

System of Indicators and Analysis Methodology, Representing the Supply and Demand for the Product and Service of the Enterprise

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Abstract: Complex marketing analysis is the main part of the marketing research system, through the collection of resources, their registration, processing information related to goods, work and services on the market, effective marketing conclusions are made.

Keywords: marketing activities, complex marketing, marketing analysis, economic analysis, accounting, financial analysis.

Every enterprise, firm and organization operating in our republic should operate under the current conditions, having studied the market, following the principle "what products to produce, for whom to produce and in what quantities it is necessary to produce". To do this, they are required to study the market, have highly qualified specialists in the field of marketing.

Based on the information collected by these specialists, in order to effectively use resources and meet the needs of consumers, the enterprise must conduct an in-depth analysis of the situation in the market. For this purpose, a complex marketing study is carried out. Through Marketing, new types of services are constantly offered, which, due to the expansion of the market, the enterprise achieves a high level of profit. Through Marketing, the economic activity of the enterprise is regulated. Thanks to this, the analysis of the result of the production activities of the enterprise should begin with the analysis of marketing activities.

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As an object of complex economic analysis in the process of marketing research, it seems to us that, firstly, the Real market process, together with consumers and competitors, and secondly, the specific economic and production capabilities of the enterprise in the production of types of products should be taken into account.

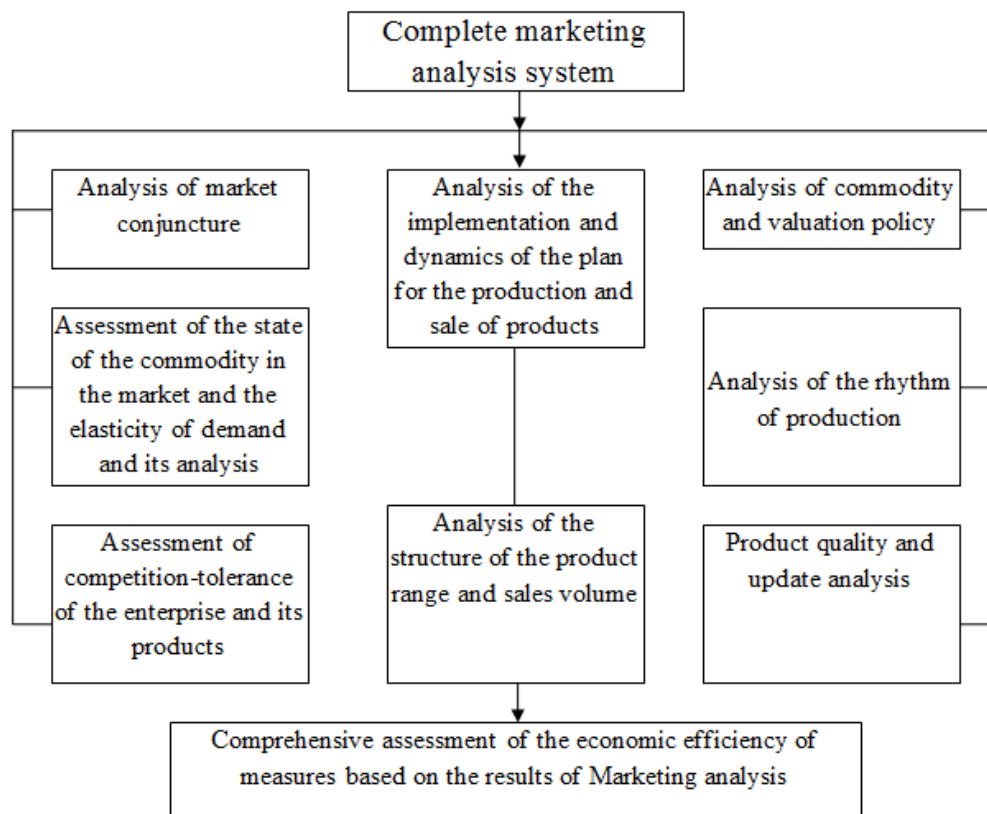
Through an in-depth study of both interconnected objects, an assortment program of the optimal option is created, taking into account the situation in the market and the capabilities of the enterprise. Through the implementation of this program, the competitiveness, stability of the enterprise's product is ensured. The main tasks of complex marketing analysis:

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- assessment, analysis of the demand and need for the service of the enterprise, confidence that the production program has a Real basis ho-tuberculosis;
- analysis of the main factors affecting the requirements for products and services;
- identification of unclaimed types of services;
- analysis of pricing policy and assortment types;
- evaluation and analysis of product competitiveness;

The information system of comprehensive marketing analysis consists of internal source, external source, marketing research. In the process of analysis, each of these sections participates as an independent information system. Internal information sources include operational and current production and scientific and technical sources of accounting and statistical reports of the enterprise. The system of external resources includes the external activities of the enterprise, the market and its infrastructure, the state of buyers and suppliers of goods, the movement of competitors, measures taken by the state to regulate the market mechanism, etc. These sources are reflected in the reviews about the time and special publication, statistical collection, research carried out by commercial organizations. Such a line of resources is further complemented by the sources of the organized exhibition and conference, the business meeting and the minutes drawn up on their negotiations. As information sources of analysis, the business plan (marketing plan) of the enterprise is also used

Comprehensive enterprise marketing system analysis



Marketing includes entrepreneurial activities related to market research, planning the assortment of products according to the Consumer order, Market acquisition, advertising, delivery of goods and services from the manufacturer to the consumer.

In the conditions of market relations, enterprise management makes marketing the basis of production, since on the basis of making economic decisions, market requirements, the needs of the buyer lie, and not production opportunities. Ultimately, the scale of the enterprise, the structure of organizational management of the enterprise, the principles and methods of management, the directions of Service are determined by the market. The market consists of supply and demand.

Demand is, first of all, the manifestation in the market of the needs for any favors or services and their provision in the means of money.

A proposal is defined as the mass of goods that are on the market at a certain time or that can be delivered to it.

Demand arises primarily as a demand for resources and consumer goods, for branded services, the first is aimed at satisfying production consumption, and the second is aimed at satisfying personal consumption.

As human society develops, human needs for commodity and material values are constantly changing and increasing in the conditions when the development of Science and technology is being updated with progressive steps.

There is a change in demand (elasticity), which is :

- price change and status;
- the number of buyers and their taste, desire;
- consumer purchasing opportunity;
- the possibility of inflation, etc.

Of the factors that determine the above demand, an important place is occupied by the price of goods and the possibility of consumers ' purchases. The offer can also be in one norm without changing after the market is fully supplied with the goods, in which there will be no need for a commodity increase to be released to the market as the price increases. Then the volume of production will also not change, and the offer will also be able to stabilize without depending on the price.

Offer volatility, similar to demand volatility in general, is a change in commodity price, an indicator of supply volatility (K) is used to determine the degree of change in the offer. According to it,

$$K = \frac{\text{Proposed commodity mix change (\%)}}{\text{Eachange of values(\%)}}$$

If, $K > 1$, the offer is variable;

If $K = 1$, invariant;

$K < 1$ is absolute non-variable if.

Sales volume, average price level, sales revenue and profits from it depend on the domestic and foreign markets.

The share that a product occupies in the market (internal, external) can be divided into four categories, depending on the level of income:

- goods of the «star» category-those that form the basis of the profit of the enterprise and lead to economic growth;

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- goods of the category «dairy cows» – used to finance the production of products of other categories that prevent the emergence of difficult economic periods, do not need investment, bring profit;
- goods of the category «heavy child» are goods of a new type that need advertising, which must be brought to the market, which do not bring temporary benefits, but may become a «star» commodity in the future;
- goods of the category dead cargo «or» unlucky – those that do not meet the demand of today, do not allow economic growth, do not bring profit.

By studying the product of an enterprise in groups, a correct, clear strategy is developed. Through the implementation of the strategy, through the financing of goods belonging to the category «heavy child», ways are determined to convey them to the categories «dairy cows», «star».

In the leading sectors of our country, programs have been developed and consistently implemented for various periods of modernization of production, transition to technical and technological re-equipment international quality standards. In a situation where demand in the global market is declining, supporting domestic producers by stimulating demand in the domestic market is extremely important in maintaining high rates of economic growth. Finished products are the ultimate product of the production process. Finished products are products that have passed all stages of technological processing, comply with approved standards and technical conditions (provided with a certificate or other document confirming its quality), received by the technical control department and transferred to the warehouse or downloaded to the buyer.

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