CURRENT TRENDS IN INDUSTRY AND FEATURES OF MARKETING ACTIVITIES

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The main purpose of marketing activities in the field of mechanical engineering is to generate marketing information in order to make decisions in the field of interaction of the subjects of the marketing system, as well as to support management decisions. Also, marketing activities in the field of mechanical engineering help to reduce the impact of elements of uncertainty and risk in the production and marketing activities of the enterprise.

The practice of foreign machine-building enterprises indicates that the achievement of significant results in the activity is possible only with a thorough study of the machine-building market, as well as competitors operating in it, their careful assessment and consideration of their experience in their own activities.

Taking into account the above features of the marketing activities of machine-building enterprises can be one of the ways to increase the competitiveness of domestic machine-building enterprises in international markets. Systematizing and analyzing objective information about the state of the machine-building products, the company is able to independently develop recommendations for making specific management decisions and methods of their implementation, to achieve the end results of efficiency in the activities of its machine-building enterprise.

Introduction. The machine-building complex is the basis of the economic potential of any country, which is the most complex industry, which determines the level of scientific and technological progress in the whole economy, because it provides other industries with machinery, equipment, appliances and consumer goods. In turn, the means of production provide comprehensive mechanization and automation of production.

The role of mechanical engineering in the economic development of the country is determined by its service function. In all intersectoral complexes - fuel and energy, agro-industrial, construction, forestry, etc.; participation in the territorial division of labor (domestic and interstate). It is the share of machine-building products in the export sector that largely determines the status of the country, its place in international economic integration processes [1,9, 5].

Machine-building enterprise is an open integrated system, which is connected with the external and internal marketing environment. The integrity of the enterprise as a system is determined by the fact that the system exists or is artificially created to achieve certain goals [10, 7].

The marketing environment is characterized by a high degree of complexity, mobility and unpredictability. The success of the enterprise depends on the ability to predict changes in the external environment. Changes that occur in the environment of the machine-building enterprise have a certain impact on its actions. The company is forced to pay great attention to the processes taking place in a rapidly changing environment in order to adapt and adapt to them in a timely manner, this is especially important for machine-building enterprises focused on marketing activities [16, 5].
In the process of transition to market mechanisms of functioning, domestic machine-building enterprises were faced with the need to optimize their activities taking into account the mutual influence of the components of the external market and internal marketing environment of each enterprise.

**Analysis of basic research and publications.**

Peculiarities of modern marketing tools and marketing activity, tendencies of development of modern marketing concept were studied by such foreign scientists and economists as Kotler P., Kholmogorov V., Vyryn F., as well as domestic scientists such as Azaryan O., Boenko O., Oklander M., Nifatova O., Ptashchenko O., Naumik-Gladka K., Sokhatska O., Krykavsky E., Romat E. and other.

That is why it is possible to say that this issue has a wide range of consideration, but even in such conditions there are still some aspects of marketing activities that require constant monitoring and are relevant for investigation.

**Goal.** The purpose of the current study is to consider current trends in industry in terms of enterprises' marketing activities and the use of modern marketing tools.

**Materials and results of the study.**

The internal marketing environment is the environment within the machine-building enterprise which is controlled by it. It includes entities that are directly related to the enterprise and participate in the production and sale of products.

The external marketing environment of a machine-building enterprise is a set of elements that surround the enterprise and have a certain influence on its activity.

The external marketing environment is divided into the micro-environment of the enterprise and the macro-environment. The author has compiled a generalized scheme of the components of the marketing environment of the machine-building enterprise.

Given the specifics of the machine-building enterprise, it should be noted that the factors of the external microenvironment have the greatest impact on any machine-building enterprise and on the place of the enterprise in the machine-building market. That is why it is advisable to consider them in more detail.

Suppliers - business entities that provide the machine-building enterprise with material, technical and energy resources necessary for the organization of production and marketing.

Effective provision of the machine-building enterprise with all kinds of resources presupposes the presence of a large information base (which can act as a system).

Such information base should contain information about the markets where resources are provided and about the needs of production, which, as a result, is formed by market demand for the products of the machine-building enterprise.

The importance of this factor forces the machine-building enterprise to pay special attention to the provision of material resources, as it reduces the risk of financial losses associated with the lack of sources of working capital in inventories. That is, the cost, quantity and quality of the manufactured products of the machine-building enterprise largely depend on the correct organization of work of suppliers and the price policy spent by them. This is also confirmed by some features:

- multi-nomenclature;
- high share of costs for material, technical and energy resources of production costs;
- the need to focus on demand, because it is due to many macroeconomic factors, subject to significant influence of the financial sector of the economy;
- the products of the machine-building enterprise are often unique, the technological chain has no analogues.

With the advent of the Internet, companies have the opportunity for direct contact (without intermediaries) with companies producing the necessary products. This has significantly increased the efficiency of interaction with suppliers. Intermediaries - enterprises that cooperate with the machine-building enterprise and provide certain services in the distribution and sale of its products [5, 6, 7, 11, 12, 13, 14, 15].

The consumer of a machine-building enterprise is all enterprises and organizations, natural or legal persons, which enter into a relationship and consume the end result of the activity of a machine-building enterprise.

In today's conditions of globalization as a result of the formation of integration processes there are rapid changes not only in the scale of production, but also in the competitive requirements for economic entities. In this regard, all industrial enterprises, including machine-building, are forced to change the conditions of the market by creating new competitive advantages, through which you can achieve a certain level of economic efficiency of their activities [1, 2, 3, 8, 4]. That is why there is an urgent need for a detailed examination of competitors of machine-building enterprises of Ukraine.

Manifestation of the competitive advantage of the machine-building enterprise can be increase of competitiveness of its production, and also achievement of a certain level in the market of mechanical engineering.

As for the state of machine building in Ukraine, it was both an element and a component of the system of all-Union machine-building ministries, and in general it has remained so, but within the framework of a market economy. There are conditions that potential competitors of disparate Ukrainian manufacturers of mechanical engineering products are systemically integrated structures in the form of powerful corporations, so there is a threat of displacement from both foreign and domestic markets of Ukrainian machine-building enterprises. This process is gaining momentum, because even today the products of domestic engineering in the world market, with rare
exceptions, are not in demand due to its low level of competitiveness.

Today in the engineering industry of Ukraine there are no large systemic organizational entities such as those working in the leading engineering countries. According to the Resolution of the Cabinet of Ministers of Ukraine № 1130, at present, to ensure the competitiveness of domestic engineering, it is necessary to create powerful national research and production structures capable of integrating into international production structures. There are no such structures in Ukraine, so the competitiveness of domestic engineering is not positively affected by world scientific and technological progress [13].

Thus, machine-building enterprises of Ukraine lose in the competition for large orders for reconstruction in the domestic mining and metallurgical complex, giving way to foreign leaders. This situation is explained by the following trends.

First, the vast experience in the creation of machines and units and modern technologies provide European companies with significant scientific and technical advancement in comparison with domestic manufacturers in terms of quality, reliability and durability of the manufactured equipment.

Secondly, the world's leading companies have the experience and capabilities to implement turnkey projects, which significantly reduces customer transaction costs.

Third, foreign machine builders are able to fulfill orders on credit, at low interest rates with deferred payment for several years, which is especially true for Ukrainian companies in a liquidity shortage. Ukrainian machine-building plants do not have such opportunities as free financial resources for these purposes [12]. In addition, the presence of domestic ferrous metallurgy units of well-known foreign companies allows them to easily pass certification for compliance with international standards.

In such conditions, Ukrainian machine-building enterprises have a very difficult time. However, the situation is far from critical. The available technological potential of a number of enterprises is quite sufficient for successful work. Ukrainian machine-building enterprises are now choosing the path of specialization in the manufacture of certain types of equipment. And in these individual niches, domestic heavy engineering can compete effectively with foreign companies in both price and quality. This primarily applies to traditional types of replacement equipment and those that require periodic replacement. By these types of products, domestic machine-building enterprises are quite competitive [10]. In addition, many global manufacturers prefer to place orders for the manufacture of certain equipment (usually energy and labor-intensive) at Ukrainian machine-building enterprises.

In Ukraine, the central place in the financing of domestic engineering is occupied by the state budget and public investment. Thus, there are several investment programs and projects that are important sources of funding for machine-building enterprises, which provide state support in priority areas of mechanical engineering through exemption from customs duties and benefits.

However, despite some positive aspects of state support for machine-building enterprises, there are some difficulties, especially in the field of innovation. Funding for government programs and government procurement for the development of new technologies remains unacceptably low.

The state, which acts as a financial structure, can positively affect the ability of machine-building enterprises of Ukraine to provide themselves with capital, and can be an obstacle to technological modernization, by systematic non-fulfillment of their financial and investment obligations. This leads to the fact that companies can not plan their activities not only for the future, but even for the current year.

The importance of credit and banking investment by industrial enterprises is becoming increasingly important as banks have free funds at their disposal to manage excess reserves and money supply.

Despite successful examples of bank lending, there is currently insufficient investment in machine-building enterprises in Ukraine. This is due to the fact that many companies have passed into private ownership and do not seek to disclose the results of their financial and economic activities. In turn, the publication of the results of financial and economic activities is an important factor in attracting loans from private and especially foreign capital.

It should be noted that the cost of credit resources at this stage is much higher than profitability in industry as a whole and in domestic engineering, which does not allow engineering companies to actively use loans to open new or expand existing production. Thus, under the current conditions, companies cannot use credit funds to implement large investment projects for a short period (for example, 4-5 years), and commercial banks will not provide them, because the return ratio will not be met. Therefore, banks prefer to invest not in engineering and high-tech enterprises, but in trade and the food industry, where a rapid return on investment.

Given the significant reduction in domestic investment and limited domestic sources of funding, the problem of attracting foreign investment becomes especially important for the Ukrainian economy.

The next type of contact audience that can have a significant impact on the machine-building enterprise is the mass media presented by organizations that disseminate news, articles, editorial comments, analytical reviews, and so on.

From the point of view of marketing activities in the field of public relations, the interaction of the machine-building enterprise with the mass media is necessary in the interests of forming a positive image of the machine-building industry as a whole. The formation in the public consciousness and in the media of a positive image of the industry, prestige and attractiveness of machine-building professions, worthy
public evaluation, the contribution of domestic engineering and the development of the national economy contributes to the attractiveness and social significance of specific machine-building enterprises.

Also in the field of public relations, the media contribute to effective advertising, organization and holding of conferences, symposia, meetings, lectures, competitions, seminars, exhibitions, fairs, auctions and other events in the interests of the development of the domestic engineering industry.

The management of a machine-building enterprise is obliged to take into account everything that happens in the public sphere. Interaction with the contact audiences of public authorities and management leads to cooperation not only on regulatory issues of general principles of functioning in the market of machine-building products, protection of interests of participants in the machine-building industry in public authorities, but also in other organizations, both in Ukraine and abroad. abroad, but also to help improve the efficiency of the industry by developing, discussing, making proposals for new types of classifiers, quality standards for engineering products, operational reliability and safety, as well as environmental standards.

The fourth type of contact audience that is part of the marketing environment is civic support groups. Marketing decisions of a machine-building enterprise can raise questions from public consumer organizations, environmental groups, representatives of national minorities, and so on.

**Conclusion.** Thus, the current stage of development of the machine-building industry in Ukraine is characterized by the presence of features of machine-building enterprises, including in marketing activities. With the complication of technological, economic and competitive environments in the market of machine-building products, the role of marketing activities in the enterprise increases, which is especially noticeable in the transition of machine-building enterprises from the stage of passive marketing to the stage of organizational and active marketing activities.

Marketing activities involve marketing research and development of a program of marketing activities that are used to increase the productivity of the enterprise and the effectiveness of meeting the needs of the end consumer. According to this, marketing activities and their activities contribute to the effective adaptation of production, brokerage to the state of the market and consumer requirements.

The need to develop marketing activities is associated with the process of expanding production and the emergence of new technologies in all areas of production and circulation of goods and services, including engineering, information production and distribution, growth of social and cultural needs of consumers, ie with all components macro-environments that affect enterprises.

**References**

Систематизуючи функціонуючих впливу результативності діяльності підприємств машинобудівної галузі, можна зазначити, що досягнення значних результатів у діяльності можливе тільки за умови реального досягнення машинобудівного ринку, а також функціюючих на вагу конкурентів, їх ринкових оцінок та обліку їх досягнень у власній діяльності.

Враховуючи викладені особливості машинобудівної діяльності підприємств машинобудівної галузі може стати одним з її способів підвищення конкурентоспроможності вітчизняних підприємств машинобудівного комплексу на міжнародних ринках. Систематизуючи і аналізуючи об'єктивну інформацію про стан ринку машинобудівної продукції, підвищення здатність самостійно розробляти рекомендації для прийняття конкретних управлінських рішень і методів їх реалізації, для досягнення кінцевих результатів підвищення ефективності в діяльності свого машинобудівного підприємства.

Машинобудівний аналіз є зовнішнього середовища вітчизняних машинобудівних підприємств відноситься до теорії, що існує складна та комплексна проблема конкурентоспроможності машинобудівного комплексу України на світових ринках. Зазначимо, що вітчизняні машинобудівники можуть розглядати як технологічно відсталі, інституційно нерозуміння, національне політичне та кон'юнктурні критерії на світовому ринку. Українські машинобудівники потребують комплексного формування та поетапної реалізації національної стратегії розвитку машинобудівної галузі та забезпечення достатнього рівня її конкурентоспроможності на міжнародних ринках. Це зумовлює необхідність пошуку нових інструментів, які можуть сприяти переходу вітчизняних машинобудівних підприємств у європейські стандарти. Розглядаючи аналіз тенденцій розвитку підприємств машинобудівного комплексу, має змогу підвищити якість прийняття стратегічних управлінських рішень, що дозволить у довгостроковій перспективі підвищити рівень конкурентоспроможності вітчизняних підприємств машинобудівної галузі.

Ключові слова: машинобудування, машинобудівна галузь, конкурентоспроможність, ринкові методи розвитку, вітчизняні підприємства.

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