SECTION 4.
MARKETING AND LOGISTICS ACTIVITIES

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TENDENCIES IN MANAGEMENT OF THE MARKETING ACTIVITIES OF ENTERPRISES UNDER THE CONDITIONS OF COMPETITIVE CHANGES

Normal activity at the current stage of development definition of any enterprise is inseparable from marketing means own positioning on the market, analysis of opportunities, study market environment, definition of development strategy. So, marketing activity is a recognized sign of successful modern business management.

In modern conditions, competition between manufacturers grows and acquires new characteristics which must be taken into account in the implementation process marketing activity. The possibility of quick who distributes and ensures access to live to information about products, changes production technologies, consumer characteristics ristics - acquire special importance for enterprises and cause a change in forms and marketing management methods by enterprises that need remote of research. Marketing activity undergoes changes and needs there are applications of concept management tools taking into account the conditions in terms of practice and trance formation of conceptual provisions that will require there are active researches in modern conditions.

In the process of managing market activity with the main emphasis research is taking into account requirements and needs the market, as well as the activities of competitors in this regard directly The essence of marketing management is in order to find the optimal number of customers necessary for the realization of all the volume of products produced by the company at that moment.

Process management of marketing activities is concerned not only with the study of demand, but also with it formation that will ensure advantages over competitors, obtaining which requires the activation of innovative activities. That's it a comprehensive vision of the meaning of the concept of "management of marketing activities" allows outline the key areas of the company's activity that need improvement in the process of changing the concept of marketing activity.

The combination of competitive advantage management processes with resource opportunities by means of coordination and concentration of its marketing activities will allow to carry out an effective exercise use of marketing tools, which will provide opportunities to achieve and strengthen strategically formed competitive advantages, as well as acquire a number of differences:
– establishing long-term relationships between elements and tools chosen strategy;
– increasing the effectiveness of forecasting the consequences of the introduction of non-linear innovations characteristic of modern markets;
– formation of long-term relationships with consumers, market subjects;
– clear definition of performance criteria;
– implementation of control and adjustment strategic measures under the condition of detection inconsistencies with their potential enterprises;
– involving employees of enterprises to implementation of strategic tasks and further distribution of responsibilities, formation of necessary competencies and appropriate motivation;
– formation of the reverse mechanism connection between changes in the external environment and adjusting strategic and tactical measures within the chosen strategy [1].

The modern system of views on management involves rational organization of production, cost reduction, development of specialization, i.e. influence on internal factors of production. The problem of flexibility and adaptability to constant changes in the external environment, the use of a situational approach to management, recognition of the social responsibility of management both to society in general and to the employees of the organization comes first [2].

In today's conditions, every business must be efficient manage their strategic activities. In particular, it is necessary analyze market opportunities, select target markets, develop effective marketing mix and successfully manage implementation marketing activities. So, the marketing tool is strategic management is a set of basic decisions aimed at achieving goals enterprise, taking into account its own capabilities, as well as factors external environment. This is an effective marketing strategy that can help businesses function in an adverse external environment.

For unstable of market conditions, the enterprise should conduct regular monitoring as external and internal environment for timely response to the changes taking place.

Therefore, ensuring the competitive advantages of enterprises is a process, which causes certain countermeasures and requires a clear management system. The main aspect achievement of the competitiveness of enterprises stands for the implementation of marketing of strategies taking into account all risks and threats.

References: