

Маркетинг и его роль в повышении эффективности деятельности компании

Аксаева Айна Камильевна, студентка 3-его курса финансового факультета РЭУ им Г.В. Плеханова, г. Москва, Российская Федерация

E-mail: ainaaksaeva@mail.ru

Клочкова Елизавета Сергеевна, студентка 3-его курса финансового факультета РЭУ им Г.В. Плеханова, г. Москва, Российская Федерация

E-mail: klochkovaliza@gmail.com

Аннотация

В статье дано определение сути маркетинга, охарактеризованы его принципы и функции, представлен анализ организации маркетинговой политики в предприятии и её влияния на экономическую эффективность. В качестве примера была рассмотрена компания Nestle. В качестве инструментов оценки использованы относительные показатели финансовой деятельности предприятия.

Ключевые слова: маркетинг, маркетинговая политика, стратегия, анализ, финансовые показатели.

Marketing and its role in enhancing the effectiveness of the company's activity

Aksaeva Aina Kamilevna, student, Plekhanov Russian University of Economics, Moscow, Russia

E-mail: ainaaksaeva@mail.ru

Klochkova Elizaveta Sergeevna, student, Plekhanov Russian University of Economics, Moscow, Russia

E-mail: klochkovaliza@gmail.com

Annotation

This article provides a definition of the essence of marketing, describes its principles and functions, presents an analysis of the organization of marketing policy in an enterprise and its impact on economic efficiency. As an example, the company Nestle was considered. The relative indicators of the financial activity of the enterprise were used as assessment tools.

Keywords: marketing, marketing policy, strategy, analysis, financial indicators.

The sphere of marketing covers all aspects of the modern economy of all countries, regardless of the level of economic development, and any stage of the enterprise's activity has a direct or indirect connection with marketing. Marketing is the policy of a company that focuses on the market, adapts to it, flexibly reacts to changes and is able to implement innovations. Today marketing becomes the basis for the development of production strategy, because the main principle of the company's competitiveness is to focus on making profits through the satisfaction of consumers' needs.

In Russia, marketing has emerged and started to be used in enterprises since the transition of the country's economy from planned to market economy. Nowadays, marketing is already present in one form or another in all enterprises of all types of ownership and size, so there is a need to define the role of marketing in the formation of the economic potential of the enterprise.

Currently, there are more than 2000 definitions of the term "marketing". The variety of definitions is determined, first of all, on which basic aspect of marketing the emphasis is, how the proposed formulations are "tied" to specific types of marketing, the areas of its application.

Marketing is understood as a concept of enterprise management (both production and commercial), which focuses on the market.[2] This is quite accurate, because mastering the market, attracting its attention is the main, original meaning of the existence of enterprises in a market economy and the most important marketing destination.

What is "the market" in this case? In economic theory, the market is the system of relations in the sphere of production and exchange. In marketing, however, the market is the collection of real and potential buyers of a given product or service.[9] The buyer is the main component of the market in marketing. Therefore, simply put, the definition of marketing is managing profitable customer relationships.

The main purpose of marketing activities in the management system of production process is the comprehensive study of demand, needs and their accounting for a more correct orientation of production.

The study of demand is not just an accurate identification of demand for specific goods and services that meet certain needs, but also the formation of this demand, the foresight in which direction it will change under the influence of scientific and technological progress, increased purchasing power, quality and reliability requirements products, etc. Marketing in the conditions of the modern scientific and technological revolution has become not only necessary, objectively natural, but also possible.

Since demand is the key concept of marketing, you can open the above definition through marketing functions in relation to demand. From this point of view, marketing activity is:

- 1) to anticipate demand;

- 2) to satisfy it;
- 3) to manage it. [4]

Managing the demand is necessary because, firstly, the other two functions can not be fulfilled ideally, and there will always be a gap between supply and demand. Secondly, competitors also want to satisfy the demand; therefore, each firm should try to take measures to attract consumers to its product.

Demand management includes:

- 1) stimulating demand (the consumer's desire to purchase goods through advertising, the price system, etc.);
- 2) the promotion of demand in a situation where the latter has already been formed (measures aimed at shortening the gap in time between the decision to purchase and the purchase itself);
- 3) regulation of demand, its muffling in case the demand is uneven in time and exceeds supply. [4]

The theory and practice of traditional marketing are focused on attracting new customers and selling them goods and services. Today, however, the emphasis has shifted. In addition to using strategies aimed at attracting new customers and making deals with them, companies are doing everything possible to keep existing customers and maintain relations with them. The change in established views is driven by statistics. Attracting a new customer costs five times more than to keep a satisfied customer.

There are three main principles of marketing:

- 1) Market knowledge: in-depth study of needs, condition, dynamics and demand of market conjuncture ("find the need and satisfy it"). This principle assumes reliable information about the market, the structure and dynamics of demand, tastes and desires of customers, that is, information about the external conditions of the company. However, consumers often cannot quite imagine what exactly they want. Therefore, one of the main tasks of marketing is to understand what consumers do want.
- 2) Adaptation to the market, output of goods corresponding to market demand ("produce what is sold, instead of trying to sell what you produce"). The marketing system puts productions about goods in a functional way depending on the query (and assortment, and by volume). In this case, the center for making economic decisions shifts from the production division of the enterprise to the units that feels the pulse the market (marketing service). The marketing services give out recommendations not only on the market policy, but also on the production policy of the enterprise.
- 3) Impact on the market, formation of demand, stimulation of sales ("creating goods, create the consumer "). It is important to actively influence the consumer, suppliers, intermediaries,

creating maximum opportunities for control over the promotion of goods and products to the consumer. Without negating the importance of the stage of development and the product, it is necessary to emphasize the importance of its successful promotion to the market.[3]

The implementation of these principles in the enterprise aims at achieving the final practical result (effective implementation, mastery of market shares, etc.); gives a focus on the long-term result of marketing activities (forecasts, development of goods of "market novelty", etc.); and, finally, ties together the long-term and current goals of the enterprise.

Managing the marketing process requires the four marketing management functions – analysis, planning, implementation, and control. The company first develops company-wide strategic plans and then translates them into marketing and other plans for each division, product, and brand. Through implementation, the company turns the plans into actions. Control consists of measuring and evaluating the results of marketing activities and taking corrective action where needed. Finally, marketing analysis provides information and evaluations needed for all the other marketing activities. [9]

Managing the marketing function begins with a complete analysis of the company's situation. The marketer should conduct a SWOT analysis (pronounced "swat" analysis), by which it evaluates the company's overall strengths (S), weaknesses (W), opportunities (O), and threats (T).

Through strategic planning, the company decides what it wants to do with each business unit. A marketing strategy consists of specific strategies for target markets, positioning, the marketing mix, and marketing expenditure levels. It outlines how the company intends to create value for target customers in order to capture value in return. [8]

Planning good strategies is only a start toward successful marketing. A brilliant marketing strategy counts for little if the company fails to implement it properly. Marketing implementation is the process that turns marketing plans into marketing actions to accomplish strategic marketing objectives. Whereas marketing planning addresses the "what" and "why" of marketing activities, implementation addresses the "who", "where", "when", and "how". [8]

Control of marketing activity completes the marketing management cycle and gives rise to a new marketing planning cycle. Thus, the identification of opportunities and threats in the external environment, strengths and weaknesses of the company's marketing activities ensures the correct choice of goals and strategies for marketing activities for the next period. [2]

Control of marketing activities is a periodic, comprehensive, objective and conducted in a certain sequence check of the marketing activities of the company, during which the problems encountered before the company are identified. Based on the results obtained, a plan of measures is developed to improve the efficiency of the marketing system of the enterprise.

In any country, there are governmental laws, which regulate marketing activity. In Russia, the main source of regulation in marketing activity is the Civil Code of the Russian Federation, which has the status of a federal law, sometimes referred to as the "economic constitution." The Civil Code of the Russian Federation contains many norms regulating the elements of the marketing complex, contracts used in the marketing sphere, as well as various marketing activities, depending on the market area, the type of goods, types of consumers, the business sector (insurance, construction, transport, banking, etc.). In addition to the Civil Code of the Russian Federation, the important link in the system of sources of legal regulation of marketing are other federal laws.

Another example: in the United States, the Federal Trade Commission (FTC) is the federal agency responsible for overseeing and regulating advertisers and promulgates much of the marketing law on the books today. FTC regulations relate to most aspects of marketing, such as how one labels a product, how a business conducts email and telemarketing campaigns, the veracity of health or "green" claims made on products, and how products are marketed to children.

The history of Nestle dates back to 1866. It was this year that Henry Nestlé, having decided to overcome child mortality, invented Farine Lactée, the world's first milk-based baby food, and began to produce it. Since then, Nestle's range of products has been constantly expanding, and now has over 8,000 brand names of food products that consumers know on all five continents. Nestlé produces instant coffee, mineral water, chocolate, ice cream, broths, dairy products, baby food, pet food, pharmaceuticals and cosmetics. The main market for the products is the USA, they account for slightly less than a third of the company's turnover.

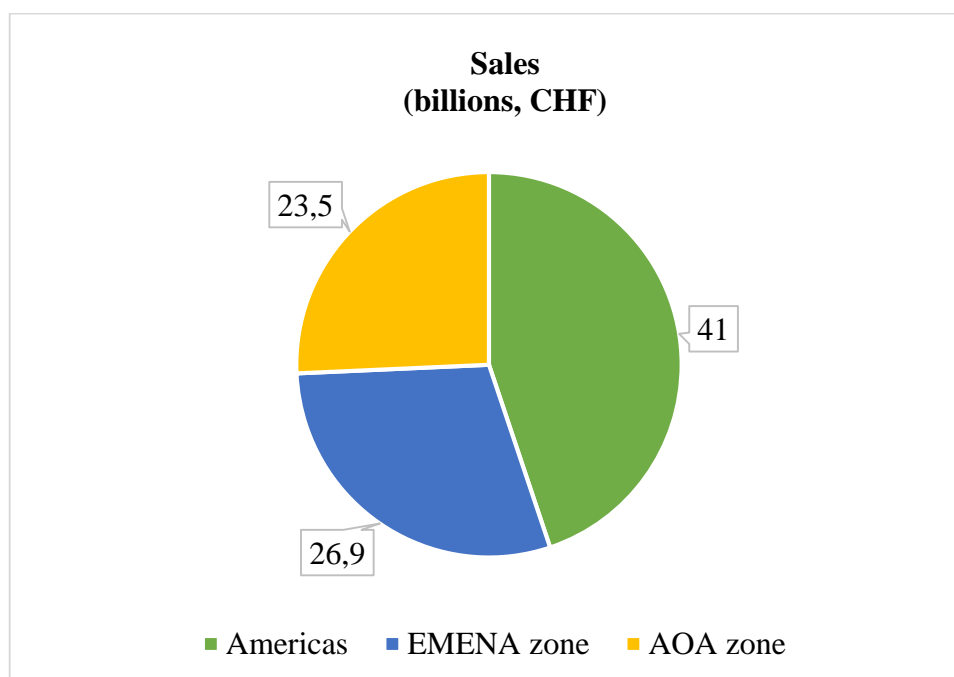


Fig. 1. Sales in 2018

In Russia, the company produces a wide range of food products under the trademarks of “Nescafé”, “KitKat”, “Nesquik”, “Russia - generous soul”, “Bon Paris”, “Nuts”, “Purina ONE”, “Gourmet”, etc. Representation of Nestlé in Russia has been operating since 1995.

As of 2018, Nestle is operating in 190 countries, with 308,000 employees and net profit of 10 billion CHF. [13]

Nestle today:

- is one of the largest operators of the confectionery market;
- monthly shipment to its customers of more than 1000 tons of confectionery products;
- is one of the largest suppliers of New Year gifts in Russia, producing more than half a million New Year's gifts in the season;
- develops rapidly, annually increasing its turnover.

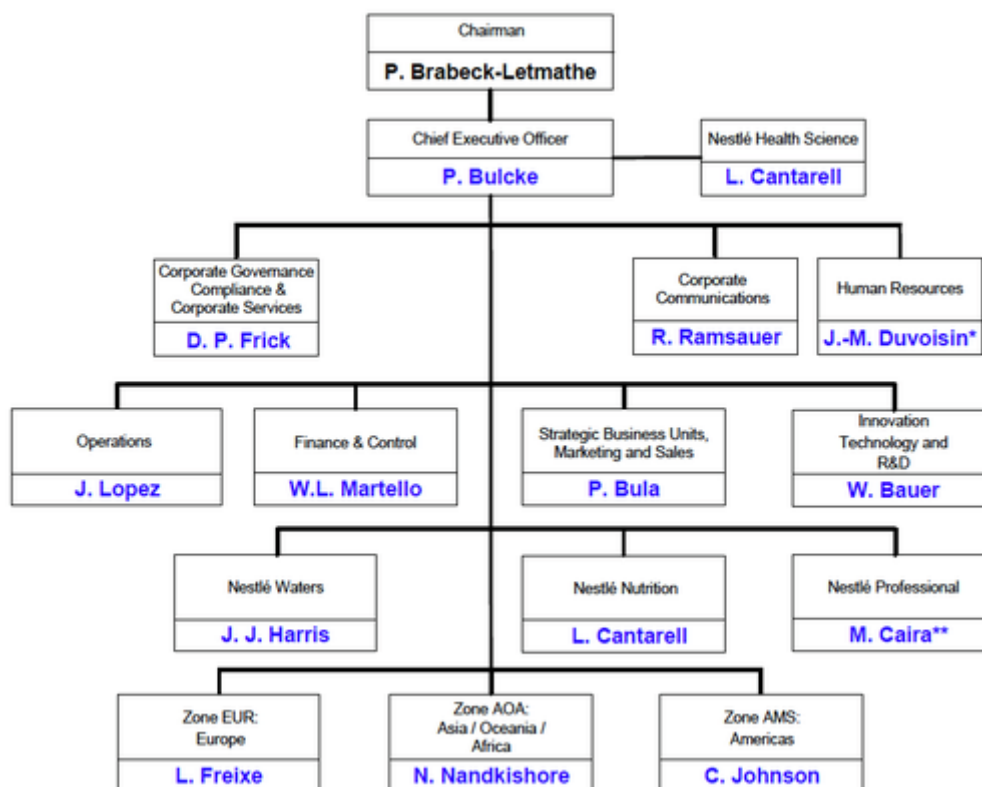


Fig. 2. Organization chart [13]

In practice, the following basic systems of enterprise performance indicators is used:

1) Economic. Provide for the conquest and retention of a certain market share for individual goods and for the whole range, profit maximization, reimbursement at the expense of revenue, loss reduction, increase in sales, etc. To assess the achievement of these goals, it is necessary to choose indicators that express economic rationality activity of the enterprise. For the year 2018, Nestlé's organic growth was 2.4%, supported by real internal growth of 1.6%. Pricing of 0.8% was consistent with the prior year. Net divestments reduced sales by 1.9% and foreign exchange had a minimal

negative impact of 0.1%. Total reported sales increased by 0.4% to CHF 89.8 billion. Organic growth was 4.8% in emerging markets and 0.7% in developed markets.;

2) Technical. Orient the company to improve the quality of products, improve the technical level of equipment, machines and technologies, etc. Innovation is one of Nestle's key competitive advantages. Information systems, like business, are evolving, and this process needs to be managed centrally and on an ongoing basis. In Nestle for this purpose, a program called Global Business Excellence, or GLOBE, has been created and is working.

3) Social. Provide for a reduction of working hours, improvement of social security in old age, give guarantees of employment, etc. Nestle's priorities will always be the production of the best and highest quality products for people, regardless of where they are located, as well as the conformity of manufactured products to the needs of a person from the moment of birth and throughout his life. Nestle maintains bilateral relations with scientific and professional organizations for the purpose of continuous updating and replenishment of knowledge, which allows Nestle Group companies to constantly improve their products and the quality of the services provided. [11]

4) Environmental. Target enterprises to prevent damage to the environment by reducing the level of water and air pollution, reducing the amount of waste and processing them, eliminating noise, etc. Nestle acts on climate change by further reducing greenhouse gas (GHG) emissions along their value chain. The company claims to continue to reduce withdrawals of water per ton of product and help increase access to safe water and sanitation. Reducing waste is a priority: they reuse and recycle wherever possible. [11]

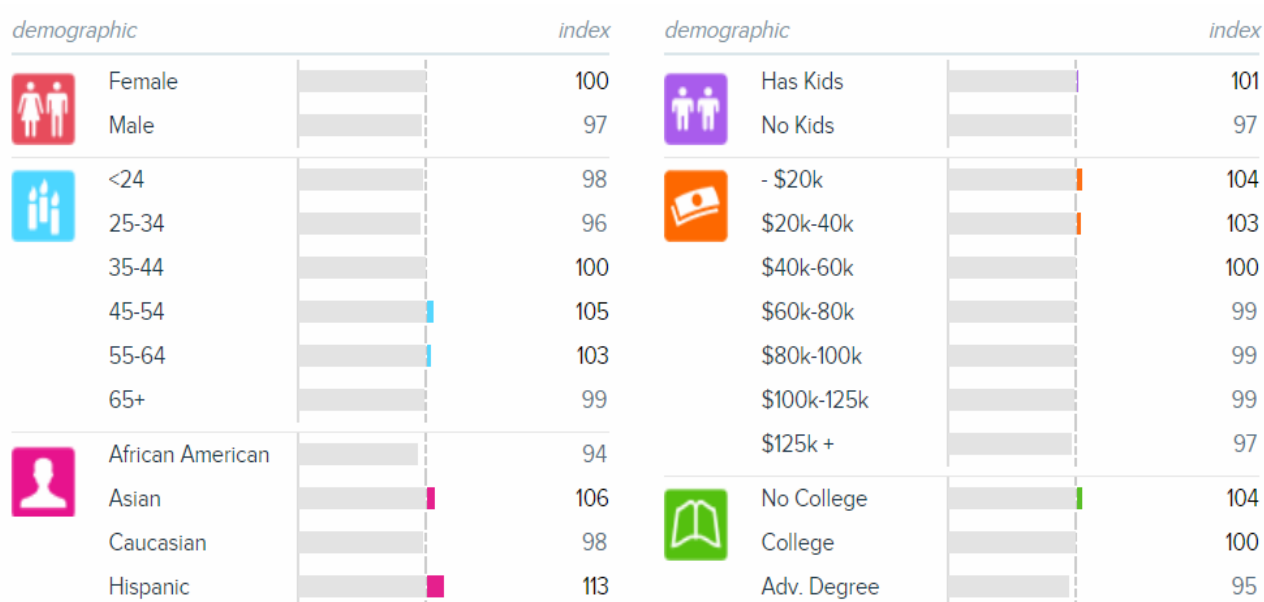


Fig. 3. Nestle Consumer Demographic [12]

To analyze the company's performance further we have to conduct the SWOT-analysis.

Strengths:

- Best research and development capability
- Strong geographic presence
- Big product and brand portfolio
- Environmental sustainability efforts (By 2016, 105 of Nestlé's factories have reached

zero waste in production, one of the best results in the industry)

Weaknesses:

- Criticized over high water usage, selling contaminated food, forced child labor and using other unethical practices
- Increase in recall of food cases
- Foreign exchange (Foreign-exchange swings in 2016, for instance, resulted in a foreign exchange impact of –1.6% on group revenues)

Opportunities:

- Focusing on healthy products (Increase in consumer demand in healthy products and pure water due to increasing health-awareness)
- Transparency in material sourcing
- Growing number of small Silicon Valley based food startups

Threats:

- Water scarcity (Beverages, make over 25% of the total Nestlé's sales and water is used in all of their production. Bottled water products alone generate 8% of the total company's revenue.)
- Increased competition in the beverage and food industries (Unilever, PepsiCo, Mars, Kraft Foods и Groupe Danone)
- Increase in the requirements for the quality of the product

To conclude, according to the SWOT-analysis, Nestle is generally in a good position. However, it is facing the same problem that other large companies are facing as well: environmental issues, water scarcity, increasing health-awareness among new generation. Nestle has already started to invest into healthy products and this marketing strategy will help the company stay on the market for a long time.

In history, there are few examples where such large corporations as Nestle managed to maintain leading positions for many decades regardless of the conditions and changes in the world market. The key to Nestle's success was the fundamental principles of the company's activities, from the moment it was created to the present day. The Nestlé Code of Business Conduct condemns any form of corruption and bribery. Employees receive special skills that allow them to avoid improper

behavior in the future. The company conducts business, creating values for both shareholders and society, only in this case the company can be successful in the long term.

Management identified areas in which the interests of the company coincide with the interests of society, and chose three of them, where the company can achieve the most significant results that will benefit the shareholders of the company and society. The company is an expert in nutrition, produces quality and safe products that make people's lives more happy and healthy, is interested in preserving water resources and developing rural areas. Investments in these areas increase the sustainability of business. They also create values for those people who work in these areas: they help suppliers and clients develop their business.

At the same time, employees, their families and the communities in which they work are also not forgotten - social activity and charities are very much supported in Nestle. All these ideas are combined in the slogan of the company "Good food. Good life."

Now it is impossible to imagine any business that could be started or conducted without the use of marketing tools. Opening your own business requires not only a large amount of money, but also an idea that is going to be successful.

Based on the marketing research companies can vary their activities. Such studies are conducted with the purpose of collecting information and analyzing consumer interests, characteristics, ideas for improving and promoting products on the market. One can order a marketing study to find out competitors in person and their success in the market. The tasks could be completely different.

The results of these procedures help managers to make decisions about the choice of the market, the target audience, the region, the business strategy, and the development of measures to monitor their implementation. Each company can order research according to its capabilities and goals.

The marketing activity of the enterprise consists in a comprehensive study of the market in order to identify the existing and projected demand for developing specific programs targeted at the target market segments whose purpose is to strengthen the company's position in the market, increase sales, and, consequently, to ensure a set profit.

Thus, marketing at the enterprise in the face of the marketing service is a kind of think tank - on the basis of information coming from marketing managers, the company's production, research, marketing, personnel and financial policies are formed. [5]

The marketing policy of the enterprise includes the commodity, price, sales policy, as well as the policy of product promotion in the market.

Commodity policy. At this stage, marketers, using market research, competitors and consumers, develop a program of action of the company in the production of goods (they presume which product will be most in demand, match the needs of the buyer, and determine its quality in comparison with competitors), establish rules for creating new products. Marketing is entirely dependent on the consumer, so the company simply has to change its product strategy, creating new products. [2]

The price policy of the firm includes issues of wholesale and retail prices, all stages of pricing, tactics for determining the initial price of goods, tactics of price correction. Solving these questions, marketers set the most favorable price for the product, which contributes to the company's profitability. The strategy of pricing is the choice of the company's strategy, which must change the initial price of the product with the maximum success for it, in the process of conquering the market. [2]

In the marketing system of the marketers touch upon the issues of choosing the most optimal sales channel, the method of selling the product, which, with effective use, will undoubtedly increase the company's profit. The sale of products in most cases is carried out through intermediaries. Enterprises in a market economy place considerable emphasis on problems of optimizing the process of promoting goods from producer to consumer. The results of their economic activities largely depend on how well the distribution channels of goods, the forms and methods of their sales, on the breadth of the range and the quality of the services provided by the enterprise related to the sale of products are selected.

Marketing promotion - a set of different activities to bring information about the merits of the product to potential consumers and to stimulate their desire to buy it. Modern enterprises use complex communication systems to maintain contacts by intermediaries, clients, with various public organizations and strata. Promotion of the product is carried out by using in a certain proportion of advertising, methods of stimulating sales (sales), personal sales and methods of communication with the public.

There is not a single thriving firm that does not consider marketing one of the main conditions of its activity. Some of the world-renowned firms have become powerful in large part due to marketing. "Mitsubishi" and "Sony", "McDonald's" and "Procter and Gamble", and the company that was analyzed in this article – “Nestle” – all sharply increased their production and marketing only after they began to actively adhere to marketing philosophy, i.e. philosophy of consumer orientation.

The growth of the company's performance is directly related to the work of marketing departments, and not to the physical objects of production at the moment. Quantitative assessment of

the integrated effectiveness of labor managers - marketers is always conditional, since it is impossible to single out the effectiveness of only their labor. Consequently, the evaluation of their activities should always be conducted in terms of financial stability and growth of the enterprise.

Thus, the marketing department is the main managerial unit, which subordinates all the economic and commercial activities of the enterprise to the laws of existence and development of the market. It is necessary to staff this service with highly qualified specialists, to create favorable conditions for their work. After all, marketers, with the help of research, choose the most optimal and profitable market, consumers, the way of advertising; and therefore affect the increase in the profitability of the enterprise.

Marketing - is the concept of all possible ways to achieve success in entrepreneurial activities to identify and ensure the desired satisfaction of consumers. It promotes the processes of commodity-money exchange between producers and consumers of goods and services on the market. To implement an effective exchange of values, the seller must know the needs of consumers and satisfy them, as well as actively influence customers in order to form certain needs, but the buyer must actively search for acceptable sellers.

The goals of marketing are the formation and stimulation of demand, ensuring the validity of management decisions and business plans of the firm (enterprise), as well as expanding sales, market share and profits. To produce what is sold, not to sell what is produced, is the main slogan of the marketing approach in the management of scientific and technical activities, production and marketing for any enterprise.

Marketing as a concept of management of supply-and-sale activity has a number of general functions inherent in any type of management, namely: goal-setting (planning), organization, coordination, accounting and control, i.e. involves the development of marketing strategies and programs, the formation of marketing services structures, monitoring of marketing activities and evaluation of its activities. At the same time, these basic functions inherent in any management process can be specified and supplemented with marketing-specific functions, which include analytical, production, management, and management.

The main indicators of the company's performance are determined by the results obtained, which reflect the achievement of the development objectives (increasing the market share in the form of the achieved volume of sold products or obtaining profit as an effect, etc.) and competitive success in the market (expressed in terms of quality and price, on which realization became possible), represented in the form of the volume of the realized output or effect and correlated with the value of the aggregate, applied and consumed resources.

In a developed market economy, there are many types of businesses, but none of them cannot do without a marketing service. It is at the service of marketing that the specialists of this department help the entrepreneur to improve the efficiency of the activity, and consequently, the profitability of the firm. The marketing service should ensure the production of products in accordance with their most important characteristics and, therefore, meet the requirements of the buyer.

Important importance for achieving the marketing goals is the creation of internal organizational units in the marketing service of the enterprise, for example, such as market conditions, demand and advertising; marketing; service (maintenance); planning and forecasting of marketing. Depending on the specific conditions within the specified units, smaller units may be created.

The effectiveness of implementing the concept of marketing largely depends on the organizational structure of the marketing service. Marketing departments are created on different bases. As a rule, they are part of the commercial sphere of the enterprise. Each company or firm creates a marketing department in such a way that it best contributes to the achievement of marketing goals (revealing the dissatisfaction of customers' demand, finding new market segments, increasing profits, etc.). The growth of the company's performance is directly related to the work of marketing departments in the enterprise.

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