

## **MARKETING AT THE ENTERPRISE DURING RETAIL TRADE**

Retail trade earns profits by satisfying the demand of the end consumer. Therefore, the company faces the task of attracting and retaining customers, increasing sales volumes at lower operating costs. For this, they are forced to constantly look for new marketing strategies. Under the conditions when the shortage of goods has been overcome and most stores offer a similar assortment of goods and provide diverse and high-quality service, it becomes increasingly difficult to expand the circle of consumers. This forces many retailers and enterprises to reconsider their attitude to marketing and implement modern marketing strategies in their trading activities. [1]

One of the types of such a strategy is a marketing complex or marketing mix. The marketing complex is a set of marketing tools that, during the analysis or research of the product or the same enterprise, directs the marketing efforts of the enterprise to achieve a certain economic goal in the target market. During complex marketing, we can analyze 4 components of the enterprise for further successful sales of goods. These components are: product, price, place, promotion. Such an analysis is aimed at positioning the product on the market, as well as analyzing competitors, thereby increasing sales and promoting the activity and the company itself (business, enterprise) on the market, achieving the company's market goals (with the help of various marketing models). [4]

The "price" tool of the marketing mix includes not only the cost of the consumer's product and its pricing, but also other costs such as travel, time, emotions, etc. From a marketing perspective, pricing is a complex retail pricing process because a store does not just sell a product or service, but sells it as its own product. Starting with the marketing department of a retail company, the problem or task of setting prices arises. Pricing, in fact, is a commercial markup that takes into account the final price of a particular product. Price is one of the key positioning factors, so all decisions related to pricing strategy are very important. [1]

The combination of various marketing tools is selected so that the optimal effect is achieved within the framework of the selected goals. In various sectors of the economy, the marketing complex undergoes specific changes due to its own characteristics. Changes in the marketing mix reflect the flexibility of marketing approaches to solving specific business tasks and problems, developing and achieving set goals, and this inevitably leads to the transformation of traditional elements of the marketing mix. Emergence can lead to new components. But, of course, everything depends on the direction of such marketing solutions chosen by entrepreneurs for retail trade: achieving high profits due to large volumes of customer service with relatively low turnover of products or maintaining relatively low levels of profits due to high turnover of products and limited volumes of services. [3]

The most relevant marketing measure for promoting a product or enterprise in any market is advertising. Maximum promotion and recognition of the product or service or the enterprise as a whole is possible only with complex applications.

Advertising often helps to survive in a competitive environment. Successful development of an advertising campaign requires several stages.

Having analyzed all of the above, it is possible to draw certain conclusions about the role and place of marketing in retail trade and the development of retail trade itself as a certain type of business structure. It can be clearly said that retail trade has developed very quickly. This made it possible to open new types of business and earn profits. With the help of such a type of business as retail trade, more and more people have realized their thoughts about opening their own business, but this kind of trade has its pros and cons, so only a few have been able to reach the top. It should be noted that marketing plays a very large role in all aspects of promotion and sales. With the help of marketing and its systems, for example, advertising as promotion, it is possible to determine the purpose of a particular business. Research and analyze your future customers, and make sure that the business idea does not fail.

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