

Samsonov A.
K. Nazarenko, research supervisor
O. Glinska, language adviser
Alfred Nobel University Dnepropetrovsk

MARKETING AS BUSINESS PHILOSOPHY AIMED AT MEETING CONSUMER'S NEEDS

In today's world there are no particular problems with the manufacturing of products of any complexity and even with the supply of refined and intellectual services. In fact, most businesses today face the only problem - where and how to sell products. Among the concepts that became the basis of the modern business, marketing occupies a special place. Most parts of the world, North and South America, North and South Africa, Western Europe, Southeast Asia, have well developed marketing systems.

Marketing is philosophy of the successful entrepreneurship and basic business management functioning that involves the abandonment of traditional management approaches. Having understood and well mastered the marketing principles, you can learn to make decisions about the properties of a successful product and develop effective marketing strategies, including communicative programs with the target buyer audience and other important types of audience that will help to achieve the goals. Marketing is the most important part of any company success; it doesn't matter, if it is large or small, commercial or nonprofit, national or international. The activity of such prominent companies as McDonald's, Sony, IBM, is based on the marketing principles use.

With the advent of competitors, who produce the same products with the same parameters, enterprises begin to compete fighting for the market share. The company is looking for opportunities to find out and defend the distinguishes of its goods from the competitor's goods on the market. Here and start thinking of marketing categories.

In Ukraine marketing forms of management have not had proper development until recently. The main reason for this is the command-administrative system that fettered the initiative of enterprises, not allowing them to act independently, using market research and consumer demand.

All these factors narrowed marketing very much, not allowing the innovative

methods to penetrate into the production process. But today the formation of a market economy in Ukraine requires using marketing techniques in the business because there is no need to prove that if the company manufactures goods only for production, it will inevitably lead to its bankruptcy. Renewal of trade relations and activation private sector of the economy, democratization of economic life in general, of course, require the introduction of innovative marketing strategies.

In fact, the consumer is a key element of marketing and in order to satisfy the moral and physical needs of people in marketing some of the following concepts have been developed:

- to produce what the consumers want to buy rather than what we can or we want to produce;
- to account the consumer's needs;
- to find out the buyer's regularly needs and desires, using marketing researches;
- to organize and coordinate the company activities to meet the identified consumer's needs and desires.

As markets change in response to shifting consumer demand, many businesses find they need to reposition their products. This usually involves changing the target market, the features of the product or the image of the product which enables consumers to distinguish it from others.