

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

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

стратегия роста. В этой статье рассматриваются основные стратегии развития предприятия, их назначения, использование, приведены удачные примеры бизнесов, которые ими воспользовались.

Resume – At this time each company needs a long-term, promising approach to planning in order to achieve a sustainable competitive advantage, that is, a marketing strategy for growth. This article discusses the main strategies for enterprise development, their purpose, use, and provides good examples of businesses that have used them.

Introduction. The concept of marketing is a special type of human activity that is aimed at meeting the needs and needs of a person through exchange. The modern approach suggests considering marketing as a special business philosophy. The strategic nature of marketing is justified by the need to study the market opportunities and probabilities of the enterprise. The end result of strategic marketing is the development of advertising strategies and tactics.

Marketing strategy is a set of principles that help the company to formulate marketing goals and the implementation of these goals in the market.

Main part. In order to adhere to the right growth strategy, it must be correctly defined. Strategy Development: choose one or more alternative solutions that will lead to the achievement of the goal; exercise control over the position of the enterprise in the common economic space and explore the strengths and weaknesses of the enterprise, as well as opportunities and threats under external constraints; make a portrait of a potential client and study his needs; implement a long-term approach to planning the achievement of a sustainable competitive advantage, which will ensure the achievement of the goals of the enterprise; develop a comprehensive document advertising activity of the enterprise; verify the performance of management functions that are designed to achieve the goals of the enterprise. Strategy Requirements: the interpretation should be clear; you need to take into account market requirements; they should be divided into short-term and long-term; provide limited resources. It is necessary to determine the current strategy in order to understand the future state of the enterprise.

Strategies are divided into several groups. First group: a strategy to strengthen market position; product development strategy; market development strategy [1]. A good example of applying these strategies is Johnson&Johnson, which managed to draw attention to the purchase of baby shampoo.

To apply the strategy of strengthening the market, you need to work so that the product can raise ratings and capture a dominant position in the market. A market development strategy is needed to expand the market, research new places of sale of the manufactured product. To sell a product in a market in which it already exists, you need a product development strategy. But you need to improve the product and make it suitable for market conditions.

The second group is integrated growth strategies. They are used if the company wants to expand, and specifically, this is the introduction of other systems. Strategies should be used if the enterprise is successful enough and it has the

opportunity to increase profitability and this will not contradict the long-term goals of the enterprise development. An example of the application of strategies is the “Mikoms” meat processing plant. At first he was a market leader, but after a while, his market share was only 17 %. To overcome the crisis, they built two of their own markets, which led to lower product prices.

Integrated Growth Strategies: the strategy of forward vertical integration expresses an increase in the verification of structures that are the linkages between the consumer and the organization, that is, over the distribution and sale mechanism; a reverse vertical integration strategy is needed to increase the verification of suppliers and the registration of subsidiaries that provide production; diversified growth strategies are used by an enterprise that no longer has the opportunity to progress with its product.

The strategy is divided into: a strategy of centered diversification; horizontal diversification strategy; strategy of conglomerate diversification [3]. Reduction strategies are used when an organization needs to redistribute its forces after continued expansion. Thanks to this, efficiency is growing, observing recessions and dramatic economic changes.

The process of implementing the strategy can be difficult. You need to understand that these strategies are similar to growth strategies and also reflect the stages of enterprise development. In certain provisions of the company they cannot be excluded, as this is the only chance for the transformation of the company. There are four types of business reduction strategies: the strategy of “harvesting”; elimination strategy; a strategy to reduce costs; reduction strategy [2]. Businesses can share several strategies. Most often several strategies used in multi-disciplinary organizations.

Conclusion. Thus, we can conclude that there are many different growth strategies, if used correctly, the company has a guarantee of success in the market and an important condition for its formation in the long term. Implementation of marketing growth strategies is similar to the process of changing it into marketing activities aimed at achieving strategic marketing goals.

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