

**Mariia Bahorka, Doctor of Economics,  
Professor of Marketing Department**  
*Dnipro State Agrarian and Economic University  
Dnipro, Ukraine*

**Nataliya Yurchenko, Candidate of Economic Sciences,  
Associate Professor of Marketing Department**  
*Dnipro State Agrarian and Economic University  
Dnipro, Ukraine*

DOI: <https://doi.org/10.30525/978-9934-26-398-9-52>

## **MARKETING TOOLS IN THE MANAGEMENT SYSTEM OF TRADE ENTERPRISES**

### **МАРКЕТИНГОВІ ІНСТРУМЕНТИ В СИСТЕМІ УПРАВЛІННЯ ДІЯЛЬНІСТЮ ПІДПРИЄМСТВ ТОРГІВЛІ**

Modern processes of globalization of the world economy and transformation of the business environment formed the main prerequisites for changing the approaches, principles, and philosophy of doing business in Ukraine. The influence of environmental factors, their turbulent change, aggressive actions on the part of competitors are the basis for the formation of a new, modern model of the behavior of enterprises in various spheres of activity.

In today's realities, many enterprises in Ukraine are on the verge of survival, that is, their economic component has an unsatisfactory level. In order to prevent their liquidation and the sale of assets, adaptation measures, risk protection techniques, and the minimization of negative impact should be proposed. To implement such measures, it is necessary to maximally involve the internal resources of the enterprise, to identify and accumulate resource potential, including marketing. We have to emphasize that it is the marketing potential that can really help enterprises function successfully and adapt to the business environment.

It should be noted that the use of specific marketing tools in the management system of trade enterprises depends on many factors, the key of which are: the market situation, the stage of the enterprise's life cycle, and the management tools used by the management apparatus. Marketing tools should be implemented according to a specific marketing program. Based on the above, the marketing complex, marketing research system, relevance of marketing information, personnel potential, all divisions of the enterprise are the basis of marketing potential. We can say that all the components of the integrated marketing system form the basis of the marketing potential, which

will ensure the functioning of the enterprise in modern realities and in the long term [1, p. 138].

In addition to traditional marketing tools, leading enterprises and organizations implement modern technologies and achievements in their own marketing activities. New trends arise first in the economic activity of enterprises that carry out their activities on the basis of marketing principles, or in the process of functioning of advertising agencies that provide marketing services.

New tools of product promotion are attracting more and more attention. Today, many global companies already use non-standard forms of marketing communications, and in our country only the formation and development of the market for non-traditional tools of marketing communications is taking place.

Marketing communications and information are integrated in crisis management. With the use of the Internet, businesses can build relationships with buyers at a much lower cost than direct mail.

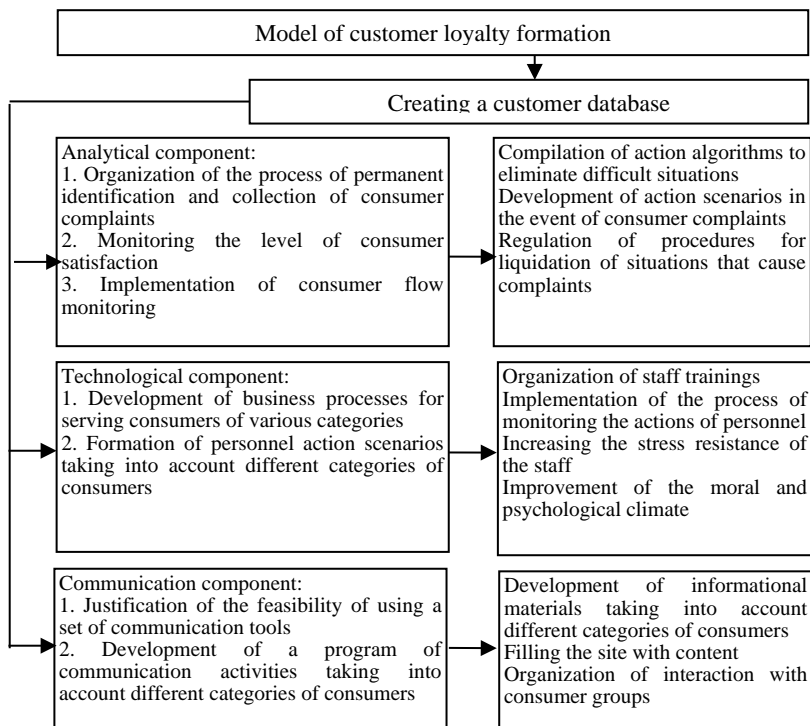
The Internet provides the company with additional opportunities to improve its business, advantages over competitors who do not use the network

Limitless information available on the network is one of the first impressions when familiarizing yourself with the Internet. Search engines, often combined with a thematic catalog, serve as guides here. With their help, you can find resources with information of interest. A specialist who has been using the network for some time accumulates a collection of links to the most useful resources, where he can always familiarize himself with the latest news in the field of interest to him, study the state of the market: prices, new technologies and tools, new opportunities, the results of the latest market research and its separate sectors, new types of products, activities of competitors and market leaders, etc. Therefore, the Internet helps those who want to start a new business to study the market and choose the most promising field of activity for a certain situation. The network enables those actively working in the market to monitor all news and events, respond quickly to market changes and find new opportunities for business development.

Relationship marketing, which is based on the development and maintenance of long-term, long-term relationships with customers, individual consumers, suppliers, employees and other partners, has become a popular direction of modern marketing. In our opinion, customer orientation for most companies is a priority of its marketing strategy, which allows to achieve the loyalty of key customers by forming unique relationships with them. Therefore, in the context of this definition, it is necessary to examine the entire circle of buyers, to highlight the key ones and to establish work with

them in such a way as to evoke a sense of loyalty in them. The formation of strong relationships with a key group of buyers will allow achieving a balance of interests.

The use of a client-oriented approach in the management of a trading enterprise implies the possession of a developed marketing system, in particular, competent personnel, an information system, client databases, etc., forming a program of effective interaction with buyers, allocating appropriate budgets for maintaining mutually beneficial relations with all business entities [2, p. 270].



**Fig. 1. Component models of customer loyalty formation**

*Summarized by the authors*

Having studied the leading foreign and Ukrainian experience in the field of efficient operation of stores, we can come to the conclusion that when creating a customer-oriented marketing strategy, the company accumulates significant amounts of data about customers, which will allow to form an assortment of goods and a list of services in accordance with the requirements and needs of consumers; optimize stocks; reduce queues and

regulate customer flows; improve the location of the trading floor and warehouses, direct the flow of customers; reduce unproductive waste of time for customers and employees. As a result, the company can gain competitive advantages, retain regular customers and acquire new ones. The information obtained forms the basis for the development of loyalty programs taking into account the specifics of customers located in the service area of a particular retail establishment (Figure 1).

We have proposed the main blocks of the enterprise's work in the direction of transformation into a client-oriented structure:

1. Management's awareness of the need to use a client-oriented approach and readiness to make the necessary changes in the organization and invest funds in the formation of mutually beneficial relationships.

2. Preparation of the enterprise for the necessary transformations (activation of internal communications in the direction of highlighting the need for changes in the organization, work with personnel; conducting research on customer service problems, organizing the collection of complaints, customer wishes).

3. Development of a client-oriented strategy.

4. Development of the employee training system. Development of the employee motivation and control program.

5. Organization of customer feedback as a necessary stage in the implementation of the company's customer-oriented strategy (organization of a hotline, continuous messaging, creation of a buyer's club, etc.).

### **References:**

1. Bahorka M. O., Yurchenko N. I. (2020). Marketing potential as an adaptive component of modern economic development of enterprises. *Collection of scientific works "Problems of system approach in economics" National Aviation University*, no. 2(76), pp. 137–145 [in Ukrainian].

2. Didchenko O. I. (2013). Marketing potential of the enterprise as a component of economic potential. Theoretical and practical aspects of economics and intellectual property, no. 1, vol. 3, pp. 269–272 [in Ukrainian].