

SMALL BUSINESSES AND THEIR ROLE IN CREATING AN INNOVATIVE AND COMPETITIVE ENVIRONMENT

The Ukrainian business has a unique opportunity to become harmoniously high-tech and highly competitive. However, he faces a number of limitations in using standard marketing approaches when selling products, and especially high-tech, indicating the need and timeliness of research.

The paper examines and proposes the application of marketing of innovations in the innovation activity of small and large enterprises in the context of European integration. The alternatives of innovative strategies for domestic enterprises with actual examples of specific enterprises and the use of marketing tools are described. The role of small enterprises in creating an innovative competitive environment is defined.

Large businesses have big budgets for marketing and promotion and as a result, people gravitate buying their products. In any country, large companies have large budgets for marketing and promotion. Nevertheless, the budget for marketing and promotion of medium and small companies is often much more in relation to their assets. The expenses of large companies on marketing are significantly lower than the costs of medium and small companies. Large companies use advertising in specialized publications. They rarely use expensive television advertising. More often big business uses specialized magazines and catalogs. Much less often, he organizes promotions, so he does not spend large sums on sales promotion. However, big business also has marketing problems. For example, for large innovative companies, the number of buyers of high-tech products is usually limited. Therefore, they have more individual work with each potential importer. In addition, for large companies, the dependence on the perceived risks of the forthcoming transaction is characteristic of the customer. Among the main risks are political, financial, and psychological. Small and medium-sized companies may not feel such risks. This is their advantage. Despite the availability of large funds, large companies have a large number of problems in the field of marketing: they need to keep their part of the market and continue to grow. New small enterprises have high growth rates, but have not yet “conquered” the market. Therefore, the solution to this problem may be the interaction of large and small businesses, since small businesses represent local households. In addition, this is one of the reasons to encourage people to buy local products. The most popular form of interaction is franchising. Such forms as outsourcing and leasing are also widely used. All of them mean the transfer of rights to different types of business. When establishing such communications, people will be able to perceive large companies as partners. In addition, it may encourage people to buy local products.

Proceeding from the fact that the main priority of innovation development for Ukraine is integration into the EU (European scientific space), the complex of marketing of innovations should include:

1. Creation (correction) of mission, goals, tasks; analysis of the internal environment (research of strengths and weaknesses of the enterprise, as well as its capabilities and probable threats by the market and participants in market relations with the help of SNW and SWOT analysis);
2. Investigation of potential opportunities of the enterprise when working in the foreign market with the help of PEST, SPACE, PIMS and GAP analysis, studying the regulatory framework;
3. Study of demand and supply on innovation;
4. Estimation of activity of competitors-competitors on the market;
5. Determining the most effective way to penetrate the external market. Strategic planning. Development of innovation strategy.

Given the need for technical and technological updates and diversification of the production of most industrial enterprises, marketing research should be offered as an essential marketing tool capable of intensifying work in the field of marketing activities of innovative products [1-2].

The second most important tool for marketing innovation of industrial enterprises is the pricing policy (use of the system of discounts, change in pricing strategy, the application of new methods of setting initial prices).

The next marketing tool is a distribution policy for the supply of a new product from the place of its manufacturing to the recipient (marketing logistics, analysis of sales channels, trade policy, policy of the distribution of productive forces, policy of means of sale and location of consumers and industrial products, policy of warehousing of finished products, policy supplies).

An important marketing tool is also communication policy, whose purpose is to create demand for new products and positioning new products and enterprises in the market (advertising, personal sales, sales promotion). Among the tools most suitable for advertising high-tech industrial products can be called promotional brochures, specialized magazines, catalogs, as well as exhibition activities.

References:

1. The Global Competitiveness Report 2017–2018. Retrieved from <https://www.weforum.org/reports/the-global-competitiveness-report-2017-2018-1>
2. Комлева, Н. С. (2017). Формирование инновационной политики промышленного предприятия на основе использования инструментов маркетинга [Formation of the innovation policy of an industrial enterprise based on the use of marketing tools]. *Экономические исследования и разработки*, 12, 195-214 (in Russian).