

FORMING OF INTERNATIONAL PRODUCT STEWARDSHIP

Theoretical aspects of international marketing and product stewardship at international markets have been investigated in the article. International trade policy plays an important role in the development of international marketing. It is a starting point for the building of a proper and effective international business strategy. The process of forming of international trade stewardship of national enterprises has been analyzed. The ways of improving of the process of forming international trade stewardship for a successful international business policy has been grounded on the base of their optimization.

Keywords: product stewardship, international policy, international relations, international markets, international marketing, trade policy, line of merchandize, product portfolio, service.

Problem statement. The use of modern marketing instruments based on the concept of international marketing policy and a positive experience of leading companies optimizing product stewardship in accordance with the market activity plays an important role in the process of globalization of national companies. Strategies of trade policy, which have the key meaning during selling goods at foreign market, are chosen accordingly to the chosen business strategies.

Review of recent investigations and papers. The next scholars divide international activity into product stewardship: T. Tsyhankova, S. Illyashenko, V. Kardash, T. Prymak, L. Balabanova, F. Kotler and others.

Rapid development of markets and marketing technologies of selling goods at markets allows modern businesspersons choosing the exact strategy, which gives them the possibility to be competitive at foreign market. The process of choosing the correspondent strategy and forming of trade policy plays an important role for international marketing. The forming of international product stewardship of an enterprise is a guaranty of success entering the foreign market. Therefore, the given topic is of current interest.

Research objective. The research objective is improving the process of forming of product stewardship of a company in international business policy. To achieve the goal of the investigation, it is necessary to solve the following tasks:

- examine the theoretical basis of international marketing policy;
- reveal the peculiarities of international product stewardship and its classification;
- investigate the current state of strategic planning at national enterprise;

- analyze possible ways of optimization of stages in forming of international product stewardship at an enterprise;

- form recommendations to improve international trade policy of the examined enterprise on the base of optimization of forming international product stewardship.

Study background. Globalization and market integration on the base of cooperation between countries – participants of international relations is the characteristic feature of the modern state of Ukraine and market relations in the world. The specific of international markets influences the development of the marketing that should be taken into consideration in the world exchange of goods.

International marketing is an inseparable part of the promotion strategy of an enterprise at the world market. International marketing is a connected complex of the means of an enterprise to have international relations at the world market.

It should be emphasized that international trade policy plays the main role in the development of international marketing. It is the key stone and starting point to build a right and effective international strategy of a firm.

International trade policy is a producer's (export) policy, the use of such principles owing to which an effective forming of a line of merchandize is supported for a definite foreign market (world market segment) [1].

Marketing trade policy is the complex of measures to create goods (services) and their management to satisfy consumers' needs and get income [2].

International trade stewardship is marketing acts in accordance with trade component of marketing complex caused by the peculiarities of foreign market and the stage of the development of an enterprise [3].

According to the definition provided by F. Kotler, it is everything able to satisfy the need and it is proposed at the market to attract attention, buy or use.

Goods is a complex, multi aspect concept, which includes the complexity of many features including consumer features that is goods ability to satisfy the needs of those who possess it [2].

Goods as the set of physiological, psychological and sociological means to satisfy the needs, which they get buying, possessing or using it [2].

Product stewardship is closely connected with the taking decision concerning nomenclature and a line of merchandize at international market.

A line of merchandize is a group of goods close connected by the similarity of principles of functioning, sale for the same group of consumers, realization through the analogical sales channels or appliance to the same price range [2].

The key moment in international trade policy of an enterprise is the choice of product stewardship that is marketing actions concerning product component of marketing. International product stewardship is the development of a line of merchandize of an enterprise for the continuous period taking into consideration the peculiarities of foreign market and the stages of the development of an enterprise.

In accordance with the theory of marketing, the main structural features of the market and its segments are the following [2]:

- geographical (countries, region, size of a settlement, etc);
- demographical (age, sex, family structure, income, etc);
- purchase capacity or purchase rate;
- price/quality of goods (sometimes price “presses” on quality: some people always but expensive goods and other ones cheap goods and it should be taken into consideration);
- destination (rational or emotional);
- consumer’s style (individual consumer or group, a big or small enterprise);
- product quality from the point of view of satisfying needs (use duration, use facility, perfect design, etc).

National company “Coaching school “Live Business” is suggested to investigate in the sphere of international marketing.

“Coaching school “Live Business” has been providing its consulting and training services since 2005. More than 500 coaches and leaders using this new technology in management studied at this School. School Program is accredited and it is up to international standards ECF and ICF [4].

At first, “Coaching school “Live Business” was famous under the company Nordic trend and was an international group of training center. Later, this company became independent and famous at Ukrainian market.

In 2012, Ukrainian rating company within project “National rating of quality of goods and services” get the status of the Best company in the sphere of study and consulting in commercial activity and management certified by “Quality star” and “Expert conclusion” [4].

Product portfolio of the company “Coaching school “Live Business” has about 100 programs and 35 complex services. Specialists of the company work in broad branch range, which has 20 business segments. The company works at different markets: Ukraine, Russia, Kazakhstan, Armenia, and it is going to enter the markets of Belarus and Moldova.

The next structure of the building of strategic decisions concerning new services at the market is characteristic for the company “Coaching school “Live Business”:

Stage 1. Diagnostics for the development of training product;

Stage 2. The development of training product;

Stage 3. Entering the market and selling the service;

Trainings are standard services for the company “Coaching school “Live Business” that are universal in different countries, they are the next:

1. Business English. International business negotiations study program.

2. Management and leadership. The world business standards, personnel management and enterprise management study program.

3. Communication. Sales. Negotiations. Direct marketing selling, arrangement with consumers, money relations and solving commercial disputes study program.

4. Personal efficiency. Personal development based on the world leadership methods and staff management or personal development study program.

5. Team making. Training based on business games and general psychological programs to develop internal marketing of enterprises.

6. Trainings for coaches. International certified programs to teach business coaches.

These services are provided for determination of socio-cultural peculiarities of the market, its commoditization or consumers’ mentality that is why they belong to standardized production and form some product group of consulting corporate clients.

We can summarize that the company “Coaching school “Live Business” has chosen the strategy of differentiated market, hence the providing services are various and selected up to separate market niches.

SWOT analysis should be made to evaluate the chosen product stewardship of the companies at foreign markets.

First of all, the opportunities of the company “Coaching school “Live Business” should be investigated because the marketing strategy of entering the international market depends on

possibilities given to the market that is those competitive advantages, which a company can get at foreign markets. Special attention should be paid to high possibilities and they are necessary to be taken into account while forming international product stewardship of a company.

Table 1
Matrix of possibilities-threats to reveal market possibilities of the company “Coaching school “Live Business”*

		Possibilities		
		High	Medium	Weak
Influence	Strong	1. Not fully satisfied demand in consulting services at the market 2. Stable demand in production 3. Selling at new market segments	1. Services improvement 2. Reduction of production and services cost	1. Taxation and customs, dotations, VAT refund 2. Appearance of new competitors
	Moderate	1. Free entry the consulting market 2. Improvement of management functions	1. Disappearance of competitors from the market, output of their services from the market	1. Changes of advantages of consumers
	Weak	1. Unlucky competitors’ behavior	1. Absence of competitors in the whole segment	1. Public support of a company

* Developed by the author on the base of [4]

As can be seen from the Table, the company meets the problems of demand in services and competitive struggle at a new market. The leaders of the company “Coaching school “Live Business” use the training assessment based on the marketing investigations in demand and needs of consumers

for better use of competitive advantages and its own product policy adjustment.

Strong and weak points of the company “Coaching school “Live Business” are shown in the Table 2.

Table 2
Strong and weak points of the company “Coaching school “Live Business”*

Strong points	Weak points
Goodwill	Limited assortment of goods
Company image at the market	Denial-of-service interruptions
Focusing on a client and his needs	Price average of training
High control of the training programs quality	Absence of single quality evaluation system
High income	Incomplete employment of all coaches
Costs increase	Weak management structure at the foreign market
Permanent financing owing to loyal business	Bad communication system between authority and coaches
Modern technologies used for training	Narrow specialization in business consulting
Considered strategy in the sphere of services	Service uselessness in some spheres
High staff qualification	Weak coaches’ ability to create new trainings or services
Good motivation of coaches	Limitedness of market in cost of production of services
Competitive price policy	Dependence on whims of business coaches
Balanced loyal program	Dependence on customers

* Developed by the author on the base of [4]

The stated above variety of services and niche character of the company have been analyzed from the point of view of effectiveness using SWOT-analysis and defined that the company uses successfully its possibilities but it has some threats that can not be taken under the control of state policy. Internal strong points of the company are quite conclusive and product stewardship was chosen owing to them. Nevertheless, weak points showed that the chosen product stewardship needs to be modified and elaborated.

We suggest defining the main groups of training programs for optimization of nomenclature of services. Very wide nomenclature of services is a negative factor at different markets of foreign countries. Each client meets the choice of a big variety of services proposed by the company but he can not understand how to form his need because a lot of trainings are similar in their goals.

We would like to emphasize the main competitive advantages of the company "Coaching school "Live Business":

- a big advantage of the company is qualified personnel delivering trainings and supporting trainings with all necessary information;
- company portfolio is full of big quality of positive opinions of the clients, many positive recommendations at the company site. It creates a positive opinion about the company and it is a positive marketing strategy of the company;
- personalization of the company for a client allows choosing the optimal service or modification of the existing one. It creates an advantage of the company for a customer.

Absence of the exact marketing strategy, the range of marketing communications and the means of the selling of its services at the market are negative features of the company. As it was stated above, very active advertising company can underestimate financial results but almost absent information about the company "Coaching school "Live Business" can have a negative impact on sales. It also concerns the promotion methods owing to personal sales. The process is effective but requires the expenditure of much labor and clear instructions for each specialist of the company about business negotiations, agreements, etc.

Having made the analysis of the company, we can make the following conclusions that the most successful strategy is selling goods using differentiated method that is each market should be defined as the separate element of product stewardship for the company "Coaching school "Live Business". However, this strategy does not justify spent time and money. That is why, it is very important to pay attention to standardization

of the company services at least in some segments of foreign market. It allows decreasing costs and optimizing international activity.

The chosen international product stewardship of the company was correspondent to the possibilities and strong points of the company but it does not take into account the threats of the market and internal surroundings.

Consequently, we consider optimizing forming international product stewardship of the company "Coaching school "Live Business" due to conditions of market surroundings and strong points of the School at foreign market. Therefore, optimization of product stewardship of the company will give the opportunity to realize the main tasks of strategic planning of the company and help to form the corresponding international product stewardship "Coaching school "Live Business". It is combination of some strategies at different markets differentiating markets according to their forms of possibilities of the company influence on its conditions and realization of its own plans.

In the process of optimization of the line of merchandize of the company "Coaching school "Live Business", we suggest the following measures as reasonable:

- 1) monitoring the available assortment of services and take concrete decisions concerning the changes of trainings and technologies of study or consulting;
- 2) continuous control of the influence of factors of foreign markets – decrease or increase the demand in consulting services in separate niches of the market, changes of supply of the competitors, improving trainings of the competitors, etc;
- 3) marketing investigations of the services at the market and the processes of their use despondingly on the needs and market conditions;
- 4) support of consumers' service concerning trainings and satisfying specific individual consumers' demands;
- 5) support of forming the demand in new service during the evaluation, creation and its promotion at foreign market and further stimulation of its demand;
- 6) search of new ideas for trainings and to follow the set strategy of the variety growth;
- 7) support the coordination and maximal staff efficiency during assortment policy and realization of international product stewardship.

The forming of optimal assortment policy including specific services for foreign countries is the main task for the development of international product stewardship of the company "Coaching school "Live Business". This consists of the next components: 1. Study of deep needs of foreign

consumers and analysis of selling the service at foreign market. 2. Critical evaluation of a new service from the point of view of a foreign customer. 3. Assessment of compatibility of company services. 4. Addition of new module parts to trainings excluding them or general differentiation of services. 5. Supply with new production from staff, authority or clients. 6. Analysis of possibilities of realization of new services, their cost price and profitability. 7. Market tests of a new service in foreign country. 8. Defining the exact plans of organization of new services. 9. Evaluation and optimization of export assortment of services.

All these stages are very important for the company management and it should be taken into consideration the peculiarities of the company and selling services at different foreign markets.

However, as the company "Coaching school "Live Business" mainly depends on the staff negotiating with the clients and organizing trainings then the main component of optimization of product stewardship can define the characteristics of business coach, who realize services at the market.

Therefore, to optimize strategic planning of the company, it is necessary to teach staff and support its advanced training. It creates an additional advantage at foreign market.

Nowadays, in the company "Coaching school "Live Business" 13 qualified business coaches work and form one of the competitive advantage of the company. Some foreign partners cooperate with the company and it makes it competitive at foreign market.

Adaptation and realization of product stewardship specifically modification strategy and providing new services is an important element of entering new markets. In 2017, the company "Coaching school "Live Business" is going to enter the markets in Belarus and Moldova with new services.

At the beginning of this year, company specialists offered their clients new programs in the next themes: coaching-management, emotional leadership and negotiations. The company considers these themes will be the most urgent in 2017. Trainings in company sales are important for any business company because there are many salespersons, which always migrate and they need to be taught.

The themes of the development of personnel individual qualities such as creativity, trust, loyalty, wish to study and flexibility are very important. This task can not be solved during training and it requires not training decision specifically the systematic development of

corporate culture that is required by many companies. Coaching will be of great interest what increases motivation, loyalty and responsibility of colleagues, develops staff reserve and shortens long-term investments in study and personnel development. The need to teach corporate coaches and development of corporate study will increase. There will be necessity in corporate programs in change management, personal efficiency, conflict management and stress management. Demand in external coaches for personnel coaching of top managers of the company will increase.

All these services can be taken as the base of optimization of product stewardship of the company. They are more standardized than the defined range of key services therefore international product stewardship can be developed as standardized services at the markets. It will save costs and make easier organizational questions of any service and correspondingly its price cost.

Typical mistake of company leaders is a habit to suggest that they know what service should be provided, that they know their consumers and their needs, etc. In fact, the most company suggestions about market situation is based on obsolete subjective imagination.

The company owners should overcome this disadvantage because only studied the market and critically evaluated its place there it can have objective information.

From the preceding facts follows that the implementation of optimized international product stewardship should be taken into account the next key moments:

1. Optimization of assortment company policy and international product stewardship. This change will influence the company "Coaching school "Live Business" because it requires the total change of strategic selling of new services or modification of the existing ones.

2. Personnel participation in the process of forming of international product stewardship. We consider this moment is the key one in optimization of the company activity. Specialists of the company "Coaching school "Live Business" should define optimal range of services using the methods of "brain storm". The leaders of the company should know these services for forming product stewardship.

3. Market segments where the company works to improve the satisfaction of customers needs. All elements of competitiveness of own services should be studied using methods of marketing investigations accordingly to the market conditions. It will be one more advantage of the company "Coaching school "Live Business" at foreign markets.

We suggest defining differentiated or standardized strategy or new service introduction the market to optimize company product stewardship. It will require from the company “Coaching school “Live Business” its own forming strategies. It should be defined on the base of all stages of forming international product stewardship and company experience at the market.

Suggested measures concerning optimization of company product stewardship and its strategic planning will allow both optimizing the process of forming international product stewardship of the company “Coaching school “Live Business” and improving its results of the activity at foreign market, better organization of staff and creating favorable conditions at different foreign markets.

Conclusions and prospects of future investigations. The main moments of improvement of marketing trade policy of the company “Coaching school “Live Business” have been defined. They are the following: study of all market conditions for better forming of nomenclature range of services; assortment policy implementation allowing optimization of the quantity of services and their actuality; acceleration of the process of elimination of services, which are not actual at the market or having out-dated information in training programs.

Company product stewardship at foreign market is the first stage in optimization of forming of product stewardship of the company and its activity at foreign market. We suggest that optimization of product stewardship should be made in some stages where each element should be

the key one at the market. The main strategies, which should be used by the company “Coaching school “Live Business” are the following: strategy of entering of new product because the company often implements new services, strategy of standardization and diversification, which should be differentiated according to market segments.

We offer the following solutions to implement optimized product stewardship: improve the management of assortment; single out the staff as a competitive advantage of the company and as the source of information for strategic planning; develop marketing methods to realize product stewardship; commodity introduction new markets or promotion of information about them; segment markets according to the define features and choose product stewardship at each segment.

All these measures will help to optimize the process of forming of international product stewardship of the company “Coaching school “Live Business” at foreign markets and create conditions for effective activity at services market.

Future investigations should be made in implementation of optimized company product stewardship including the following actions: improvement in management of assortment; emphasizing staff as a competitive advantage and as a source of information for strategic planning; development of marketing methods of realization of product stewardship, new commodity introduction or dissemination of information; segmentation of market according to certain characteristics and the choice of product stewardship in each segment.

ПЕРЕЛІК ВИКОРИСТАНИХ ДЖЕРЕЛ

1. Циганкова Т. М. Управління міжнародним маркетингом. Навч. Посібник/ Т. М. Циганкова— К.: КНЕУ, 2001. - 341 с.
2. Бутенко Н. В. Основи маркетингу [Електронний ресурс]. — Режим доступу: <http://books.efaculty.kiev.ua/mrk/3/>
3. Богданов, М. Г. Економічне обґрунтування товарно-продуктових стратегій підприємства /М. Г. Богданов // Київський держ. ун-т технологій та дизайну.– Вісник. - К., 2001. - Вип. 2. - С. 153–159.
4. Офіційний сайт компанії «Коучінг школа «Жива справа» [Електронний ресурс]. — Режим доступу: <http://www.zhyvoedelo.com/>

REFERENCES

1. Tsyhankova T. M. (2001) Upravlinnya mizhnarodnym marketynhom. Navch. Posibnyk [Management of International Marketing]. — K.: KNEU [in Ukrainian].
2. Butenko N. V. The Principles of Marketing, available at: <http://books.efaculty.kiev.ua/mrk/3/>
3. Bohdanov M. H. (2001) Ekonomichne obhruntuvannya tovarno-produktovykh stratehiy pidpryyemstva [Economic Grounds of Products and Goods Strategies of an Enterprise]. - Kyivskyy derzh. un-t tekhnolohiy ta dyzaynu.– Visnyk [in Ukrainian].
4. Official site of the company “Coaching school, Vivid Business”, available at: <http://www.zhyvoedelo.com/>

Одержано 15.09.2017 р.