

338.2(075.8)

JEL Classification: M15, 21

DOI: 10.15276/mdt.2.3.2018.6

© 2017 The Authors. This is an open access article under the CC BY license  
(<http://creativecommons.org/licenses/by/4.0/>)

«...»

[3], [4], [5], [6], [7].

«...»

[8], [9], [10], [11].

(...)

(...)

«...»

(...)

(...)

(...)

(...)

«...»



)

»

«

» [3].

( )

« »

( , )

[5],

» [14].

[6].

[7].

« »

( , , , , , )

---

,

— , ;

— ( , );

— ;

— ;

—

« » ( otent al s ( .), otentiel ( .))

« », « », — « » [15]. , —

, , ; - , ;

, - , , ( , ) [16].

,

,

, [10].

«

( ) » [17].

«

[18]. , , , , »

, , - :

; ;

; ;

; ;

; ;

[19].

.. , ..

CRM – Customer Relations Management (CRM) is a key strategy for the success of a company in the digital age. It involves the use of data and technology to understand and manage customer interactions and relationships. The goal of CRM is to improve customer satisfaction and loyalty, which leads to increased sales and profitability.

CRM systems are designed to integrate various touchpoints and channels, such as email, social media, and the website, to provide a consistent and personalized customer experience. By leveraging CRM, companies can gain valuable insights into customer behavior and preferences, allowing them to tailor their marketing and sales efforts accordingly.

One of the main benefits of CRM is the ability to segment customers based on their needs and characteristics. This enables companies to deliver targeted and relevant content, increasing the effectiveness of their marketing campaigns. Additionally, CRM helps in streamlining sales processes, reducing response times, and improving overall operational efficiency.

However, implementing a successful CRM system requires a strong foundation of data accuracy and integration. Companies need to ensure that their CRM system is properly configured and that data is consistently updated and maintained. Regular training and support for employees are also essential to maximize the benefits of CRM.

As the digital landscape continues to evolve, CRM will remain a critical component of a company's marketing strategy. By embracing CRM and leveraging the power of data and technology, companies can build stronger relationships with their customers and achieve long-term success in a competitive market.

1 – Diagram illustrating the CRM process flow.

CRM – Customer Relations Management	(SFA)	(MA)	(CSS)

<p>CSRP – <i>Customer Synchronized Resource Planning</i></p>	<p>( , )</p>	<p>– , – ,</p>	<p>– , , : – – –</p>
<p>– <i>Product Configurator</i></p>	<p>– , ,</p>	<p>–</p>	<p>– ; –</p>
<p>APS – <i>Advanced Planning and Scheduling</i></p>		<p>–</p>	<p>–</p>
<p>– <i>Business intelligence</i></p>	<p>– - ; – - ,</p>	<p>– –</p>	<p>, , , ( ), , ( ) : – ; – , ,</p>

[21, 22]

( .2).

2 –

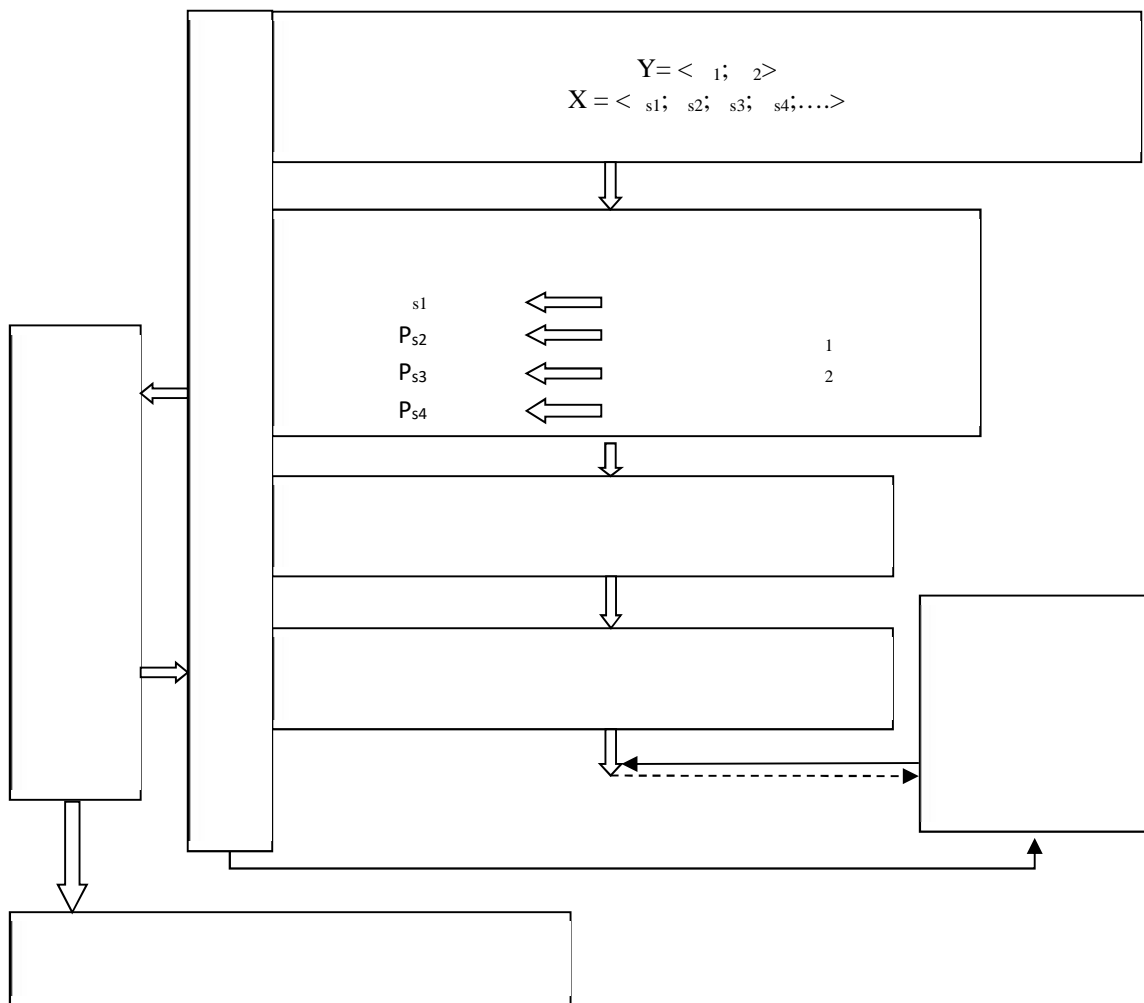
<p><i>Gartner</i></p>	<p>1996 . – « , , , »</p>	<p>– (data warehousing) – (OnLine Analytical Processing, OLAP) – (Enterprise Information Systems, EIS) – (data mining) – (query and reporting tools)</p>
<p>IDC – <i>Forrester International Data Corporation</i></p>	<p>– « , , , , »</p> <p>(data preparation) (data usage) –</p> <p>« , , , »</p>	<p>– (QRA — end-user query, reporting and analysis) – (advanced analytics software)</p>

[23, 24]



’ ( )  
 .  
 ,  
 ,  
 ‘ « ’ ,  
 ( )  
 ,  
 » [25].

. 1.



1 -  
 ( )

, , , , .  
 , , , .

...

...),

( ... ).

1.

...

( 1),

$$Y = \langle y_1; y_2 \rangle \tag{1}$$

...

(5

...

...

( ... )

( ... )

( 1).

$$\mathbf{X} = \langle s_1; s_2; s_3; s_4; \dots \rangle \tag{2}$$

: s1; s2; s3; s4 –  
 «        », «        », «        », «        ».

$$\mathbf{R} = \langle r_1; r_2; r_3; r_4 \rangle \tag{3}$$

: r1 – (        ),  
 ;  
 r2 – ,  
 ;  
 r3 – ,  
 ;  
 r4 – ,  
 .

2.

(        ) –  
 -        .  
 ,        ,        ,        ,  
 (        ,        ,        ,        ,        ) .  
 .  
 ,        ,        ,        ,  
 -        ,  
 (        ),  
 .        «        »  
 .        «        »  
 «        » .  
 .        :  
 5        5-  
 .  
 (        .3).

3 –

		5-	
	s11	5	3
	s12	5	4
	s13	5	4
	s21 « - »	5	3
	s22	5	5
	s31	5	3
	s33	5	5
		s14	4
s15 ( )		4	5
s23		4	5
s32		4	5
	s16 ( )	3	5
	s41	2	5
	s42 - ,	2	5
	s43	1	5

\* .

( ) , ( , , ) .

(« », « », « ») « », « » .

», « » .

(5 ( . ) ) 1,

( . 1) – ( - )

,

( . 4) .

				-
11	12	13	14	15
	-			
				-
	( )			
	,			

.5. ( , ( , ) )  
 ( , ) .  
 , ( )  
 ) . « »  
 « »  
 .  
 « » , « »  
 » , « »  
 » , « »  
 ) » , « »  
 ) » « »  
 .

5 –

	s11	0*	1*	3*
	s12	0	2	2
	s13	3	1	2
	s21	2	2	3
	« - »			
	s22	2	1	0
	s31	1	1	0
	s33	3	1	0
	s14	0	0	3
	s15 ( )	0	0	3
	s23	2	0	1
	s32	0	0	1
	s16 ( )	0	0	3
	s41	3	0	0
	s42 -	1	1	0
	s43 ,	1	1	1

\* 0 –

1 –

2 –

3 –

3.

.6.

6 –

–						
– –						
	(data warehousing)					
	(data mining)			(query and reporting tools)		
	(external data)	< 1; 2>	– –	– –	– –	– –
(internal data)	< s1; s2; s3; s4;...>		–	–	–	–
(resulting data)	< r1; r2; r3; r4>		–	–		

4.

5.

1. . . . . , 2001. 587 .
2. . . . . 2 . . . . . , 1993. 475 .
3. . . . . : . . . . . , 2006. 715 .
4. . . . . , 2008. 560 .
5. Day G.S., Wensley R. Assessing Advantage: A Framework for Diagnosing Competitive Superiority // Journal of Marketing. 1988. April. p.12.
6. . . . . 7- . / . . . . . : . . . . . , 2007. 496 .





6. Aaker, D. (2007). *Strategicheskoe rynochnoe upravlenie [Strategic market management]* (S. G. Bozhuk, Trans). (7th ed., rev.) Saint Petersburg: Piter [in Russian].
7. Prahalad, C.K. (1990). The core competence of the corporation. *Harvard Business Review*, vol. 68, 3, 79-91.
8. Krasnokutska, N.S. (2005). *Potencial pidpriyemstva: formuvannya ta ocinka [Enterprise Potential: Formation and Evaluation]*. Kyiv: Centr navchalnoyi literaturi [in Ukrainian].
9. Bachevskij, B.Ye., Zablodska, I.V. & Reshetnyak, O.O. (2009). *Potencial i rozvitok pidpriyemstva [Potential and development of the enterprise]*. Kyiv: Centr navchalnoyi literaturi [in Ukrainian].
10. Fedonin, O. S., Ryepina, I.M. & Oleksyuk, O.I. (2005). *Potencial pidpriyemstva: formuvannya ta ocinka [Enterprise Potential: Formation and Evaluation]*. Kyiv: KNEU [in Ukrainian].
11. Idrisov, A.B. (2011). Strategiya na klyuchevyh kompetencyah i dinamicheskikh sposobnostyah [Strategy on core competencies and dynamic abilities] *www.management.com* Retrieved from: <http://www.management.com.ua/strategy/str027.html> [in Russian].
12. Cornelissen, J. (2004). *Corporate communications: Theory and practice*. London: Sage Publications Ltd.
13. Klimchuk, A. O. (2014). Suchasna paradigma zabezpechennya konkurentnih perevag pidpriyemstva [The modern paradigm of ensuring the competitive advantages of the enterprise]. *Biznes Inform [Business Inform]*, 1, 221- 225 [in Ukrainian].
14. Magretta, Dzh. (2013). *Klyuchevye idei. Majkl Porter. Rukovodstvo po razrabotke strategii [Key ideas. Michael Porter. Strategy Development Guide]*. Moscow: Mann, Ivanov i Ferber [in Russian].
15. Melnichuk, O. S. (Ed.), Bilodid, I. K. (Ed.), Kolomiyec, V. T. (Ed.) & Tkachenko, O. B. (Ed.). (1982). *Etimologichnij slovník ukrajinskoyi movi [Etymological Dictionary of the Ukrainian Language]*. Kyiv: Naukova dumka, (Vol. 1) [in Ukrainian].
16. Busel, V.T. (Ed.). (2002). *Velikij tlumachnij slovník suchasnoyi ukrajinskoyi movi [Great explanatory dictionary of modern Ukrainian language]*. Kyiv, Irpin: VTF «Perun» [in Ukrainian].
17. Oleksyuk, O. A. (2001). Marketingovij potencial pidpriyemstv cementnoyi promislovosti Ukrayini [Marketing potential of the enterprises of the cement industry of Ukraine] *Marketing v Ukrayini [Marketing in Ukraine]*, 4, 12 [in Ukrainian].
18. Sharko, V.V. (2016). Metodi doslidzhennya marketingovogo potencialu torgovelnogo pidpriyemstva [Methods of researching the marketing potential of a trading enterprise]. *Ekonomika i suspilstvo [Economics and Society]*, 4, 207-215. [in Ukrainian].
19. Kohan, M. M. (2017). Ocinka marketingovogo potencialu farmacevtichnogo pidpriyemstva [Estimation of the marketing potential of the pharmaceutical company]. *Investiciyi: praktika ta dosvid [Investments: practice and experience]*, 5, 58-62 [in Ukrainian].
20. Merzlikina, G. S. & Shahovskaya, L. S. (1996). *Ocenka ekonomicheskoy sostoyatel'nosti predpriyatiya [Estimation of economic solvency of the enterprise.]* Sankt-Peterburg: Vid-vo Sankt-Peterburgskogo gos. un-ta [in Russian].
21. Tatarchuk, M.I. (2005). *Korporativni informacijni sistemi [Corporate Information Systems]*. Kyiv: KNEU [in Ukrainian].
22. Dresner, H. (1993). Business intelligence: competing Against Time. *Twelfth Annual Office Information System Conference*. London.
23. Gartner IT Glossary: Business Intelligence (BI) Platforms. *www.gartner.com* Retrieved from: <https://www.gartner.com/it-glossary/bi-platforms>.
24. Kokovskij, A. (2011). Business Intelligence: she suchasnishij nizh 20 rokiv tomu [Business Intelligence: Even more recent than 20 years ago]. *Informacionnye tehnologii dlya menedzhmenta - Information technologies for management*, 1-2. Retrieved from: <http://www.management.com.ua/ims/ims179.html> [in Ukrainian].
25. Yankovyy, O.G. (2017). *Teoretichni, metodologichni ta praktichni aspekti konkurentospromozhnosti pidpriyemstv : monografiya [Theoretical, methodological and practical aspects of the competitiveness of enterprises]*. Odesa: Atlant [in Ukrainian].

---

*Atiushkina Victoria, Ph.D in Economics, Associate Professor of Economics and Entrepreneurship Department, Volodymyr Dahl East Ukrainian National University (Severodonetsk, Ukraine).*

*Pedko Irina, Doctor of Economic Sciences, Professor, Dean of the faculty of Economics and Management in construction, Odesa State Academy of Civil Engineering and Architecture (Odesa, Ukraine).*

**Management of competitive power of the enterprise on the basis of assessment of the complex of marketing.**

*The aim of the article. The purpose of the study is to determine the requirements to the formation of the information base of the control system of enterprise's competitive potential on the basis of the marketing complex, the determination of the directions, the technology of data retrieval and processing, and the provision of information needs of the system for assessing the competitive potential of the enterprise.*

*The results of the analysis. On the basis of the conducted research, significant features of competitive advantages are distinguished, including their relative nature, dependence on the market situation in the long run, the change in time of the importance of competitive advantage and the presence of a certain potential of each individual competitive advantage and their interaction.*

*It is revealed that the search for competitive advantages of the enterprise can be a combination of the exogenous and endogenous potential of the enterprise, that is, internal capacity to achieve the goals of the enterprise and part of the unused potential as a reserve for expansion of activity or impossibility of use in modern conditions; as well as the opportunities provided (or envisaged) by the external environment.*

*It is proved that the marketing potential accumulates information about factors that are external and uncontrolled for the enterprise (exogenous), and those that provide product creation, promotion and sale. The evaluation of reactive interaction between elements of these two spheres allows us to form information about the competitive potential of an enterprise. That is, marketing data provides information to find competitive advantages, which form the basis of the information provision of the control system of enterprise's competitive potential.*

*According to the structure, the subsystem of information support consists of a parametric description of the control system of the competitive potential, the block of evaluation of the enterprise's competitive potential, the block of formalization of the received data in accordance with the chosen information processing technology, the determination of the set of parameters of the marketing mix for the formation of the company's sustainable competitive advantage (SCA), verification of the coherence of the competitive potential's identified elements.*

*For purposes of obtaining reliable, stable and adequate information in order to definition of sustainable competitive advantages of an enterprise it is expedient to attract modern means of information technologies. The paper presents the composition of software tools for the stages of evaluation of the competitive potential of the enterprise.*

**Conclusions and direction for further research.** *The paper proposes to search for competitive advantages of the enterprise by means of parametric description and evaluation of data on the elements of the marketing mix taking into account the influence of the external competitive environment. For the formation of the required business analytics, it is expedient to use data mining methods, operational analytical processing systems, query and reporting tools.*

*Further research may be aimed at determining the mechanism for checking the coherence of certain elements of the competitive potential.*

**Keywords:** competitive advantage, information support, parameter, information module, business analytics.