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SIMULATION OF CONTROL STRATEGY FOR INTERNATIONAL MARKETING SERVICES

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Abstract

*The main purpose of this article is to develop a general model of integrated management of marketing activities from an international perspective, given the relationship of its parts to each other and the external environment and the cyclical nature of the process, and the construction of a general model for evaluating the performance of international marketing system. **Results:** In modern conditions high-quality products are necessity-term, but not sufficient to achieve the successful operation of the market. To optimize the above goal should be to work out issues such as the definition of the requirements of potential customers, the timing, location and conditions of the transaction, that is, the seller must offer the buyer at a particular moment only the product that the best way to satisfy existing need for the latter. This may explain the reason for the proposed buyers of high-quality goods are distributed in the market of one country and cannot find it in another. **Discussion:** The information presented in this article marketing management model allows you to organize all marketing activities and events, and do them not by chance, but in the complex, taking into account their relationship and interaction. As well as the opportunity to working with mesh product and market development to identify new attraction activities and evaluate them in terms of compliance with the overall objectives and company resources. In addition, the proposed method of assessing the effectiveness of a marketing system is universal, and it allows you to analyze the effectiveness of the functioning of the marketing of individual enterprises, regardless of scope, given the impact of all factors.*

Keywords: competition advocacy; financial market; investment management; middle class; problems of economic theory and policy.

1. Problem statement

The widespread use of marketing in the world economic practice allowed to accumulate rich experience in organizational and economic forms of application. However, this led to diversity and the lack of universally accepted interpretation of the term "marketing". In describing the current state of the world economy can be concluded that it is associated with dramatic changes and passes in a fairly high rate, which is manifested in the form of the formation of new forms of global economic relations, international trade, capital flows and

transnational activities, the integration processes at the macro level. On the basis of practical and theoretical studies A.Glinkinym, Kotilko V., Martyanova O., Y.Makogonom and other scientists and economists, it was found that there was historically in the global economy the real situation so that the integration process is usually started with the liberalization of mutual trade, the removal of restrictions in the movement of goods, then services, capital and gradually under appropriate conditions and the interest of the partner countries leads to a single economic, legal, information space within the region. It formed a new quality of international

economic-relations. This involves a conscious purposeful regulation of mutual trade and economic relations [1-4]. In this regard, we have a situation of acute need for coordination of production and marketing efforts at the international level so as to ensure the productivity of each event individually and as a whole and each individual member of the whole process, which is impossible without the skillful use of instruments of international marketing. According to the development of the overall global marketing effort management system, as well as the development of a methodology that allows to evaluate their effectiveness, taking into account all the factors affecting it in modern conditions is the actual problem.

2. Analysis of the latest research and publications

Fundamentals of modern theory of international marketing and the principles of its formation as an independent academic stream were formed such famous foreign scientists as S. Madzharo, F. Bradley, Jane S., W. Keyehan F. Kateora, S. Palyvoda A. Samlah, B. Terpetra M. Chynkota, Kotler, E. Barlow, R. Barnett, R. Buzell, R. Werner, C. Hoshal, S. Kevushil, R. Kramer, H. Ann and their followers. A significant contribution to the development of the concept of international marketing and improving its strategy and principles made Ukrainian and Russian scientists, economists, marketers A. Starostin, A. Mazaraki, A. Azaryan, Vladimir Novitsky, E. Saveliev, Chernomaz P., O. Kanyschenko, T. Tsygankov, S. Pakhomov, Abramishvili G., N. Moses, G. Bahiyev V. Aleksunin V. Tarasevich, J. Bekleshov, P. Zavyalov, D. Demidov, S. Barsukov, Alexander Vorobyov, I. Gerchikov and other equally famous authors.

Marketing Management at the international level is an elaborate implementation of an integrated policy of the enterprise in the market, which provides: target orientation of the company to meet the needs of market participants; complexity, sequence of activities from product design to its use; Accounting prospects regarding the improvement of the product portfolio according to the needs and conditions of use [5-8]. To build an effective marketing management system is necessary to apply the approaches and the position of a new management paradigm. The new control paradigm provides for the application to the solution of administrative issues of process, system and situational approaches [9].

3. The main purpose of this article is to develop a general model of integrated management of marketing activities from an international perspective, given the relationship of its parts to each other and the external environment and the cyclical nature of the process, and the construction of a general model for evaluating the performance of international marketing system.

4. Presentation of main material

From the results of the analysis of existing approaches to the formation of the system of international marketing in the modern industrial enterprise turns out that the current participant business process must resolve a number of specific tasks to resolve without intervention marketing unrealistic:

- Continued expansion and increasing the range of offered products with-all to meet consumer desires and according to all his expectations;
- Organization constantly functioning channel of cooperation with the consumer;
- Increasing flexibility (including by proving diversification and differentiation of production and the market). This diversification is a reorientation of the production of fundamentally new products which target market needs given the peculiarities of the national economy, if the use of existing production facilities, with minimal expenditure. In turn, differentiation involves grouping customers according to their requirements and personal characteristics in order to best meet each customer by individual approach;
- Continuous work of improving the quality and competitiveness of manufactured products;
- Ensuring the functioning of the management competitiveness of national economies as a whole and individual businesses in particular;
- Improving production efficiency, constantly improving equipment and technology;
- Ensure, in the field of product sales through enhanced advertising function by increasing the attractiveness of the product by using elements of the economic impact on the manufacturer.

Thus, in modern conditions high-quality products are necessity-term, but not sufficient to achieve the successful operation of the market.

To optimize the above goal should be to work out issues such as the definition of the requirements of potential customers, the timing, location and conditions of the transaction, that is, the seller must

offer the buyer at a particular moment only the product that the best way to satisfy existing need for the latter. This may explain the reason for the proposed buyers of high-quality goods are distributed in the market of one country and cannot find it in another.

Based on the analysis, we can conclude that the development of international marketing, among other things, can serve as one of the key elements to overcome the instability and economic crisis the world economy. Stability marketing activities at the micro level, combined with centralized methods of forecasting the dynamics of supply and demand, scientific and technological and social development, economic processes at the macro level are factors of planning the structure of international business. However, due to the specificity of marketing as a scientific currents today seems impossible full use of many foreign and domestic experience in establishing internal marketing and development of international marketing, and today there is a need formulate coherent mechanism for its operation and control allowing for the development of international economic space as a whole and individual national economies in particular. Therefore, international marketing has to respond and track any changes in technology creation and development needs of target consumers on world markets and the markets of individual countries and find the best option for their comparison and maximum satisfaction. Moreover, the kind of marketing that is analyzed in this paper has a lot of "white spots" both in research and bring the goods to a particular consumer, because the methods for national marketing in most cases inapplicable in its original form. In addition, there is an acute shortage in specific methodology (adapted to the conditions of the sphere), which allow a maximum precision explore and anticipate customers' needs and determine the degree of conformity of the proposed their products, which in turn directly affects the competitiveness of the producer on the world stage. Inter-Rodney marketing should keep track of all the processes in the global economic system and in individual national economies, markets which are targeted. For this purpose the necessary tools improve international marketing and development of its strategy, focusing on marketing tools generated in countries with developed market economies.

Based on the fact that the marketing management system should be formed on the basis of strategic planning and operating in unison with him, tracking

him any change it should be a flexible mechanism to monitor the functioning of the system at any stage of the development of events. In addition, it is necessary to consider that in the context of globalization to ensure achievement of the intended target alone is not enough administrative influence. In practice, the management of marketing activities is contained in the development and use of a set of measures that can ensure qualitative changes in production and marketing.

In the current conditions of functioning of economic units such action system is realized through the development of marketing strategies that are aimed at reducing the risk of the enterprise output to the target market. Given all of these requirements has been formed overall global marketing management model, shown in Fig. 1, which is a specific multi-functional and multi-component system, which consists of ten interconnected blocks, which are the elements of the system and will operate to achieve the main goals of the system. This provides the interconnection of all units included in the system, forming thus a certain integrity, and the combined single purpose – to improve the efficiency of marketing activity of an economic unit, as a result, attainment of stable success in the international market, while considering each individual unit as a system, which has its own system-components.

For cyclic process of marketing management as a result of an evaluation of each individual marketing activities and analysis of the effectiveness of the whole system, based on what worked for its improvement measures. However, just to build a marketing management scheme for the enterprise to achieve the goal set in this article is not enough, you need to develop a model for assessing its effectiveness. Based on the nature of an indicator of efficiency regardless of line of business, represented as a ratio of effect to cost, when considering the impact of improvement marketing activities or the formation of a marketing system or software control marketing mechanism must rely on the very purpose of marketing, expressing it in a quantitative form. With a large variety of options marketing goal setting, especially at the international level, it is first necessary to determine the index, which will continue to be used as the main characteristics of the performance of each event and all activities. The best option for solving the problem posed in this study is to use the change of profit on sales of finished products and covers the market share.

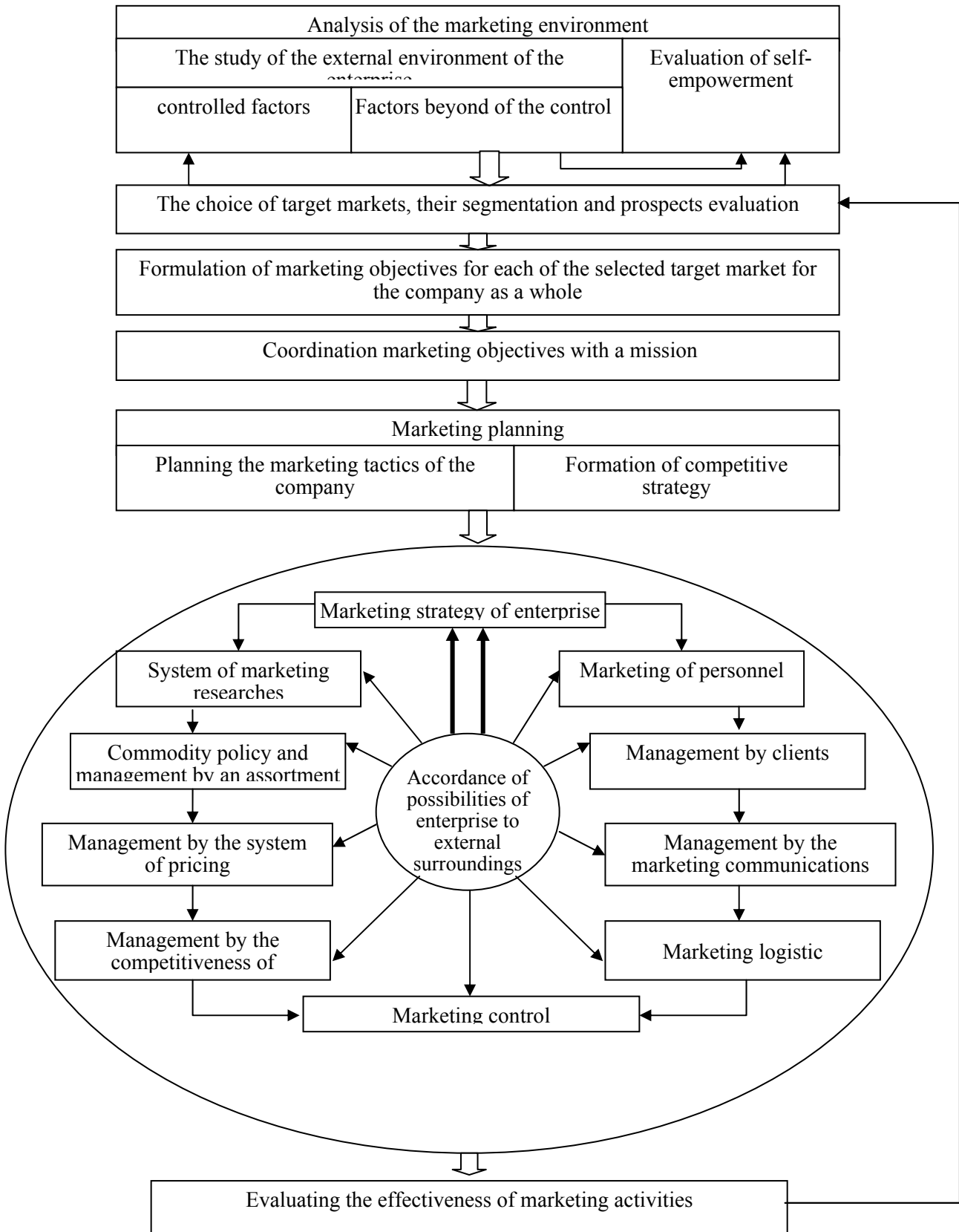


Fig. 1. The total marketing management system in the enterprise

Thus, the efficiency will be further defined as the ratio of profit from the implementation of marketing activities or individual activities required unit costs. Whereas, as a gain from the implementation or improvement of marketing activity of business entity is the numerical difference between the total income of the enterprise from product sales before and after the implementation of marketing activities.

Additionally, you must remember that the profit is the difference between the income earned and the existing costs and the level of income, in turn, is directly dependent on the volume of sales, which can be expressed in terms of the regression equation, the essence of which is to construct a linear relationship between the two indicators (in this case, between the income and the volume of sales).

Considering all the above conditions and assumptions we have:

$$\begin{aligned} P_{\text{mark.}} &= (D_1 - Z_1) - (D_0 - Z_0) = \\ &= (a \cdot N_1 - Z_1) - (a \cdot N_0 - Z_0) = \\ &= a \cdot N_1 - a \cdot N_0 - Z_1 + Z_0 = \\ &= a \cdot N_1 - a \cdot N_0 - Z_{\text{mark.}} \end{aligned} \quad (1)$$

where:

$P_{\text{mark.}}$ – Profit from marketing activities or profit from improvements in one of the blocks of marketing management system in the enterprise;

$Z_{\text{mark.}}$ – The total costs associated with the implementation of marketing activities or improve one of the blocks of marketing management system in the enterprise;

D_0, D_1 – total revenue generated from the sale of company pro-induction before and after the implementation of marketing activities, respectively;

N_0, N_1 – the volume of produced and sold products before and after the implementation of marketing activities, respectively;

a – coefficient regression.

At this stage of the simulation is necessary to establish a functional relationship between the volumes of sales in the foreign market and the different blocks of marketing management system, which are mainly based on the constructed above models are best suited components of well-known marketing mix "5P" (it is a system of marketing tools, the use of which is directed on improving the efficiency of all marketing activities and demonstrates connectivity between producer and

consumer), which is a mathematical representation will look like: (2)

$$N = f_2(K, D, B, P, T), \quad (2)$$

where:

B – the level of competitiveness of the staff involved in the project;

K – the effectiveness of the functioning of the goods (car) in actual operating conditions;

D – effectiveness of pricing policy;

P – efficiency of advertising campaign;

T – ensuring the efficiency of product distribution system.

The most effective is the empirical expression of the desired function (f_2) as it is the most flexible and loyal, and in addition, provides an even and high enough agreement between the calculated results with practical observations. All this testifies to the greatest possible usefulness of this method for implementation in the real market conditions. General view of the forms of dependence takes the following form: (3)

$$N = k_{\text{M}} \cdot K^{y_1} \cdot D^{y_2} \cdot B^{y_3} \cdot P^{y_4} \cdot T^{y_5}, \quad (3)$$

where:

k – coefficient of proportionality, proving the existence of the relationship between the volume of sales and the selected indicators;

y_1, y_2, y_3, y_4, y_5 – exponents characterizing the degree of influence efficiency goods operation (machine) in actual operating conditions, compliance with the selling price optimal level of prices in the market competitiveness of the enterprise personnel, advertising effectiveness, efficiency of goods movement, respectively.

Thus, the required mathematical model that allows to assess the efficiency of marketing activities regardless of the level and extent of ongoing and implemented projects has the following form: (4)

$$\begin{aligned} \Theta_{\text{mark.}} &= \frac{a \cdot k_{\text{M}} \cdot K_1^{y_1} \cdot D_1^{y_2} \cdot B_1^{y_3} \cdot P_1^{y_4} \cdot T_1^{y_5}}{Z_{\text{mark.}}} - \\ &- \frac{a \cdot k_{\text{M}} \cdot K_0^{y_1} \cdot D_0^{y_2} \cdot B_0^{y_3} \cdot P_0^{y_4} \cdot T_0^{y_5} - Z_{\text{mark.}}}{Z_{\text{mark.}}} \end{aligned} \quad (4)$$

5. Conclusions

The information presented in this article marketing management model allows you to organize all

marketing activities and events, and do them not by chance, but in the complex, taking into account their relationship and interaction. As well as the opportunity to working with mesh product and market development to identify new attraction activities and evaluate them in terms of compliance with the overall objectives and company resources.

In addition, the proposed method of assessing the effectiveness of a marketing system is universal, and it allows you to analyze the effectiveness of the functioning of the marketing of individual enterprises, regardless of scope, given the impact of all factors. What does this model can be applied at various stages of marketing activities, both at the planning stage (in order to predict the results), and in the case of selecting the most effective marketing activities and, finally, at the end of its implementation or in determining the effectiveness of marketing activity of the enterprise as a whole at the end of the reporting period or in the completion of the next stage of the company's operation. The only difference is that in the first two cases, the analysis is carried out on the forecast data, and in the other – according to actual.

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Моделювання процесів управління стратегією міжнародного маркетингу на підприємстві

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Основна мета цієї статті полягає в тому, щоб розробити загальну модель комплексного управління маркетинговою діяльністю з міжнародної точки зору, враховуючи взаємозв'язок його частин один з одним і зовнішнього середовища і циклічний характер процесу, і побудова загальної моделі для оцінки ефективності функціонування міжнародної системи маркетингу. **Результати:** В сучасних умовах випуск високоякісної продукції є необхідною, але не достатньою умовою для досягнення успішного функціонування на ринку. Для оптимізації вищезгаданої мети необхідно проробити такі питання, як визначення вимог потенційних споживачів, вибір часу, місця й умов здійснення угоди, тобто продавець повинен запропонувати покупцеві в конкретний момент тільки

той товар, який щонайкраще задовольнить існуючу потребу останнього. Цим можна пояснити причину, з якої запропонований покупцям високоякісний товар знаходить збут на ринку однієї країни й не знаходить його в іншій. **Обговорення:** Представлена в даній статті модель управління маркетингом дозволяє систематизувати всі маркетингові дії і заходи і виконувати їх не випадково, а в комплексі, враховуючи їх залежність і взаємовплив. А також надається можливість, працюючи з сіткою розвитку товару і ринку виявляти нові привабливості діяльності та оцінити їх з точки зору відповідності загальним цілям і ресурсам фірми. Крім того, запропонована методика оцінки ефективності маркетингової системи є універсальною, і вона дозволяє проаналізувати ефективність маркетингового функціонування окремого підприємства незалежно від сфери, враховуючи вплив всіх факторів.

Ключові слова: адвокатування конкуренції; інвестиційний менеджмент; проблеми економічної теорії і політики; середній клас; фінансовий ринок.

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Моделирование процессов управления стратегией международного маркетинга на предприятии

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Основная цель этой статьи заключается в том, чтобы разработать общую модель комплексного управления маркетинговой деятельностью с международной точки зрения, учитывая взаимосвязь его частей друг с другом и внешней среды и циклический характер процесса, и построение общей модели для оценки эффективности функционирования международной системы маркетинга. **Результаты:** В современных условиях выпуск высококачественной продукции является необходимым, но не достаточным условием для достижения успешного функционирования на рынке. Для оптимизации вышеупомянутой цели необходимо проделать такие вопросы, как определение требований потенциальных потребителей, выбор времени, места и условий совершения сделки, то есть продавец должен предложить покупателю в конкретный момент только тот товар, который наилучшим образом удовлетворит существующую потребность последнего. Этим можно объяснить причину, по которой предложен покупателем высококачественный товар находит сбыт на рынке одной страны и не находит его в другой. **Обсуждение:** Представленная в данной статье модель управления маркетингом позволяет систематизировать все маркетинговые действия и мероприятия и выполнять их не случайно, а в комплексе, учитывая их зависимость и взаимовлияние. А также предоставляется возможность, работая с сеткой развития товара и рынка обнаруживать новые привлекательности деятельности и оценить их с точки зрения соответствия общим целям и ресурсам фирмы. Кроме того, предложенная методика оценки эффективности маркетинговой системы является универсальной, и она позволяет проанализировать эффективность маркетингового функционирования отдельного предприятия независимо от сферы, учитывая влияние всех факторов.

Ключевые слова: адвокатирование конкуренции; инвестиционный менеджмент; проблемы экономической теории и политики; средний класс; финансовый рынок.

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