

**PROBLEMS OF MARKETING ACTIVITY IN THE ENTERPRISES OF GRODNO REGION**

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The problem of marketing occupies an important place in Belarusian economy. A successful marketing activity is one of the main constituents of high development and economic growth of not just Belarusian enterprises but enterprises of other countries as well. While considering this issue there should be used three basic blocks of the marketing scheme – a product, a consumer and communications.

A product. At some markets, where researches of consumer preferences are still of current importance, marketing implies a series of efficient tools for a consumer analysis and subsequent bringing the product under preferences of a consuming subject.

A consumer. Relevant consumer segmentation which allows to select a group with similar preferences and other peculiarities of consumer behaviour, appropriate for a certain market, should be conducted by

each company. If there is no distinguished group, therefore it becomes unclear how to study it, what can be offered and how to influence it.

Communication. This block directly depends on the block "consumer". When the issue concerning division of the consumer mass into groups is not solved, when there are unclear preferences in different markets, the issue of communication will not have its place in this scheme, hence without this block the scheme "Product. Consumer. Communication" (PCC) can't propose a way out of the marketing crisis.

The problem of marketing activity is acute to the leaders of the majority of enterprises of Grodno region. In the OJSC "Grodno plant of lathe chucks BelTAPAZ" the growth of the remains of unsold jacks is being observed. In 2007 84.1 thousand units were produced and only 35.1 thousand units (41.7%) were sold. In 2008 – 65.8 thousand units and 30.8 thousand units (46.8%) correspondingly. Answering the question about the reasons of this fact it is possible to give the following example: the State Control Committee of Grodno region examined seven shops specializing in car spares and accessories. The survey showed that only in one shop it was known that jacks are produced in Grodno. This example is clear evidence of the violation of the rules of building one block (communication) of the marketing scheme, which leads to an increase of unsold goods.

Similar problems (unsold goods) can be observed in many other enterprises such as the RUE "Smorgon Aggregate Plant" whose stocks of products had amounted to 17.4 billion Br by the 11th August 2009. In the warehouse there were 196 tractors "Belarus-921" (garden type) at a cost of 11.1 billion Br. Over a period of seven months of the last year the plant produced 302 tractors of this kind and sold 122, including 66 units that were exported.

The possibilities of the commodity distribution network of MTP to which the Smorgon enterprise is connected are not used in full: the plant works only with 7 dealers out of existing 58. There is a demand for tractors "Belarus-921" in a domestic market as well because some enterprises, primarily livestock farms, need to acquire a significant number of units. But the farms' difficult financial position and the lack of their own working assets don't allow them to buy the necessary technical equipment. To solve this problem the plant should offer various payment options such as leasing, payment by instalments, reduction of the cost through discounts.

One of the main reasons of the incomplete sale of goods is the lack of development of incentives for employees of marketing and other departments which are responsible for the increase in sales.

That is why enterprises should face the questions concerning the cause of marketing crisis, its rethinking and modernization of the theory itself. There must be created new and more efficient schemes into which all past effective methods should be integrated. Otherwise, the main objective of marketing, that is to make sales of goods more predictable and efficient, won't be achieved.