

## **RATIONALE OF APPROACHES TO ESTIMATION OF QUALITY OF ENTERPRISE MARKETING ACTIVITY**

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The problem of estimation of marketing of the company is connected with the necessity of choosing priority strategic and tactical direction when planning marketing activities. Thus, the purpose of our research is to study approaches to assessing and improving the quality of the marketing of the company.

According to the scientific literature the approaches to the assessment of the marketing of the company have been study. In particular, the components for evaluating the effectiveness of various marketing activities have been selected: implementation of marketing strategies; marketing management system; logistics activities of the company, relationships with partners, functioning of marketing information systems and implementation of different marketing activities.

Another area of research is the development of approaches to estimation the achievement of marketing objectives, based on the allocation of such categories as customers, suppliers, competitors, financial indicators.

It was found that development of such Target-indicators that assess to estimate the approach set marketing goals is important for companies. As Target-indicator for consumers is proposed to use: volume of the target segment and its characteristics; degree of customer satisfaction; loyalty to the company; models of consumer behavior; brand perception by consumers; priority of the brand for consumers compared to competitors' products; awareness of consumers; volume of purchases undertaken by consumers; the cost and probability of acquiring of competitors' products by customers. Financial indicators include revenue, income, profits, including profits from new customers, the average level of discounts, expenses, their structure, the cost of attracting new customers, marketing expenses etc.

For the category of "supplier" it is appropriate to use such indicators as the effectiveness of relationships with suppliers; clarity of the conditions of cooperation; the quality of supply. It is advisable to estimate competitors by indicators such as market share; positioning strategy; existing barriers to entry; cost structure and pricing etc.

Use of the following parameters allows making reasonable decisions about the quality of implementation of marketing activities and adaptation of the enterprises to requirements and needs of the market.