

DEMAND AT THE MARKETING PLANNING OF THE ENTERPRISE

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Abstract. The essence of demand has been clarified and its influence on the process of sales is considered. The features of taking into account demand in planning of marketing activity of the enterprise in the domestic market are determined.

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Introduction

When we planning a marketing activity of the enterprise it is important to take into account the demand for its products. In the face of growing competition on the market, this problem is becoming increasingly relevant. Successful resolution requires clarification of the essence of the demand for the company's products in a competitive market, studying its types and peculiarities of accounting in the planning of marketing in a certain perspective. Summarizing the results of scientific research of domestic and foreign scientists in the field of marketing planning from the point of view of demand, the direction of this study is determined. All this will allow us to approach the objective positions to determine the direction of improving the process of planning the marketing activities of domestic enterprises in an increasingly competitive market.

Marketing as a concept of modern business

Today, marketing as a concept of modern business is a way of thinking, the starting point of which is the demand for goods. From the standpoint of F. Kotler, he is a kind of human activity, aimed at satisfying not wealth and needs through exchange (*Kotler, 2000*). On the one hand, such activity is aimed at thorough, comprehensive and systematic market research, the identification of real needs, tastes and preferences of consumers, and orientation towards their production. On the other hand, it involves a purposeful and active influence on the market, on the formation of needs and purchasing advantages to ensure effective sales of goods on the market.

In a market-oriented market system, the analysis of state-subsidized activity should start not from the study of production or financial results, but from the study of needs and demand of the population. The reason for this replacement is obvious. Everything starts with the market and ends with the market: the product finds or does not find sales, depending on whether there is a demand for it (*Dayan, 2008*). The result of such activity will be profitability or loss-making enterprise.

In this case, the market research should be carried out by all subjects of economic activity. It has the purpose of systematically observing the development of a market situation in order to obtain the information necessary for the management of marketing activities,

primarily information on the relation of demand and supply, as well as systematic analysis of these reports (*Burtsev, 2012*).

The modern market, regardless of its specific type, is based on three basic elements: price, demand and supply, competition. These tools help to establish equilibrium in the market. Quite essential elements of it are supply and demand (*Ansoff, 2016*). They are an integral category of market economy organization, which express the objective economic relations of commodity production. 3 the development of the social organization of commodity production and changes in the economic system are changing the specific ways of micro-and macroeconomic planning and regulation.

The demand is always precisely defined and has the ability to dynamically change under the influence of a number of factors. Principal moments clarifying the concept of economic content of demand are as follows:

- is closely connected with real social needs, but does not coincide with their quantitative certainty;
- depends on the solvency of buyers, that is, on the provision of the potential demand for goods and services by money coverage.

The subject of study of demand is the sphere of industrial or personal consumption of goods. In the market it is conditioned by consumer behavior. Its carriers can be any objects of market relations, which have a valuation and some usefulness for consumption. The nature of the law of demand is not complicated. If the buyer has a certain amount of money for the purchase of the product, then he will be able to buy the less goods, the higher the price and vice versa. Of course, the real picture is much more complicated, because the buyer can attract additional funds, to buy instead of this product another - the product substitute (*Mirzoev, 2013*).

The several factors are affected by demand. They are divided into the following groups:

- price and non-price factors that are characterized by the elasticity of demand. In practice, the marketer of an enterprise must know the elasticity of demand for all controlled variable factors of his enterprise and use those which, at equal cost, give the greatest increase in demand;
- controlled and uncontrolled factors. Controlled - these are strategic variables that are subject to the enterprise and through which it is able to influence the volume of demand. Uncontrolled factors include variables that describe the behavior of competitors, consumers, the state, and the effect of other external factors. The behavior of consumers, the state and the influence of other factors (exchange rate, weather, etc.) are not specifically directed against this enterprise. Such external changes can be both favorable and unfavorable for the enterprise. But almost always they are not exposed to him;
- economic and social factors. Pories are decisive for both demand and supply. This is due to the persistent features of the formation of industrial and social relations in the sphere of production and circulation.

Effectively using the concept of marketing, an enterprise can achieve its goal by defining the needs and needs of target markets and ensuring their satisfaction more efficient and more productive than its competitors by means of (*Koriniev, 2009*). Consequently, when focusing on the concept of marketing, an enterprise in the management of demand should solve the following tasks:

- thoroughly and thoroughly study the market, needs, needs and demands of consumers;

- to form assortment of goods in accordance with the requirements and desire of consumers, to sell goods that meet demand;
- to influence the market and public demand in the interests of the enterprise.

The main purpose of the system of marketing planning is to identify the optimal of all possible alternatives for future development of the enterprise. It is an organizational and economic system that provides a continuous process of decision-making (*Thompson, 2009*).

One of the most important principles of marketing planning is the creation of a unified planning system that provides the interconnection of strategic and tactical (current) planning, as well as the continuity of the planning process.

It is proved that the basis of marketing planning at the enterprise is a system of strategic marketing planning, which is a set of organizational and economic methods and techniques aimed at solving problems of adaptation of an enterprise to external conditions of activity (*Richard, 2013*).

In the planning of marketing activities, taking into account demand, the main object of attention is the shortcomings and consumer demands (*Yrykov, 2012*). In this regard, the main tasks of this process are manifested in the following:

- comprehensive study of the market, needs and demand of the population;
- planning and formation of the product range;
- demand formation, advertising organization and measures to stimulate demand;
- organization of pre-and after-sales services of consumers;
- development and implementation of consumer awareness programs.

In accordance with the tasks set, the study and forecasting of needs and demand should be carried out in the marketing system based on an integrated approach based on the principles of marketing. In this regard, it is very important not only the most complete satisfaction of consumers' needs, but also the effective effective organization of the work of marketing structures at the very the enterprise (*Karlov, 2007*).

In general, the demand-based marketing planning process should include the following main components:

- analysis of market opportunities of the enterprise (demand for products);
- comparison with the production capabilities of the enterprise;
- organization of the marketing system at the enterprise.

The determination of marketing opportunities of the enterprise will allow to select the most perspective target markets, which will save the cost of the enterprise (*Nikonov, 2016*). As a result, an enterprise does not spend marketing efforts, working on the whole market, will focus its efforts on meeting the needs of consumer groups, whose service will be beneficial to them. In this case, the most complete satisfaction of consumer demand should be ensured with maximum involvement in the circulation of their funds and the normal development of inventories (*Kovalenko, 2017*).

As already noted, the organization of this process in the enterprise is very important in the system of marketing planning. Taking into account this, the algorithm of taking into account demand in the organization of the marketing planning process at the enterprise is developed (Fig. 1).

The projection of demand for a definite perspective is important. In this case, the developed forecasts of demand should not only characterize the trends of future disintegration, be objective, but also deny those or other hypotheses, suggest ways to achieve their goals (*Savitskaya, 2016*). The results of the study will allow:

- to influence factors that are partially exposed, in order to prevent their change in an undesirable side for the enterprise, and in the event that it is impossible to at least predict the dynamics of these variables and take appropriate protective measures;
- to forecast the development of other uncontrolled variables and to plan the marketing

activities of the company in accordance with the forecast of its promising policy.

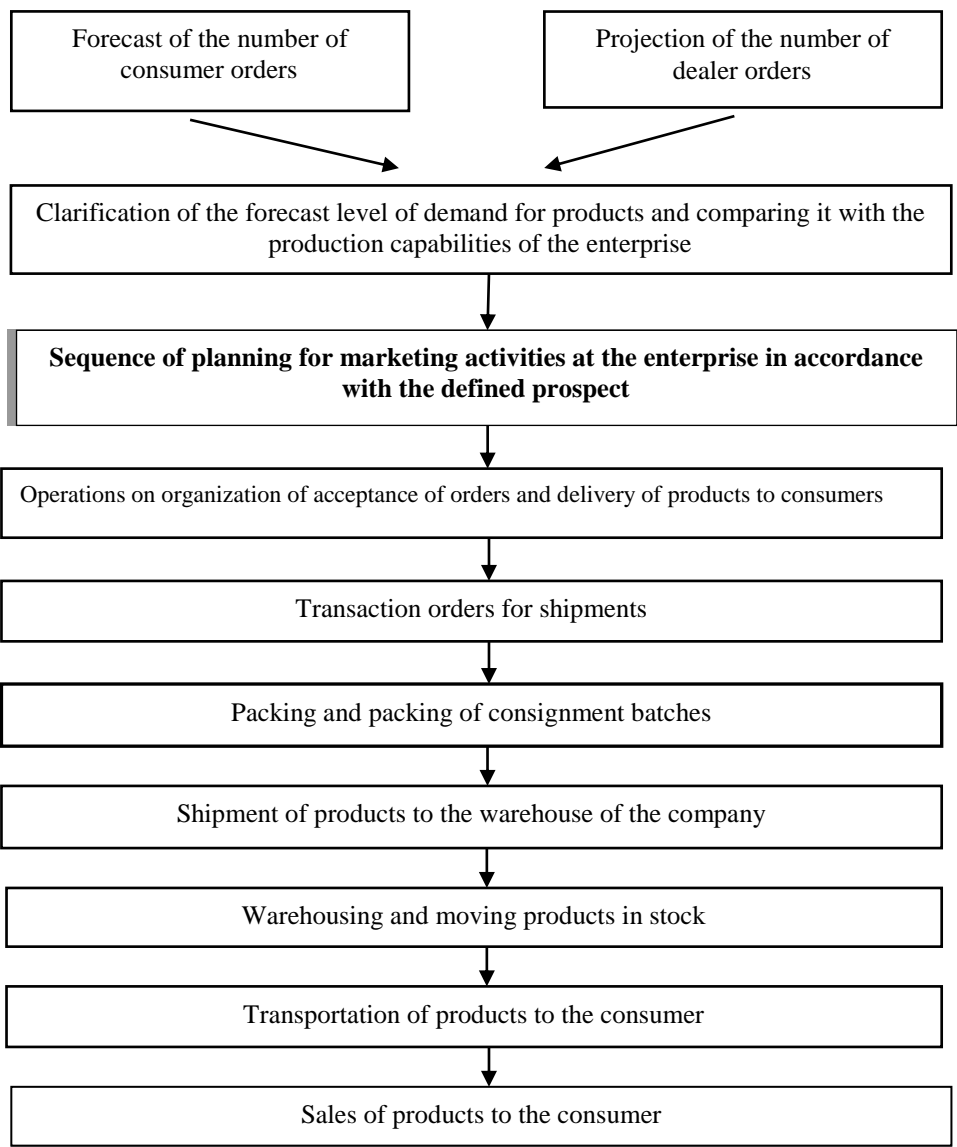


Fig. 1. Algorithm of the consideration of demand in the organization of the marketing planning process at the enterprise

The domestic enterprises over the last few years have created a critical situation due to the dynamism of the market, which is difficult to predict, the number of new policy decisions and legislative acts, mitigating internal resources and increasing the aggressiveness of the environment, especially in the financial sphere. In these conditions, great importance is given to the successful introduction into the practice of enterprises of ideas and technologies of

marketing planning.

The concept of marketing planning in the light of demand is possible only when the enterprise is strategically oriented (*Vihanskiy, 2008*). In this case, the staff has strategic thinking and the system of strategic planning is used. It enables the development and use of an integrated system of strategic plans, and current, day-to-day activities that are subordinated to the achievement of the strategic goals set. Let's consider this process on the example of OPTIMA PLUS LLC.

The main activities of the research enterprise are providing the market participants with equipment and materials for warehousing (equipment for lifting and moving goods, shelving systems, technical stretch film, etc.). In terms of wholesale turnover, it refers to medium-sized businesses. Along with state orders, it fully develops the implementation of its products on a commercial basis. This allows them to survive in an unstable economy and create the preconditions for its successful development.

It should be noted that the trading network, through which the distribution of material flow, is a significant element of the company's sales system. Therefore, it should optimize the flow processes, which will ultimately contribute to maximizing the profits derived from the sale of products. The progress of the finished product of OPTIMA PLUS LLC to the consumer is ensured by the search for an optimal variant of all elements of the commodity wheel, taking into account the requirements of consumers and the level of demand for products. On this basis, each operation of commodity routing takes its place in its overall sales system. Accordingly, marketing planning is planned taking into account demand for products.

The distribution of goods by assortment groups is given in Table 1. One of the main types of products sold by OPTIMA PLUS, LLC is a stretch film with a 300% rollover shock. Therefore, the process of planning marketing activities in the enterprise, taking into account demand, we will consider on an example of the implementation of stretch film.

Table 1

Assortment groups of goods of OPTIMA PLUS LLC

No	The groups of goods	Specific weight,%
1	Shelves	8,0
2	Metal furniture	11,0
3	Equipment for lifting and moving loads	27,0
4	Trolleys	18,0
5	Stretch film	32,0
6	Packaging and packaging	4,0
Total:		100,0

Stretch film is used for many purposes, including machine pallet packing. As a rule, stretch film is used in semi-automatic and automatic machines with high volume of operations and high speed of winding, equipped with a system stretching film in the form of a carriage with electric motorized pre-tension. The OPTIMA PLUS company has been selling this film for five years now. Every year the demand for this kind of product increases. However, most consumers are willing to reduce the size (length) of rolls. To do this, you need to buy a special rewinder of stretch film, which will solve this problem, namely, from the original roll of stretch film to coil a few rolls of less length.

In order to evaluate the project's efficiency, the purchase of a plant for technical and nutritional purposes for rewinding films must be designed with a forecast of the main indicators of the turnover of stretch film with a 300% firewall. The cost of wholesale purchase of one roll of film in the length of 2000 m from the manufacturer is - 160 UAH. In the future, the company sold such a roll at a price of 190 UAH. The annual volume of sales of this product in 2016 amounted to 800 coils.

The main forecasting tendencies are based on the statistical data on the turnover of this type of products in the last three years. Results of the calculation of the main financial results (income and profit) for the sale of goods, taking into account the forecast changes in demand for products, production volumes, the cost of purchasing stretch film and expenses for its sales for the period 2017-2018 gg. shown in Table 2.

Table 2

The order of calculation of forecast indicators of sales of stretch film for the period 2017-2018

Name of metrics	2016 (base period)	2017 (forecast)	2018 (forecast)
Sales forecast, pcs.	968	1065	1171
Cost of purchase, ths. UAH	128,07	147,92	170,84
Estimated production costs, ths. UAH	5,08	5,59	6,15
Expected staff costs, ths. UAH / year	11,62	12,78	14,06
Estimated total costs, ths. UAH	144,76	166,29	191,09
Service cost, ths. UAH	31,94	35,14	38,65
Estimated revenue from sales, ths. UAH	173,47	190,81	209,89
Total forecast income, ths. UAH	205,41	225,95	248,55
Estimated profit, ths. UAH	60,65	59,67	57,50

For active promotion of sales of advanced products, additional measures are needed that would not only introduce the traditional consumers of products with new products, but also expanded the range of consumers of high-quality products in different market segments (*Zhitna, 2012*). To do this, it is proposed to hold so-called forward actions, which intensively promote the improved form of the product, showing its improved and more convenient sides.

The effectiveness of the proposed measures to stimulate the sale of products is characterized by economic indicators that reflect the relationships that are associated with the costs of these activities and the results that are planned to receive. In addition, indicators of the economic effect make it possible to assess the economic attractiveness of project activities for its participants and the economic benefits of some economic measures over others.

The absolute indicator serving as a criterion for economic efficiency and is defined as the difference between the value estimates of the results and the costs associated with the implementation of the project, is the net current value.

By the method of comparing time-varying monetary expenditures and results, the NPV (net discounted income) is a dynamic, in which cash flows caused by the implementation of the project measure are reduced to a single point in time with the help of their discounting,

ensuring the comparability of time-varying cash flows.

When calculating the economic effect from the implementation of the project for the development of production and marketing of improved stretch film of various sizes, the size of the profit tax (25%), the value of the discount rate at the level of 9%, which corresponds to the NBU discount rate, and the size of the business risk inherent in all types business activity. The main sources of this risk are the instability of tax legislation, the risk associated with the procurement and supply of products, as well as the risk of project implementation. The risk level that takes into account the above factors is taken at 6%, which increases the discount rate to 15% per year. Table 3 shows the calculation of discounted net profit from sales of improved stretch film of various sizes.

Table 3

The calculation of discounted net profit from project implementation

Indexes	2018
Projected gross profit, ths. UAH	57,50
Estimated net profit, ths. UAH	43,13
Discount rate	0,57
Discounted net profit, ths. UAH	24,58

In general, the calculations show that the provision of effective planning of the marketing services of an enterprise with an orientation towards the forecasted level of demand for the implementation of a stretch film with a torch of 300% in 2018 is determined by the following indicators:

- coefficient of efficiency of investments - 2,32;
- payback period - 1 year;
- integral economic effect from the project implementation - 17,98 thousand UAH.

All this indicates the sufficient expediency of the developed methodical approach to taking into account the demand for floating marketing activities of the enterprise. It seems attractive, as it is aimed at increasing the competitive advantages of the enterprise when selling products on the market.

Conclusions

The main purpose of the system of marketing planning in the light of demand is to identify the optimal of all possible alternatives for the development of the enterprise in a certain perspective. It is an organizational and economic system, which includes an analysis of market opportunities of the enterprise (demand for products), their comparison with the production capabilities of the enterprise and the use of the effective organization of the marketing system at the enterprise.

It has been established that effective consideration of demand in the planning of marketing activities is largely achieved by the paid and coordinated work of the marketing service itself. This will facilitate the efficient use of enterprise resources and maximize profits. Due to such an approach in solving the problem, an additional part of potential profits will flow to the enterprise as a result of improving the process of delivering products from the manufacturer to the final consumer. Accordingly, this will affect the growth of demand for

products from potential consumers.

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