

The increase in the rate of economic profit from the above relationship is achieved by reducing the cost of capital, operating costs, getting rid of unproductive assets.

In the fourth stage we solve the problem of identifying and analyzing the factors that influence on the PP evaluation criterion behavior. Identified set is broken into two groups: environmental factors (financial environment, the competitive environment, well-known enterprises and demographic factors) and internal (production potential, financial opportunities and market potential). Control evaluation and influence power on identified factors on conducting an evaluation criterion CPP is based on the Delphi method [1]. The greatest influence on the criterion for evaluating the commodity policy effectiveness behavior exert market restrictions, cost structure and pricing policy. To reduce the negative impact of these factors is necessary to develop a program of internal control.

In the fifth stage, economic evaluation of PP implementation of the proposed measures is carried out. As a basic tool for the effectiveness evaluation of the proposed solutions is using the parametric dependence of the possible financial result of invest in a draft changes, ie marginal cost [2].

In the sixth stage, the control over the proposed activities implementation is carried out.

Thus, the proposed method, in essence, is a system model of sequential transformation of the original data in the process of product policy build-up of industrial enterprises, including financial indicators of business. Its implementation can improve the quality of management decisions in the process of product policy build-up of the enterprise, reduce time to production decisions and to ensure the long-term increase in economic value added (EVA). The presence of the feedback relation between the different stages of the product policy formation allows to implement quickly corrective action as in the product policy development, and in its implementation.

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## **MARKET IMPACT ON BUSINESS ENTERPRISE ACTIVITY**

The entrepreneurship and various forms of business property to respond quickly to market conditions and thus confer market economy the necessary flexibility is particularly important in the present circumstances, when there is rapid individualization and consumer demand differentiation, the scientific and technical progress acceleration, the range of goods and services expansion.

However, some state enterprises discrepancy to the current market requirements has a negative impact on the economy as a whole [1]. Coping with increased enterprises business activity requires the development the new management methods of their business activities; more efficient use of marketing tools. The marketing approach implementation to business process and business impact of marketing tools on their business activity is confirmed to determine the sustainable development and increase the economic entity competitiveness.

The purpose of the article is to study the influence of the marketing theoretical foundations on the business activity of the enterprises, as well as the measure of efficiency designation for assessing the such exposure impact.

Market impact is identified with the marketing management, however, it appears that equate of these concepts is improper.

We are interested in the marketing impact on the company, which is a complex of factors that impact on the business activities of an economic entity through its marketing development and relations with the customers and are based on such economic categories as "influence", "influence Philosophy", "influence capital", which is actually manifested through tools of information policy and the global informatization strategies. The cumulative total potential of all marketing influence system components, each element of which can be expressed either in quantitative or in qualitative form, is the impact capital [2].

As the management science and art, marketing impact is based on the theoretical positions of general management, among which the defining are laws and dynamic systems patterns, principles, functions, forms and methods of purposeful human activity in the management of these systems [3]. In turn, the function of marketing management boils down to planning, regulation and coordination of all the goals and objectives [4].

According to a first aspect of the marketing impact on business activities - marketing - is a component of the management process, which is organizational structure and performs some of the functions associated with product sales. The second aspect suggests that the marketing impact is a system with the basis for enterprise management as a whole. Second approach is the most acceptable for the enterprises, which is able to take into account the specific characteristics of the business because it encourages economic entity to market needs, thus forming a development strategy and defining the extent of business activity. The reverse situation, characterized by untimely identifying consumer preferences, is the main cause unnecessary costs and excessive marketing efforts in the sale of unnecessary goods. As a result, a lot of money is spent on advertising and marketing.

Marketing impact on business activity of enterprise includes: the development of activities aimed at increasing the production volume (of services, works) while reducing costs and saving resources consumed. The decrease in costs should not affect the quality of the products, because it can lead to the opposite result: the products of poor quality will not be in demand and amount of sales will decline.

In the organizational aspect of the marketing impact on business activity provides for coordinated actions that achieve a common goal or set of goals of the enterprise.

A special department should exist for coordination. It implements the control function, most often such department is the marketing department.

The effectiveness of the marketing research companies can usefully be measured as the difference between the following parameters at constant conditions of the company before and after the impact of marketing: the growth of profits (as a whole, per unit area and per unit of commodity output) of each species; increase (decrease) the profitability of the whole enterprise, and for certain types of products; real increase in the value of products.

An important factor in improving the marketing impact on business activity is the implementation of effective business marketing information system that will provide a continuous process of finding ways to improve the activity of the enterprise through research, monitoring, information processing, analysis and forecasting of marketing information flows, based on what management can make management decisions that will be able to provide reliable competitive advantage in the market.

Summarizing the study, it should be noted that the impact of marketing on the business activity of business entities is a system of work organization in which production decisions are taken after a special study of the requirements of the market that allows you to develop goals, strategies, tactics and behavior of enterprises in the market, their commodity, price, marketing, communication strategy. Using marketing exposure allows economic entities to better adapt to the changes of internal and external environment and ensure its strategic development. Because of the marketing's impact the targeting of business activity of enterprises in different business forms is changing especially active actions associated with a reduction of their negative impacts or warning come to the replacement of the passive response to market factors. Getting the desired results is possible with effective planning and implementation of marketing activities, which is responsible for organizing marketing service.

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### **MARKETING WITH NATIONAL ELEMENTS FOR CREATING A «BREAKTHROUGH PRODUCTS»**

It is known that Ukraine is going through a difficult period of time. As a result of the revolutions in the years 2013-2014, the Ukrainians have changed the awareness