

## **THE ROLE OF MARKETING IN THE COMPETITIVENESS OF ENTERPRISES**

*Keywords: marketing, competitiveness, enterprise, market demand.*

At the present stage of development, more and more scholars of regional science are interested in the role of agglomeration economies in the knowledge-based economy. This issue can be dealt with from different points of view: the competitive type of functional or nodal regions and one has to examine the factors influencing regional competitiveness. To improve competitiveness of regions, different economic development programmes must be applied, which means that the improvement of competitiveness requires different strategies based on the different types of regions. In this paper we outline our analytical framework

From a marketing perspective, important in this definition are the following:

Firstly, it is a competitive market, that is, the direct interaction of firms in the market. It applies only to the struggle waged by the company, advancing to market their products or services.

Second, competition is conducted for a limited amount of effective demand. This limited demand forces firms to compete with each other. After all, if the demand is satisfied with the goods or services of one company, all the rest is automatically deprived of the opportunity to sell their products. And in those rare cases when the demand is almost unlimited, the relationship between companies offering the same type of product, often pohozhna greater cooperation than competition.

Third, market competition develops only on the available market segments. Therefore, one of the most common methods resorted to by the company to ease the pressure on the competitive media, is not available to care for the other segments of the market.

It is very interesting to watch the confrontation in Ukraine, Danone brands and President. Two big names - in general they are fighting for the same target group, sparing no advertising funds. This President used a wider range of dairy products, and in the struggle for sweet dairy market uses a sub-brand "Dolce". On the side of Danone - more specialization and authority of a powerful international brand.

The evolution of the market of sunflower oil - an example of how skillful, stepping picking up strong brands can lead to market dominance. "Kernel Group", initially having only a TM "generous gift", strengthened the brand "Stozhar" and "Chumak". Investing is not only a lot of money in advertising (oil Chumak never advertised, but it sells well) and actively using trade marketing, "Kernel Group" has entered the leadership positions, surpassing the brand leader of many years' "Oleina".

Serious competition in the retail market seems to be in full swing. Interestingly enough experience Comfy as a brand, which has its own special character and not afraid to speak the language of interesting images, comparisons. In the brand's high-

quality color identification, the desire to make active use of emotions such as excitement. In the food retail market is worth noting, "Silpo", which skillfully combines product and image communication in supermarkets, on the transport in the direct advertising, etc.

Thus, we can say that the company must use all possible resources to retain their market positions and seek ways to improve the competitiveness of the enterprise.

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## **THE NETWORK MARKETING**

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The network marketing is process which a necessity to sell commodities personally even is not at, it is enough to recommend friends to take advantage of one or another product.

The history of network marketing has its origin in 1945, when American businessmen Lee S. Mytinger and William S. Casselberry became national distributor of «Nutrilite Products», basing its activities the principles of network marketing.

Your task is to do the following three things:

1. Use the product and love.
2. Share it with others.
3. Involve others in your business.

In network marketing, as well as other areas, there are pros and cons.

Cons:

- You will receive waivers in meetings with customers. Many do not like to be denied, so do not come in the network business.

- Due to the fact that network marketing is no selection, there is a large flow of people. People at first light, and then go at the first difficulty.

Pros:

- Free schedule.
- Ability to everyone start this business, regardless of education, age, material wealth.

An example is a network marketing company Amway.

The company Amway pays their partners to attract new independent entrepreneurs. Payments in accordance with the marketing plan Amway is a percentage of the cost of goods sold.

So, the main thing you need to know about network marketing - this is a method of selling consumer products. This network marketing is different from all sorts of "pyramid", the organizers of which are earning from contributions of new members.