

ABSTRACTS

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O. Kholodova

MARKETING COMPONENT OF THE DEVELOPMENT AND IMPROVEMENT FOR THE INDUSTRIAL BAKING ENTERPRISE

Publications analysis suggests that questions of choice background of resource scopes implementation have not been covered in the literature and are to be required in-depth scientific study. Therefore, it is necessary to develop possible measures for bakeries areas and ways due to the fact that it will improve the operation efficiency.

The analysis of marketing activity of baking enterprise has been made as an example of PJSC «Khleb»; on the basis of consumer survey «The identification profile of consumers» has been designed. Using SWOT-analysis, problems of JSC «Bread», which should be primarily solved with the new corporate strategy of intensive growth, were revealed.

Based on data analysis, practical recommendations for the development and improvement for the PJSC «Bread» and its effective interaction with other elements of the infrastructure of the bakery has been elaborated. For increase in sales, improvement company image and entering new markets (reach new customer segments), for the PJSC «Bread» is appropriate:

To build a functional organizational structure of marketing department (that will increase the efficiency of production management, marketing and promotional activities, will also allow to distribute and coordinate functions among workers rationally);

To pursue new corporate strategy of intensive growth, that will enable to meet the ever changing needs and tastes of consumers by providing them with a wide range of goods;

The range of products of PJSC «Bread» is proposed to be expanded, that will enable to compete worthily with bakery and supermarket own production;

To strengthen confidence in the product by advertising bread as a healthy product and expanding health varieties line, such as rye bread with bran, this is one of the most useful bakery products;

To argue that most consumers choose PJSC «Bread», while they are offered a wide range of high quality products, which will satisfy the tastes of every consumer.

Implementation of these measures will enable the company to obtain economic benefit – incense gross revenue.