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THE MARKETING INFORMATION SYSTEM AS A MEANS OF IMPLEMENTING THE STRATEGIC POTENTIAL OF THE INDUSTRIAL ENTERPRISE

Increasing competition between economic entities in the Ukrainian market increased interest of domestic scientific researchers and practitioners to approaches that ensure the effective functioning of business organizations in the new conditions of management. The dominance of the marketing concept as foundations of modern enterprise management was caused by several factors.

First of all, it is worth noting the fact that at the beginning of XXI century the most of commodity markets in Ukraine gradually drew near to the high level of saturation and characterized by stiff competition. On the background of effective demand reduction for goods and services in the economic crisis intensified demands on the quality of marketing management, increasingly acute questions of clearly define of their target segments with their specific needs appeared before the enterprises, which is only possible with the use of marketing tools.

In the conditions of reducing the effective demand of the population in Ukraine due to the crisis there is a change of amount and structure of consumption, changing consumer purchasing behavior, their choice becomes to a great extent rational and carefully weighed.

This requires manufacturers increasing attention to the tools of marketing management, both at strategic and tactical levels. It is obvious that the basis for successful market activity of the modern enterprise is exactly marketing and strategic marketing management system that covers all functional areas of its activity.

It should be noted that the informational basis of effective marketing system of enterprise is the marketing information and analytical system, which currently

becomes an important foundation in making strategic and tactical marketing decisions.

At present quite urgent task for Ukrainian enterprises is to ensure the effectiveness of strategic management through the introduction of comprehensive information and analytical marketing system.

We can note that for the current conditions of the functioning domestic business entities is extremely important application of high-performance marketing information based on the use of new technical means of automated digital processing and textual information as a unified network with the help of the communication system.

The role of marketing information system in the management of marketing is to identify information needs for marketing management, its acquisition and timely provision of managers to make decisions.

It is obvious that development and introduction of elements of marketing information systems in practice of any company will provide online access to information about the market situation and qualitative edge over the competition.

Experience shows that marketing information systems at the enterprises may be at different stages of development, including: a simple system of records; system of marketing reports; system oriented to the use of different kinds of computational models and marketing forecasting system.

In its turn, developed marketing information system includes the following elements: information about the internal capabilities of enterprise for effective use in making marketing efforts; information on the development of external conditions for the development of strategic and operational decisions of marketing activity of the enterprise on the market; information on the results of special marketing studies conducted by the enterprise to obtain additional data of the original character; marketing information processing system.

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