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## CONTEMPORARY FOUNDATIONS OF ECONOMIC ANALYSIS OF MARKETING OPERATIONS

### СУЧАСНІ ЗАСАДИ ЕКОНОМІЧНОГО АНАЛІЗУ МАРКЕТИНГОВОЇ ДІЯЛЬНОСТІ ПІДПРИЄМСТВА

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*The article describes the directions of the economic analysis of the ideas of the potential product to evaluation and selection of innovative projects. The influence of socio-cultural factors of the macro-environment to the marketing activity of the company had discovered. Possibilities of application of marketing researches in the field of innovative activity of the enterprise to conduct Gap-analysis in the determination of market segments had determined.*

**Key words:** economic analysis, social and cultural factors, marketing activity, innovative products.

*У статті наведено напрями проведення економічного аналізу ідей потенційної продукції з метою оцінювання і добору інноваційних проектів. Виявлено вплив соціально-культурних чинників макросередовища на маркетингову діяльність підприємства. Визначено можливості застосування маркетингових досліджень у сфері інноваційної діяльності підпри-*

*ємства із проведенням Gap-аналізу під час визначення ринкових сегментів.*

**Ключові слова:** економічний аналіз, соціально-культурні чинники, маркетингова діяльність, інноваційна продукція.

*В статті приведені напрямки проведення економічного аналізу ідей потенціальної продукції з метою оцінювання і отбору інноваційних проектів. Виявлено вплив соціально-культурних факторів макросередовища на маркетингову діяльність підприємства. Определены возможности применения маркетинговых исследований в сфере инновационной деятельности предприятия с проведением Gap-анализа при определении рыночных сегментов.*

**Ключевые слова:** экономический анализ, социально-культурные факторы, маркетинговая деятельность, инновационная продукция.

**Formulation of the problem.** In the modern conditions activity of the company there is a need in justifying of the management system with it marketing activity using the methods of economic analysis for efficacy improving of decision-making, especially in the field of innovation. In addition, taking into account the social-cultural and economic factors in the functioning of the marketing system is one of the objectives of improving the efficiency of business activities of any entity. In the theoretical developments of the domestic scientists partly were examined the task of carrying out of the market research in the domestic business, namely in partial consideration of the factors of socio-cultural nature that affect the final economic result, which makes possibility to consider these problems in future developments.

**Analysis of recent researches and publications.** Questions about studying marketing models and methods taking into account cultural factors that were engaged leading scientists: V. Ilyin, Kotler, F. Rogers and others. They consider culture as an important market factor and characteristic of consumer that their theory are be describing cultural

factors only external manifestations. Modern scholars M. Mark H. Klein and Karl Pearson in their works emphasize to take into account in your models underlying cultural factors and reveal conceptual questions of analysis of marketing activity.

The need for development and implementation of innovative products or complement of the existing product lines, as a rule occurs in the process of analyzing of the strategic areas of business enterprises of corporate type [2; 3]. Probably, that such decision may be as a result of trends of consumers' requirements. In addition, the rapidly changing of modern economy marketing criteria is varied in the process of their importance and relevance, requiring of the formulation based measure of the social-cultural character.

**The aim** of article is to study the provisions of the economic analysis of the enterprise marketing actions with consideration of social and cultural factors.

**Presenting main material.** Implementation of marketing principles is provided on the basis of these features, but in modern marketing concept, especially in the field of innovation activity the essential meaning is the market research innovations and finished

products. These studies are the basis for the development of innovative strategies and tactics behavior of the company, of targeted innovation and product policy [7]. Innovative activity is characterized with common actions of various areas of the company with the development of new products, including and based on marketing that involves the need for a new product to consumers and activity coordination for their needs satisfaction and profitability analysis.

In determining market segments are used Gap-analysis. For example, as a result of research streams profits from production and sale of various products of the enterprise may be a market segment in which there is the need of filling of the innovative products [5]. The main elements of the market for Gap-analysis are [8]:

- A segment in the area of production;
- A segment in the distribution of products to consumers;
- A segment in the appropriate product;
- A segment in competition among the producers.

Gap-analysis of market elements, in our opinion is the initial stage of the innovation cycle (pre-project research) and the first element of the functional mechanism of marketing innovation (FMMID), which provides the ability to define market niches for the purpose of forming ideas in the field of innovation. However, the implementation of an integrated system mechanism must include the application of marketing principles during the whole innovation cycle. This can be realized through the creation and using FMMID in the practice of corporate business type.

In turn, the study of cultural parameters, as one of the important stages of market research, the study of the market environment in the traditional theory is based, as an example, on the SWOT matrix with the formation on its basis of the optimal marketing strategy. This macro-environment (social-economic environment, political environment, ecology, legislative environment) belongs to the firm uncontrolled areas, while other living conditions of the firm may be exposed. So the strategy of the firm is building to counteract the conditions which are uncontrollable. However, the strategic aim can be corrected so that to make over the part of the uncontrollable fields in the controllable and use this advantage over other market participants. The question of culture research within the economic efficiency is an attempt to turn this knowledge into a competitive advantage.

Traditional marketing function changes, because the new market needs customized (from the English. Custom – «custom», «accustom») marketing considering of market specific or the concept of market orientation with influence not only economic trends, but also demographic, political with possible institutional and social-cultural changes. It is necessary to distinguish the relations with institutional structures, due to social-cultural and other features that directly is affected the consumer market as a whole.

As a result of what the company needs to develop a rapid response and adjusting system on the negative impact of environment factors [8].

Based on the studies [4-6; 10], we can cite the definition of the essence of the marketing companies as a process send to meet the needs of consumers, as manifested in the relationship criterion functions and marketing activities, and taking into account social and cultural factors. Traditional marketing considered the culture as an important market factor, which is found in the stable, clearly affected forms such as ethics, religion, morality, ideology and so on. Modern development of the world market significantly changed the expression of cultural factors of various kinds, and the result of the direct influence of society on the economy was strengthening linkages between economic, social and cultural phenomena. The goal is to provide market research activities on a macro level (the analysis of patterns and trends of the market, consumer demand) and micro (analysis and forecasting business opportunities, evaluating the competitiveness and prospects of a particular market segment) [1]. Thus, cultural factors include its own culture, a concept that is the main root cause of all human needs and behavior; subculture, or the smallest distribution of the cultural identities that enable people to more accurately to find their identification in society; social status, which implies belonging to a particular class division in society.

It is arguable that, the trend of the theory and practice of marketing shows:

- Lacks of the theoretical previous models;
- The need to find new models that take into account the modern specific of the current market.

Improving marketing models that are built on new principles, transformed to the current market conditions beginning to find expression in new theoretical developments. According to marketers, the existence of a direct relationship between the brightest display in an appropriate archetype and brand marketing success of companies [2]. Economic analysis of potential product ideas is more detailed than the filtration stage, due to the need timely elimination of ineffective options. According the economic analysis consists of [11]:

- Monitoring of demand depending on sale volumes and prices, all of the short-term and long-term sales, seasonal demand, rates of repeated purchases, strengthening of the sale channels;
- Monitoring of the expense and effectiveness of using of the available capacity and resources, interaction of primary, running expense, expense analysis of raw components, saving on production volumes;-

Competitors' analysis (short-term and long-term data position in the market of the competitors and enterprise.

In view of possibility of using of the priority objectives in further analysis the term «priority» is used in a

slightly different meaning. In this case, the priority will be reflected not only the holding into the achievement of the global goal and implementation of local priority targets. This task doesn't require of measuring on scale relations, due to the very serious methodological difficulties and allows limiting with Ranked scale. This procedure of determining priority's objectives is not formalized and requires the using of the experts review. There are a lot of technical methods of receiving of experts review using ordinal scale, but the most organic method is pair wise comparisons [1; 8].

After selecting specialists of the enterprise ideas of potential products it needs to carry out their filtering, which is carried out in order to exclude from further consideration of the unacceptable on preliminary estimates ideas. Typically, such filtering is performed on the first stage of analysis using the method of scores at the appropriate filtering lists, which contains criteria. According to [6], the economic analysis should include: demand forecasts; expense estimates; assessment of market competition and possible strategies of competitors; income assessment with the risks of the innovative activity and so on. After reviewing proposals for a new product is made the industrial development and production, due to the management and organization of production, provision with resources, materials, training of the staff, creation of technical and technological documentation, technological and tooling equipment, testing of products. At the stage of mastering and production is marked out [7] the following activities:

- Management and organization of production, which is a complex of works on HR and resources to achieve the goal of business;
- Production's resources and materials providing, which is an activity of the organization of timely delivery for the enterprise material, energetic, financial and other resources to master and good's production;
- Production design, it's a complex of works on preparation of plans and drafts, production procedures, technical and technological specifications;
- Equipment preparation, which is an activity with the acquisition of production equipment and manufacturing special tools and equipment, development of production standards and control methods of production quality and technological processes;
- Acquisition of intangible assets is an activity with the acquisition of technologies and other intellectual property in the form of patents, licenses, know-how and services;
- The acquisition of tangible assets is an activity with the acquisition of machinery and equipment related to the introduction of innovations;
- The mastering and launch of production what is a complex of works in designing of goods modifications and technological processes, testing technologies,

training staff to use new technology and equipment, production test and planned parties of innovative products.

As tools for previous researches with the purpose of evaluation and selection of innovative projects is the result of assistance certain serving areas and selection of ideas and analysis, then the next step is the complex of works, which are aimed at creating or improving products, materials, etc. to produce innovative products for further implementation of new products in the relevant markets of consumption. It is necessary to highlight that R & D is generally include the following activities: design work (study options for a new facility); design works; engineering works; creating of the prototypes and production of original models of new products; testing with evaluation of the characteristics of innovative products.

Note that FMMID with using of R & D is realized by market research, result of which is:

- Marketing characteristics of the market for future products;
- The competitive status of corporate enterprise in R & D, production and management of business processes;-
- The competitiveness of enterprises and forecast of the actions of competitors;
- SOCIAL-economic and political environment in the country.

This activity requires the formation of a complex mechanism of management providing with results of software and targeted market research in the field of innovation management. This mechanism can be integrated FMMID [11]. It needs the necessary investments in its own production after the development and carrying out of new research.

**Deduction from the research.** In the article is presented the justifying of marketing activity of enterprises as a process designed to meet the needs of consumers, which is manifested in particular, and taking into account social-cultural factors on business. Economic analysis of marketing activity supposes determining the presence and action resources and results of marketing activities, its structure and properties, as well as identifying causal factors to affect to the business. There are not only market factors, economic, technical and technological factors but the social-cultural factors in this article.

The need for the development and implementation of innovative products may occur in the analysis process of strategic areas of economic activity. The process of developing and breeding innovations to market comprises the steps from generating ideas till the start of commercial sales. Effective business innovation policy should include a thorough marketing concept of new products in the early stages of innovation.

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## ВДОСКОНАЛЕННЯ ПІДХОДУ ДО СУТНОСТІ ОРГАНІЗАЦІЙНОГО ЗАБЕЗПЕЧЕННЯ КОНТРОЛЮ ФІНАНСОВОЇ БЕЗПЕКИ МАЛОГО ПІДПРИЄМНИЦТВА

### IMPROVING THE APPROACH TO THE ESSENCE OF ORGANIZATIONAL SUPPORT FOR MONITORING FINANCIAL SECURITY OF SMALL BUSINESS

*У статті вдосконалено підхід до сутності організаційного забезпечення контролю фінансової безпеки малого підприємництва. Досліджено специфіку структурного підходу до сутності організаційного забезпечення, нормативно-методичного підходу до сутності організаційного забезпечення. Ідентифіковано сутність організаційного забезпечення державного фінансового контролю фінансової безпеки малого підприємництва. Отримані результати дають змогу виділити схему базових структурних частин організаційного забезпечення державного фінансового контролю, що формується на основі структурних регламентів як сукупності документів, що необхідні для забезпечення високого рівня організованості відповідного контролю.*

**Ключові слова:** оцінка, організаційне забезпечення, фінансова безпека, мале підприємництво.

*В статті усовершенствован подход к сущности организационного обеспечения контроля финансовой безопасности малого предпринимательства. Исследована специфика структурного подхода к сущности организационного обеспечения, нормативно-методического подхода к сущности организационного обеспечения. Идентифицирована сущность организационного обеспечения государственного контроля финансовой безопасности малого предпринимательства. Полученные результаты*

*позволяют выделить схему базовых структурных частей организационного обеспечения государственного финансового контроля, который формируется на основе структурных регламентов как совокупности документов, необходимых для обеспечения высокого уровня организованности соответствующего контроля.*

**Ключевые слова:** оценка, организационное обеспечение, финансовая безопасность, малое предпринимательство.

*Provision formed by the author allow to state that organizational support for state control of the financial security of small enterprises should be considered a set of interdependent and interacting structural elements (within the organizational structure of government financial security) and the rules operating as the system and create conditions for normal flow of control processes and transactions that can occur in such a system. This comprehensive organizational support of state financial control will acquire functional and structural characteristics. The results can provide a scheme of basic structural parts of organizational support of state financial control, which is based on the structural regulations, as a set of documents (e.g. standards, rules and regulations) that are necessary to ensure a high level of organization of the relevant control through regulation or restriction of controllers work and control process.*

**Key words:** evaluation, organizational support, financial security, small business.

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**Постановка проблеми.** Під поняттям «оцінка» загальноприйнятим є розуміння засобу чисельного виразу стану об'єкту дослідження залежно

від наближення його окремих параметрів до оптимального стану, за якого забезпечується позитивний ефект (або вдосконалення) у сфері