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FEATURES OF FORMATION OF MARKETING COMMODITY POLICY OF THE COMPANY IN TERMS OF MARKET TRANSFORMATION

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The article investigates the commodity policy, which plays a key role in managing the company, affecting all aspects of its operations. The article describes the approaches of Russian scientists to the definition of the concept of the term «product policy». We analyzed the formation of commodity marketing policy of the enterprise. Determined the nature of the goods and its levels. It is revealed and justified structure of marketing commodity policy. The system of formation of marketing commodity policy in the enterprise. The analysis revealed that the basis for the formation of a range of assortment concept. Formation range can be carried out by various methods depending on the sales scale and specificity of the products. It is also an important factor in the formation of a marketing commodity policy is the use of simulation technology now marketing distribution channels.

Keywords: Product, product policy, marketing product policy, marketing channel distribution, product range.

Resolution of the problem

In a market transformation in the framework of globalization for companies that went to the free swimming in an unstable market forces required to mobilize more resources to solve major production and marketing and other tasks of marketing. The first and most important component of the marketing mix that his company (firm) develops for its target market is good. Prudent and consistent product policy provides products roll away its market success.

The term «product policy» is quite broad and covers various aspects of product strategy and tactics of the company. This product range formation, modification of existing products, removal of obsolete production, development and launch of production of new products, the proper level of quality and competitiveness. Equally important is the creation of attractive packaging goods using bar code, develop an effective brand, its official registration. Reinforces the position of product on the market organization of efficient service provided by the enterprise (company) guarantees, terms of delivery and so on. All of this together is the essence of marketing and product policy (MPP) enterprise (company), aimed to fully meet the needs of its target consumers.

The offensive policy is inseparable from the actual conditions and specific company. Practice shows that in the same difficult market conditions, industry and trade enterprises – in different ways solve their problems. While the main priorities of modern enterprises in Ukraine, whose activities are focused on effective, long-term, dynamic

development, act to ensure sustainable competitive advantage, winning strong market positions, increase sales and net profit so very important element of this activity is the marketing product policy.

The issue of forming an effective marketing commodity policy of the company in terms of market transformation under the influence of globalization is important, because the product is a result of business, source of income, the basis of the operation and development.

Analysis of recent research and publications.

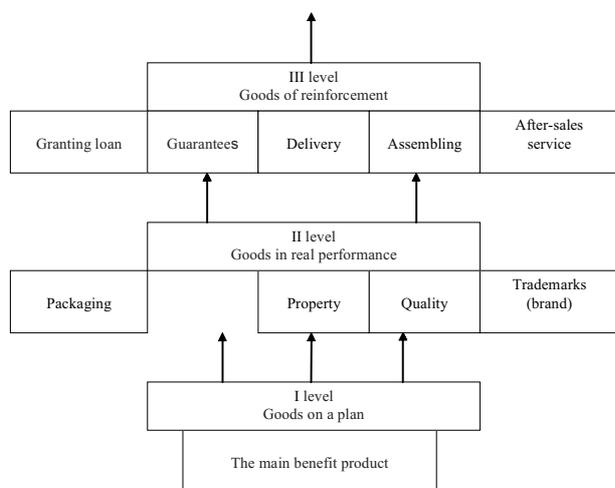
Today the basic research question of commercial policy largely devoted to the works of foreign authors, namely Mr. Destiny, D. Zhekshera, B. Olyka, M. Porter, I. Ansoff, S.M. Li, Kotler, G. Monkriora, R. Patora and others. Theoretical and practical aspects of the problem reflected in the works of famous domestic scientists and economists: V.Ya. Kardasha, AA Mazaraki, A.P. Dudyaka, Ye.V. Krykavskoho, N.I. Chuhray, L.A. Frost, S.J. Buhilya, S.F. Smerychevskoho, N.B. Tkachenko and others.

The study aims to determine the nature of the term «product policy» and to outline the main features and problems of its formation in the conditions of market transformation at the enterprise level.

Presenting main material

Product – that's all designed to meet the specific needs and offered for sale on the market. Goods may be material objects, services, intangibles enterprise (company), places, organizations and ideas. Considering the product as a complex concept, it can be taken at three levels: product idea for the

product in real performance, the product of reinforcement (figure) [1].



Three levels of product

Trading policy – a set of measures, within which one or several products used as basic tools of production and sales of the company. For any company that manufactures products or provides services, the product is the main focus of attention [2].

According to the classical theory of marketing Kotler, «if the manufacturer no quality-oriented needs of the consumer goods – it is nothing!»

Product – the basis of all of the marketing mix. If a product does not meet the needs of the buyer, no additional costs for marketing activities will not be able to improve its position in a competitive market and, ultimately, its failure is inevitable. The current scheme definition primarily product provides for three levels yoht:

1. The main benefit or service – the idea of the goods.

2. Properties, packaging, brand, quality, style and aesthetics that distinguish this product in a real implementation.

3. Installation of equipment sales and loans, guarantees, after-sales service, which binds understanding of «good reinforcement» [3].

Goods in meditation – is the core concept of general goods in general. The task of marketing – to find concealment of any product needs and sell not the properties of the product, and the benefits from it. That is the first level is associated with the main purpose of the goods, the need that it satisfies.

As commodity in real performance product has a certain level of quality, proper packaging, brand names, and maintaining the necessary supplies. All this together is sometimes called marketing support for the product.

Goods reinforcement – a set of capabilities used to strengthen the product offering the most

efficient way in terms of competition. The development of technological capabilities of modern production indicates that increasingly competing not producing the results of individual firms, and additional benefits to customers that are implemented simultaneously with the product purchase, delivery and financing, installation, warranty, after-sales service, advertising. Reinforcement product made with all available tools of marketing.

Trading policy plays an important role in the commercial and marketing activities on the market. The marketing aspect is action aimed at providing consumers with goods and services, and the commercial aspect – is to achieve the economic efficiency of enterprises in the implementation of procurement and sales.

Today are the following problems of formation of commercial policy as providing an adequate level of quality; creating the optimal product lines; creation and production of new products and services; positioning products; product lifecycle management; ensure quality of service [2].

Let us consider the nature of each problem. Quality has always been and remains an important market characteristics of the goods. For 80% of customers money has become more important than the price [4]. Also important aspect is the price of goods. Unfortunately, today the high price is not an indication of high quality goods, but also in the low price segment stiff competition also leads to a struggle for quantity, not the quality of products, so the problem of inconsistencies money quite relevant.

The basis for the product range is the assortment concept. Formation range may be different methods depending on the extent and specificity sales of manufactured products. Optimality criterion is the maximum product range to meet the needs of customers in the most efficient use of resources of the enterprise for the production of goods with low costs.

New product – is the end result of creativity, which significantly improves consumer dealing with a problem or problems that previously, issues. The notion of a new product involves a lot of definitions that are largely out of the following criteria:

1) a purely temporary signs when the new products include one product that first made now;

2) the possibility of generating satisfaction and product previously unknown needs;

3) if the product of progressive changes that differentiate the product from its analogues and prototypes. These changes may relate to raw materials, design, technology, appearance [3].

Product Positioning – optimal placement of goods in the marketplace. Studying the problem of positioning, we can say that in Ukraine the main points that need attention are: not positioning (not specified formation of the unique image in the minds

of consumers); excess positioning (with the brand name is the only criterion for positioning); obsession with new products being positioned on one target category with products that are produced. This situation often leads to the destruction of one of the goods others; the problem of brand positioning are all key moment of its creation; brand management system [5].

Product life cycle – a concept that defines the sequence of the period of the goods.

Another aspect is the service, which is a system service that allows the user to choose the best option of buying goods and use it economically profitable in this period. Today, manufacturers offer a wide selection of the same goods, and even at the same price, so they can compete through better quality or greater service. Continuous monitoring of the needs of consumers, the services offered by competitors, profit ratio and cost of service will form a system of quality and efficient service [6].

Consequently, product policy of the company one of the most important and complex areas of marketing. It should provide certain course of action and set of activities through which ensured effective implementation of strategic and operational decisions on the definition and development of the optimal structure of goods produced and based on current and long-term goals of the company. The main directions in the formation of commercial policy are: product quality, range, product innovation strategy, positioning, product life cycle and service. In these respects, it is necessary to take into account modern trends that characterize the development of the commodity market [7].

The essence of marketing commodity policy in market transformation is basically four characteristics of commodity nomenclature (latitude, saturation, depth, harmony) that enable enterprise (firm) or a chance to win a mature competitive advantages in terms of «zhestkoyi» competition as part of the market.

In a market transformation, as stated in the study [8], a combination of marketing and innovation embodied in the marketing of innovation, which is defined as activities aimed at finding new areas and ways of using patent enterprise development on this basis new products and technologies and promote them on the market in order to meet the needs and demands of consumers a more effective way than competitors, obtaining as a result of profits and to ensure the long-term survival and development of the market [9].

An important role in commodity policy plays an optimum range. It is individual for each company and depends on the markets, demand, production, financial and other resources, environmental conditions and various internal factors of the company.

Product range includes the following products:

- Having successfully implemented and demand in the market;

- Requiring modification according to customer requirements or the introduction of a new market;

- Who should be removed from production due to non-compliance buyers; new products, production of which is considered promising [10].

In solving the problems of commercial policy at different levels of economic need a strategic approach that is a course that is designed for the future and provides solutions to the fundamental problems. This superior consider the following criteria:

- 1) attracting and retaining those customers in selected market segments that provide stable state of the market at the moment and in the future;

- 2) evaluation of options maximize total return. To avoid subjectivity own workers advisable to involve expert assessment of options of commercial policy and its independent consultants alternatives [11].

The lack of commercial policy leads to instability of the structures range from the impact of accidental or fluid factors, loss of control of the competitiveness and efficiency of commercial goods. Dropping decisions taken by the leader in such cases are often based solely on intuition and not on sober calculation that takes into account long-term interests.

Well-designed product policy not only to optimize the process of updating product lines, but also serves to guide the company kind of general orientation pointer actions that fluid is able to correct the situation. Lack of general policy, without which it has long-term commodity policy could lead to wrong decisions, spraying capabilities refusal to start production when it has spent a lot of money [8].

The structure of the commercial policy consists of three main parts: the development, maintenance, elimination. Most significant and most important of these blocks is a first – development. It can be done in two ways: creating a fundamentally new product or improve the products that are traded.

Creating a new product gives the company the possibility of a quick victory in the competition, a significant expansion of market share, occupying the leading position, winning a particular market niche. But on the other hand, a new product out of it on the market is always associated with a high degree of risk because the wrong idea or design errors, insufficient consideration and analysis of market requirements, poorly chosen time to market and other factors could lead to total or partial collapse and threaten the enterprise (company) bankruptcy.

The next line block development associated with the updating or upgrading existing products. It is less risky for the company (the company), but also

less profitable. When you use the company or firm focuses on changing certain characteristics of consumer goods according to the needs of the target audience, making more significant benefits from the use or operation.

The second block of marketing commodity policy – care – associated with processes that enable one to keep a set of characteristics of the product that meets the specific needs of serviced segments of customers and ensure the firm is active and stable sales.

Services primarily include the organization and management of goods movement to preserve product quality and control of quality. This company (companies) should be very careful in choosing channels and their structure. After all, the more levels containing channel, the greater the number of intermediaries through which the product is on the way to the end user, the greater the risk of losing not only information about the producers responsible for the quality, but the same quality. Therefore, in respect of goods, which have strict requirements for quality, to apply methods of direct marketing. In developing and selling products in foreign markets must adhere to international standards and recommendations of international organizations for standardization [12].

As market conditions peculiar to a particular dynamism and volatility, firm or company is required to focus on existing effective demand, timely response to its tendency to increase or decrease. If the steady decline in demand for certain goods up until his disappearance, despite marketing efforts, the company (the company) need to take steps to withdraw obsolete goods from the market. This procedure is the basis of the third block of marketing commodity policy – elimination.

The third block – the process of elimination – a withdrawal of obsolete goods from the market. The main objective of this part of the marketing commodity policy – optimize processes removal from the market of old products is timely to abandon their production, coordinate spending on production and marketing of products for which demand is constantly falling, with a reduction of income from their sale, which is still available and on which you can rely at least in the near future [13].

System product range includes:

1. Identification of current and future customer needs, analysis of the uses of these products and features of consumer behavior on the relevant markets.

2. Assessment of existing analogue competitors in the same areas.

3. Addressing what products should be added to the range, which remove him due to changes in the level of competitiveness, whether to diversify products from other production areas of the

company, beyond its generated profile.

4. Consideration of proposals for the creation of new products, improve existing ones, as well as new methods and applications products.

5. Development of specifications for new or improved products according to the requirements of customers.

6. To explore the possibilities of new or improved products, including the prices, costs and profitability.

7. Testing (testing) products, taking into account potential customers to determine their acceptability by the major indexes.

8. Develop special guidelines for production divisions on quality, style, price, name, packaging, service, etc. according to the results of the test confirm the acceptability of product characteristics or their identified need for change.

9. Evaluation and review of the entire range. Planning and inventory management – an integral part of marketing. Even a well thought out marketing plans and advertising can not neutralize the consequences of mistakes committed earlier in the planning range.

The basis for the product range is the assortment concept. Formation range may be different methods depending on the extent and specificity sales of manufactured products. Optimality criterion is the maximum product range to meet the needs of customers in the most efficient use of resources of the enterprise for the production of goods with low costs. shall organize continuous monitoring of the behavior of goods on the market, its life cycle.

One of the concepts that solve the problems of development and optimization of assortment, is organizing and effective cooperation with the manufacturer's wholesale and retail trade representatives that will optimize commodity turnover from producer to consumer. This concept is called Category Management. According to this concept, the formation of product category takes into account indicators such as sales, consumer surveys.

An important issue for the company is the choice of product innovation strategy: to be a leader in the manufacture of innovative products and application of new technologies; respond quickly to change and adapt to them [8].

Having chosen the first strategy, the company can get much more profit, but the risk of failure increases considerably. Following the second strategy, the company may adjust its activity due to the success or failure of firms. Today in the formation of commodity innovation policy valued time quick application of new technologies in the enterprise.

Another important problem is the determination of the degree of novelty goods, since it affects the price. Today there is no market scale assessment of novelty goods, which would allow to assess the level of

adaptation of a new product to market changes [14].

In fact, in terms of market transformation, the majority of consumers, both individual and corporate, well mean that cock buy hundreds or thousands of various goods in any of the many outlets that are part of the marketing channel. It should be noted that it is not just marketing channels to meet the needs of consumers by delivering goods and providing services in the right place, in the proper quantity and adequate quality at the best price. They also stimulate demand, using various methods of promotion.

Another important factor in shaping the marketing commodity policy now is to use simulation technology marketing distribution channels. An important factor when using the distribution network of product distribution is reducing inventory resources companies – manufacturers as a result of flexible management of production and its distribution. Consider, as an example, simulation of marketing distribution channel of the company – manufacturer of steel to form a range that consists in preparing complex products with different grades. In general, the model of choice when planning solutions distributor of the logistics supply chain metal roll is as follows. There are vendors M&K customers. There are limits of each of the suppliers (maximum data value sales a_i , $i=1,2,\dots,M$) and consumers (the maximum possible volume of purchases b_j , $j=1, 2,\dots,K$). Distributor has information on the purchase price unit price of each vendor selling price unit price of each consumer unit and transport costs c_{ij} ($i=1,2,\dots,M$, $j=1,2,\dots,K$) in the delivery unit and goods from the first supplier to the j -th consumer. In accordance with the contracts distributor is obliged to buy in and first vendor least p_i units of its product at a price per unit t_i and meet the needs of the j -th buyer for at least q_j units of this product at a price per unit s_j . The whole volume of goods exceeding the contract value p_i , distributor acquired at a discount price k_i per unit. In turn, the buyer the entire volume of goods exceeding the contract value q_j , becoming a distributor at a discount price r_j (in a real situation discounts have a linear dependence on the volume of goods or multilevel structure; our task to ease adopted gearboxes discount). Solving problems are optimal quantity of goods x_{ij} ($i=1,2,\dots,N$; $j=1,2,\dots,K$), purchased from each supplier and delivered to each consumer maximizes revenue distributor with constraints, to provide performance of contractual obligations.

$$\sum_{j=1}^K q_j s_j - \sum_{i=1}^M p_i t_i ;$$

$$p_i \leq \sum_{j=1}^K x_{ij} \leq a_i, i = \overline{1, M};$$

$$q_j \leq \sum_{i=1}^M x_{ij} \leq b_j, j = \overline{1, K}.$$

The table shows the data distribution supply chain metal rolling in 2015 information on specific transport costs given in the form of a matrix C:

$$C = \begin{pmatrix} 100 & 30 & 100 \\ 110 & 36 & 405 \\ 120 & 148 & 11 \end{pmatrix}.$$

The problem obtained by packages QSB:

$$X_{11}=400; X_{12}=10; X_{13}=0; X_{21}=50; X_{22}=450; X_{23}=10; X_{31}=0; X_{32}=0; X_{33}=600.$$

Unrealised remnants products (stocks) in the second and supplier Q_i are: $Q_1=50; Q_2=50; Q_3=10$ [15].

Companie					Consumers				
i	a_i	p_i	t_i	k_i	j	b_j	q_j	s_j	r_j
1	460	440	600	590	1	410	390	1000	990
2	560	440	491	480	2	510	490	1130	1100
3	610	590	581	570	3	610	590	1197	1180

Changing marketing distribution channels discussed above in the direction of not only increase the efficiency of operations, but the function of smoothing the consumer range, which is to eliminate discrepancies between the range of products offered by the manufacturer and range necessary consumer. This discrepancy arises due to the fact that manufacturers produce large quantities of goods, and consumers need small quantities of goods presented a wide range. Realization of smooth functions performed entering the following operations: sorting, aggregation, distribution, product range. Sorting is a heterogeneous commodity production partition to separate relatively homogeneous product groups. Union is a grouping of similar products from different sources in a wide range of similar goods. The distribution is homogeneous mass of commodities partition into smaller consignments.

Conclusions

Marketing commodity policy to a specific course of action manufacturer or the presence of a pre principles deliberate behavior. It is designed to ensure continuity of decisions and measures on product range and its management; maintaining the competitiveness of goods at the appropriate level; finding the best products for commercial niches (segments); development and implementation of strategies packing, marking and maintenance products. The lack of commercial policy leads to

instability of the structure of the range due to the impact of incidental or die of current factors, loss of control of the competitiveness and efficiency of commercial goods.

Accepted current head of decisions in such cases are often based solely on intuition rather than on sober calculation that takes into account the long-term interests.

Well-designed product policy not only to optimize the process of updating product lines, but also serves to guide the company a kind of general orientation pointer actions that could correct the current situation. Lack of general policy, without which there is no long-term commodity policy could lead to wrong decisions, spraying capabilities refusal to launch products into production, when it has spent huge amounts of money.

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Received 30.10.2016

Reviewer: Dr.e.s., prof. V.P. Kolesnikov

ОСОБЕННОСТИ ФОРМИРОВАНИЯ МАРКЕТИНГОВОЙ ТОВАРНОЙ ПОЛИТИКИ ПРЕДПРИЯТИЯ В УСЛОВИЯХ РЫНОЧНОЙ ТРАНСФОРМАЦИИ

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Статья посвящена исследованию товарной политики, играющей ключевую роль в управлении предприятием, затрагивая все аспекты его деятельности. В статье рассмотрены подходы отечественных ученых к определению сущности понятия термина «товарная политика». Проанализировано формирование маркетинговой товарной политики предприятия. Определена сущность товара и его уровней. Выявлено и обосновано структуру маркетинговой товарной политики. Рассмотрена система формирования маркетинговой товарной политики на предприятии. В результате анализа выявлено, что основой для формирования ассортимента является ассортиментная концепция. Формирование ассортимента может осуществляться различными методами в зависимости от масштабов сбыта и специфики выпускаемой продукции. Также важным фактором при формировании маркетинговой товарной политики является использование предприятием технологий моделирования маркетинговых каналов распределения.

Ключевые слова: Товар, товарная политика, маркетинговая товарная политика, маркетинговый канал распределения, ассортимент продукции.

ОСОБЛИВОСТІ ФОРМУВАННЯ МАРКЕТИНГОВОЇ ТОВАРНОЇ ПОЛІТИКИ ПІДПРИЄМСТВА В УМОВАХ РИНКОВОЇ ТРАНСФОРМАЦІЇ

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Стаття присвячена дослідженню товарної політики, що грає ключову роль в управлінні підприємством, зачіпаючи всі аспекти його діяльності. В статті розглянуто підходи вітчизняних науковців щодо визначення сутності поняття терміну «товарна політика». Проаналізовано формування маркетингової товарної політики на підприємстві. Визначено сутність товару та його рівнів. Виявлено та обґрунтовано структуру маркетингової товарної політики. Розглянута система формування маркетингової товарної політики на підприємстві. В результаті аналізу виявлено, що основою для формування асортименту є асортиментна концепція. Формування асортименту може здійснюватися різними методами залежно від масштабів збуту та специфіки виготовленої продукції. Також важливим фактором при формуванні маркетингової товарної політики є використання підприємством технологій моделювання маркетингових каналів розподілу.

Ключові слова: Товар, товарна політика, маркетингова товарна політика, маркетинговий канал розподілу, асортимент продукції.