods with an acceptable place at the market as well as in the minds of potential customers through the marketing. There are two positioning strategies: offensive strategy which is connected with the product assortment management; defensive strategy – it is when the varieties of goods positioned as expensive and of high quality are protected from the price competition by cheap goods intended for the customers. It is reasonable for the OJSC “KTP” and similar enterprises to perform the offensive strategy which is connected with the intention to achieve technical and market leadership through production and introduction of new goods as well as respond and conform quickly to the new technological capabilities.

5) For enterprise’s entering the international markets it is necessary to consider the factors and methods of the entrance the external markets which depends on the development of the product introduced on the market as well as maturing and researching of the market. The main factors affecting on the variant choice of the way of the entrance to the external markets are: output speed to the direct and indirect payout; flexibility and possibility of the record keeping in the activities at the market of state legislation; level of the possible business risk; return on investment period. There are direct and indirect exports. It is a direct export when the enterprise manages the export function by itself without transferring it to somebody else. An indirect export is when the enterprise sells products to the domestic dealers who find external markets for realization of goods. It is reasonable for the OJSC “KTP” to use direct export as for this type of export less amount of investments are required and the enterprise runs the less risk.

The content of the mixed marketing for a certain foreign market is determined next.

References:

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