



To develop a marketing plan or strategy there is a whole range of information necessary. Firstly and foremostly market research on your target market is essential as without it you cannot properly aim your efforts to the right people. A company should also have researched their competitors to see how they work and what can be learned from their successes and failures. Information on suppliers and intermediaries is also beneficial, details of how they run their own businesses are helpful so as to correctly synchronize with them. Information gathered from marketing information systems can be used to huge benefit in not only the planning stage but all throughout the task as the data gathered is continuous and can be used to show how effective certain changes are in sales and buying trends. All the information a marketer sources before developing a plan is important as it gives a marketer a group to target and information on them to use, to effectively market towards them.

There is a set of approaches to the formation of the marketing plan. All of them are different but adhere to one purpose – increase of efficiency of enterprise activity, and in what way – each enterprise decides itself. All authors consider that to begin the formation of the marketing plan it is necessary to make the analysis of the market appeal. We agree with this opinion as the market consists of a set of various buyers, goods and needs, and the enterprise should determine, what segments give the best opportunities for the achievement of the firm's purposes. Selection of market target segments includes an estimation of each market segment appeal and a choice of one or several segments for development. After that it is necessary to determine, what positions in these segments the enterprise aspires to occupy.

Conclusions. Instability of external and, as a consequence, of internal environment has increased the marketing strategy significance in the activity of trading enterprises. Successfully generated marketing plan will allow the enterprise to make effective administrative decisions in the sphere of marketing which are connected to its development in the long term; in fact, it is a tool of growth designed to assist in reaching the enterprise's potential [2].

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ORGANIZING THE LOGISTICS FOR BRANCH AND REMOTE OFFICES

Annotation. Importance and benefits of effective logistics at the enterprise, the basic stages of its formation, main components of logistics formation at the enterprise and its branch offices, the organization of logistics at remote offices, the advantages and disadvantages of it are considered. Ways are suggested for improving the delivery process in order to minimize the costs of the enterprise.

Анотація. Розглянуто важливість і переваги ефективно сформульованої логістики на підприємстві, визначено основні етапи її формулювання, визначено складові у формулюванні логістики на підприємстві та філіалах. Розглянуто питання організації логістики у віддалених офісах, вказано переваги та недоліки, розроблено пропозиції щодо вдосконалення процесу поставки з метою мінімізації витрат підприємства.

Аннотация. Рассмотрена важность и преимущества эффективно сформулированной логистики на предприятии, определены основные этапы ее формирования, определены составляющие формирования логистической системы на предприятии и филиалах. Рассмотрен вопрос организации логистики в удаленных офисах, указаны преимущества и недостатки, внесены предложения для усовершенствования процесса поставки с целью минимизации затрат предприятия.

Keywords: logistics, branch/remote offices, cross-docking.

Logistics is a profession, the subject of which is to organize the management of the process of promoting products and services from raw material suppliers to consumers, the operation of the circulation of products, goods, services, inventory management, product distribution infrastructure [1]. Effectiveness of logistic organization at the enterprise depends on its formation. Logistics system is an



element of the organization of the company. Its application allows you to integrate the various processes of the enterprise and organize internal processes with minimal costs in case of optimal adaptation of the internal environment of the company to the external factors that influence its activity.

Logistic started to develop in 1960 – 1970, but the real understanding of its importance came only in 1990. The main reasons were market economy development, globalization of the market, increasing competition. Because of that fact searching the ways of optimal consumer service and costs optimization was started [2].

Logistic is a very complex system. It is connected with many other organizational spheres of the enterprise. For example, organizing logistics between main offices, branch offices and remote offices needs support of communication system, decision making, organizing planning, etc. The actuality of this theme and thus an increasing interest in its studying is in the potential increase of conductive material systems functionality.

The objective of this research is to propose the best way of organizing and running a logistics system at the branch offices and remote offices in order to minimize costs at the whole enterprise. It should be noted that this issue has not been well studied and is not popular among Ukrainian companies.

The process of formation of an enterprise logistics is complex, so it is advisable to divide it into several steps:

1st Stage – defining the main aspects of the formation of the logistics system;

2nd Stage – defining the major factor in developing the logistics system;

3rd Stage – formation of the logistics of the enterprise [3].

The main components of functioning of logistics are supply, production, marketing, sales, warehousing, transportation management, personnel.

All components of functioning of logistics are one of the factors in the formation of logistics at the enterprises. Material flows go through each of these functional components of logistics. During this process, there is a gradual transformation of the material flow at the various stages of its motion under the influence of flow and other logistics functions. All of the processes occurring in these components should be logically structured, and the basis of their performance should be the maximum interaction between various factors to form the logistics system. A buffer of interaction should act in the logistics at the enterprise. This principle will ensure effective functioning of the management of logistics flows at any stage of their movement in any functional area of it [4].

One of the components of the functioning of logistics is very important in case of branch offices. Warehouses are special buildings and appliances intended for reception, accommodation, maintenance and storage of raw materials and finished products. Moving the material flow in the supply chain is not possible without storage in certain areas. Movement through the warehouse is connected with the labor cost, so it increases the cost of goods. Therefore, the problems associated with the warehouse, have a significant impact on streamlining the movement of material flow in the supply chain, the use of means of transport and distribution costs [5].

All costs associated with the storage and warehouses should be appropriate. But could it be appropriate in the case of remote offices? For example we have a branch office in Dnepropetrovsk and a remote office in Pavlograd which is 60 km far from the city. In this case costs on the whole branch including the remote office would be huge and nonexpedient.

For such kind of running business the best way will be introducing the cross-docking principle.

Cross-docking is a practice in logistics of unloading materials from an incoming semi-trailer truck or a railroad car and loading these materials directly into outbound trucks, trailers, or rail cars, with little or no storage in between. This may be done to the change type of conveyance, to sort material intended for different destinations, or to combine material from different origins into transport vehicles (or containers) with the same, or similar destination [6].

Cross-dock operations were first pioneered in the US trucking industry in the 1930s, and have been in continuous use in LTL (less than truckload) operations ever since.

In the LTL trucking industry, cross-docking is done by moving cargo from one transport vehicle directly into another, with minimal or no warehousing. In retail practice, cross-docking operations may utilize staging areas where inbound materials are sorted, consolidated, and stored until the outbound shipment is complete and ready to ship [7].

Advantages of this principle are the streamlines of the supply chain from point of origin to point of sale, reduction of handling costs, operating costs, and the storage of inventory, products get to the distributor and consequently to the customer faster, reduction or elimination of warehousing costs. But along with that there are some disadvantages. For example potential partners don't have necessary storage capacities for an adequate transport fleet to operate and computerized logistic system. Also an additional freight handling can lead to product damage.

In general, this principle requires precise calculations and justifications, as well as the effective planning and control methods. But it could be the best decision for the effective logistic system at your enterprise with minimal costs in case of optimal adaptation of the internal environment of the company to the external factors that influence its activity. The practical value of this research is that top managers at the time of planning can create an environment in which the company has a chance to expand their outlets by creating a remote office with minimal costs for logistics. This kind of organizing logistics will help to improve the planning process and decision making process.

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USING THE FOCUS GROUP IN MARKETING RESEARCH

Annotation. The article is devoted to the use of focus groups in marketing research. The term "focus group" is defined. The process of using, strengths and weaknesses of this technique under various conditions are considered.

Анотація. Розглянуто використання фокус-груп у маркетинговому дослідженні. Визначено поняття "фокус-група". Розглянуто процес використання, актуальність даної техніки, сильні та слабкі сторони за умов використання.

Аннотация. Рассмотрено использование фокус-групп в маркетинговом исследовании. Определено понятие "фокус-группа". Рассмотрен процесс использования, актуальность данной техники, сильные и слабые стороны при различных условиях использования.

Keywords: focus group, research, market, interview, data, business.

The business world is fiercely competitive. Companies conduct market research to learn how consumers view their company and products so that they can make the necessary changes to retain customers and attract new ones.

Many researches worked in the sphere of marketing. Krueger R. A., M. Casey, Goldman A. E., Morgan D. L., Merton R. K. brought new ideas for marketing research and for the focus group technique.

So, the goal of the article is to show actuality and importance of marketing research, especially using the focus group technique.

Focus groups are essentially group discussions that rely heavily on the interaction between group members and the relationship between the researcher and the respondents. Focus groups have been a dominant form of qualitative data collection in market research for more than 30 years.

In a room in the Students Union, a group of students discusses their experiences as students at the University. They are talking about what they like and dislike at the University and how this compares to their expectations before arriving. They are brainstorming words that come to mind when thinking about the University and are working in pairs to classify their experiences. This is an example of a focus group in action.

Reliable market research data depends on numerous factors, not least well-chosen respondents, well-designed questionnaires and good quality interviews. Arguably, most importantly of all, the market researcher must choose a data collection methodology through which the target audience is comfortably communicating. We will discover when and how focus group research technique should be used [1].

Marketing research is the systematic and objective search for, and analysis of information relevant to the identification and solution of any problem in the field of marketing. The focus group is a research technique used to collect data through group interaction on a topic determined by the researcher. It comprises a small number of carefully selected people who are recruited to a group discussion based on their common experience.

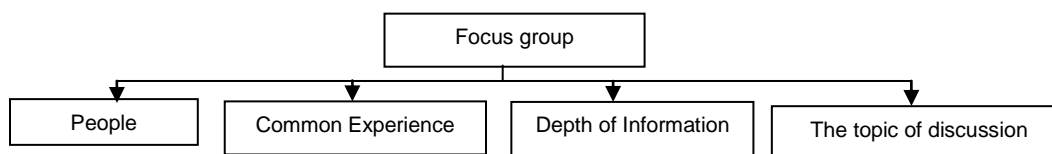


Fig. Focus group structure