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MANAGEMENT OF MARKETING SUPPORT AT THE STAGES OF THE PRODUCT LIFE CYCLE

Providing of a stable development of native industrial enterprises is an important problem of Ukrainian economy, which requires innovations and improvement of managerial processes. In recent years the consequence of marketing support is actualising as a system of effective organization of production and sale in terms of high competition and markets globalization. In this connection an effective marketing support becomes an important attribute of effective management of enterprise activity. Moreover, at the modern stage of Ukrainian economy development the necessity and timeliness of marketing supports' research taking into account of the product life cycle is increasing. It is concerned mostly with the increase of competition severity, change of accents of competitive activity and speed of new products appearance and ageing, amalgamation and takeover of enterprises by others, which are producing newest and competitive product.

The aim of the article is to generalize theoretical approaches and to ground a package of measures to manage marketing support of an enterprise taking into account the stages of product life cycle.

The main reference point of production, scientific and technical, and sale activity of any industrial enterprise is a market demand, i.e. consumer's demands. Herewith an important and indispensable condition of profitable activity is a production of competitive products, which will be delivered to the target audience. That is why the necessary task for enterprise becomes the investigation of individual and social needs, market demands and innovative-technological achievements in production.

For the successful and efficient solving of a task of social needs research and their satisfaction in the most complete measure, there is a necessity of the complex of strategic and operational marketing actions at the enterprise. As a basic business philosophy, a marketing support orients management to consider a consumption of enterprise

activity results as a democratic process, during which consumers "vote" for the result, which they need, by means of their cash resources. Marketing researches, marketing strategy development, marketing concept formation, marketing program, marketing budget and implementation of measures to provide enterprise with marketing support are the fundamental constituents of enterprise activity's marketing support.

Developed and grounded measures to manage the marketing support of an enterprise taking into account stages of the product life cycle can be used by native enterprises in practice. It is determined that in consideration of stages of the product life cycle and the most important factors, namely, own price, competitors' prices and funds for marketing support, the planning of sales volume becoming available, and the marketing support's spending optimization stimulates the considerable increase in sales volume of certain types (brands) of production.

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