

remote management of the company and for holding remote meetings, risk committees and reporting meetings on the distribution of responsibility in achieving the result.

**Conclusion.** Thus, the article examined the basic principles and methods that should be the basis for the processes of analysis and risk management of enterprises, the place of risk management in the context of the 2020 pandemic. Modern business is unthinkable without risk, since success in business depends not only on the correctness and validity of the chosen strategy of activity, but also on taking into account the probability of critical situations. Therefore, the main tasks of a business is the ability to assess the degree of risk and manage it, and not to avoid it. Undoubtedly, in the near future, risk management should become an integral part of every successful enterprise.

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#### **PRODUCT UPDATE MARKETING STRATEGY: AN INNOVATIVE APPROACH OR AN ILLUSION?**

*К.В. Малиновский, студент группы 10507118 ФММП, БНТУ,  
научный руководитель – старший преподаватель М.В. Храмцова*

*Резюме – Статья о маркетинговой стратегии крупных компаний. Данная стратегия основана на использовании желания потребителя получить новые продукты из года в год.*

*Resume – The article is about the marketing strategy of large companies. This strategy is based on the using consumer's desires to receive new products from year to year.*

**Introduction.** Nowadays, product markets are crowded with goods and services. As a result, an integral element in the development of any company is competition within its own market. Depending on the type of product and the market itself the strategies chosen by companies may also vary: increasing the share of the existing market, developing a product or market, introducing a new market, and so on. A subdivision of the strategy for increasing market share is the product update strategy. According to it, the company should update its product lines, adding innovations to it or improving existing ones to gain advantages over other companies in the same market. The final consumer, in turn,

receives a better product, superior to its predecessor and gaining more opportunities.

**Main part.** People buy and update many products every few years or more often. Among them there are household appliances, smartphones, laptops, desktop computers, clothes and much more. Every year, manufacturing companies update their product lines under the guise of improving it. But in reality, innovations are hardly noticeable to the average user, or sometimes are given only lip service. The marketing move of companies looks as follows: they implement insignificant changes only into new devices and convince consumers that need them. This artificially impairs the operation of old devices and new ones are sold better. A vivid example are companies such as Apple and Samsung. Every year, these companies update their products: iPhone, iPad, Galaxy S, A, Note lines. Every year, companies announce great innovations and product improvements compared to the previous generation, but in reality the changes are insignificant and the past generation is still relevant from the point of view of the consumer and practically does not lag behind the new products. And a few months later, users discover that the majority of the innovations exist only on paper. These companies have a similar approach, but there are still differences. Apple positions itself as a premium segment, and after the next product launch, last year's line loses its attractiveness in the eyes of the consumer. Samsung, in turn, uses the annual update to achieve two goals: to launch a new line and reduce the cost of old models. Thanks to advertising, new devices will find their customers, and previous models of the line will not lose their appeal and shrink in price, which will increase their sales. The advantages of this strategy are as follows. The increase in profits. Through annual updates of the product line, consumers are eager of purchasing the latest product. The possibility of a research. Many companies have products of three categories: budget, medium and premium. Due to the frequent updating of the product line, the company can add any functions which are new to the market in the medium or low-end segment of products and observe the reaction of the consumers. If the target market is satisfied, then the function will move to the premium segment and will be improved. Meeting of the expectations. All companies collect feedback from their target audience. This way, the company can understand what needs to be changed or fixed in the next update of the series, quickly satisfying the public this way. But the annual update strategy has a number of disadvantages. Unfinished software devices. Instead of improving existing models, companies begin to create new ones, but in most cases they do not have time to start sales, and the products come out not completed. As a result of this, the opinion of consumers about the company and its products lowers, and after several cases there is a strong opinion about the product as a "bad start"; sales are falling at the start because customers are expecting some updates. But many markets are now oversaturated and are facing fierce competition, which means that after a while a similar product from another company will appear, which from the start will work well to have a similar

number of features, and thereby get some of the customers for itself. The relevance of the “old” models. The company's promises are actually very small in most cases. As a result, some customers are in no hurry to upgrade their devices to new ones. Artificial deterioration. When new products are released, companies may make updates to the old products that will degrade performance. Two high-profile examples of Apple can be cited here: artificial “aging” of the battery, which reduces the speed and uptime of devices, and updating cameras at the software level, i. e. without changing the design elements, which means the ability to add new features to old devices. Buy “the latest”. Instead of buying new products, customers are waiting for another generation to come out, which will be noticeably better than the ones they already have.

**Conclusion.** Thus, the strategy of annual product updates has both a number of advantages (large and frequent profits, the ability to research the market), and a number of disadvantages (loss of interest of part of the target market, dampness, etc.). In practice, many companies ignore the opportunities by provided this strategy, but make it out at the expense of other opportunities or strategic moves. In addition, one can often observe the phenomenon that the wider the product market is, the more often it will be updated by the company. This is connected with profit: the consumer will be much more willing to update more budget items than something really expensive. This nuance makes abovementioned strategy highly appropriate for the budget and medium segments, but not for the premium ones.

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#### GROWTH MARKETING STRATEGIES

*Д.С. Нежевец, студентка группы 10504219 ФММП БНТУ,  
научные руководители – старший преподаватель В.А. Кудрявцев,  
преподаватель Е.Н. Лазарева*

*Резюме – В данный период времени каждому предприятию необходим долгосрочный, перспективный подход к планированию с целью достижения устойчивого конкурентного преимущества, то есть маркетинговая*