

**MARKETING PLANNING MECHANISMS IN INDUSTRIAL ENTERPRISES.**

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**Abstract :** The article examines the direct and indirect impact of assessing the capabilities and prospects of the country's economy, thinking about the goals of the enterprise and finding solutions, and developing a company's marketing strategy .

**Keywords:** national economy, sources of financing, external and internal environment of the enterprise, planning, market conditions, strategy, socio-economic development, direct impact, indirect impact.

Competitiveness is an important characteristic of any organization. It depends on how correctly various business processes are organized in the enterprise, how profitable it is, how large its volume will be. In order for financial expectations to be realistic, it is necessary to pay attention to industrial marketing. So, industrial marketing is marketing aimed at establishing relationships with partners (other organizations) for the sale of industrial products. Such products include components, raw materials and materials. Marketing of industrial products should be focused on a specific customer. In order to get such a specific product into the hands of those who really need it, the company must develop a marketing strategy. Its development begins with a detailed study of the buyer companies and their needs, activities and capabilities. Analyzing such data allows the organization to understand what is needed now and what is needed in the future, what relationships have been established (planned to be established). In general, this approach ensures that appropriate strategies are developed and implemented for each client. In order to implement the chosen strategy as effectively as possible, great attention should be paid to planning, which is aimed at constantly searching for new ways to improve operations in changing market conditions. Proper planning allows the company to minimize all possible risks. Planning tasks in industrial marketing can be as follows:

1. Analysis of factors of the external and internal environment of the enterprise.
2. Market analysis.
3. Study possible risks.
4. Economic justification of the concept being implemented by the enterprise.
5. Formulation of a production plan.
6. Calculation of possible financial results.
7. Identifying sources of funding.
8. Description of a series of activities aimed at monitoring production costs and financial results.

In industrial marketing, the planning process is constantly there to think about the goals of the enterprise and find solutions. With its help, you can solve problems such as determining the viability and sustainability of the enterprise, reducing risks, clarifying Evaluating industrial marketing in terms of its advantages and disadvantages, it can be said that the former is more than the latter. In general, such marketing activities are aimed at bringing the product to the market. At the same time, such promotion (subject to all the rules) is based on an objective assessment of the internal and external environment of the enterprise and has an economic basis. Speaking about the disadvantages of the process, we can note the complexity of the process, as well as the need for large financial and time expenditures for its implementation.

To establish a sales process and increase customer interest, the management of the enterprise must properly organize work in the marketing direction. An industrial product is sold only when

there is a demand for it, and this depends on many factors. These include the geographical location of production facilities, product quality, and how much demand it can have. In order to determine these and other factors, assess and analyze the company's capabilities and prospects, it is necessary to clearly organize industrial marketing within the enterprise itself. To do this, as a rule, a separate unit is included in the staff, which is called the "Marketing Department". It must report directly to the director of the enterprise and interact with other structural divisions. Such a structure of interaction allows the department's employees to request from the rest all the necessary information to compile a qualitative analysis.

Having considered the theoretical part of the question, we can proceed to consider it with a brief example. For example, an organization is engaged in the sale of polystyrene granules used for the production of packaging materials. However, over time, it turned out that the disposal of packaging made of polystyrene is a complex and expensive process. The company's marketing department began to study the needs of customers and realized that the best option would be to develop environmentally friendly granules for packaging materials that are very easy to dispose of. This technology is a breakthrough in the polymer industry. Therefore, with the correct positioning of the product, something incredible happened, and the organization gained new customers. And all this is due to the fact that the company solved two problems of its partners at once - to purchase material for the production of packaging and reduce costs for the process of its disposal.

As you can see, the peculiarity of industrial marketing lies in the complex approaches to solving more complex problems. With the correct organization of this process, the company has the opportunity to achieve maximum success in the market by increasing sales. Therefore, it is necessary to always remember that the implementation of the concept of industrial marketing in practice contributes to the solution of production and economic problems and is of strategic importance for any industrial organization.

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