

**METHODOLOGY FOR ASSESSING THE EFFECTIVENESS OF AN  
ORGANIZATION'S MARKETING STRATEGY**

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**Abstract :** The article discusses the theory and practice of developing and implementing an effective marketing strategy in modern Russia, which is particularly important for domestic enterprises.

**Keywords :** effectiveness of strategies, marketing strategies, economic strategies, evaluation principles, project life cycle, cash flows, time factor, inflation, uncertainty and risks, enterprise competitiveness, marketing mix, sales volume, demand for products, marketing expenses, profitability of commercial activities, integral indicator of competitiveness

Before considering specific criteria for the effectiveness of marketing strategies, it is necessary to dwell on the general principles of assessing the effectiveness of economic strategies. It should be especially noted the exceptional importance of taking into account external factors of the economic environment of the company's functioning, starting from the stage of substantiating the goals and the level of possible effectiveness. In addition, the following basic principles applicable to any type of strategy - implementation of technical, technological, financial, marketing and other projects within the framework of the strategic plan - can serve as a basis for assessing the effectiveness of strategies: - consideration of the project throughout its entire life cycle (calculation period) - from preliminary research to termination of the project; - modeling of cash flows, including all cash receipts and expenses associated with the implementation of the strategy for the calculation period, taking into account the possibility of using different currencies; - comparability of the conditions for comparing different projects (options for implementing the strategy); - the principle of positivity and maximum effect. In order for a project to be recognized as effective, it is very important that the outcome of the strategy is positive; - when comparing alternative projects, preference should be given to the project with the greatest effect; - taking into account the time factor. When assessing the effectiveness of a project, various aspects of the time factor should be taken into account, including the dynamism (change over time) of the project parameters and its economic environment; time gaps (lags) between the production of products or the receipt of resources and their payment; - unequal value of costs and / or results of different times (preference for earlier results and later costs); - taking into account only upcoming costs and receipts. When calculating performance indicators, only upcoming costs and receipts during the project implementation should be taken into account, including costs associated with the involvement of previously created production assets, as well as upcoming losses directly caused by the implementation of the project (for example, from the termination of existing production in connection with the organization of a new one in its place); - comparison "with the project" and "without the project". The effectiveness of the strategy should be assessed by comparing situations not "before the project" and "after the project", but "without the project" and "with the project"; - taking into account all the most significant consequences of the project. When determining the effectiveness of a strategy, all consequences of its implementation, both directly economic and non-economic (external effects, public goods) should be taken into account. Where their impact on efficiency can be quantified, this should be done.

In other cases, this influence should be taken into account expertly ; - taking into account the presence of different project participants, the discrepancy between their interests and

different estimates of the cost of capital, expressed in individual values of the discount rate; - taking into account the influence of inflation (taking into account changes in prices for various types of products and resources during the strategy implementation period) and the possibility of using several currencies during the project implementation; - taking into account (in quantitative form) the influence of uncertainties and risks accompanying the strategy implementation. The system of evaluating the effectiveness of marketing strategies is developed in order to convince the company that it has achieved the required level of sales volumes, income and other objectives that were set in its marketing and strategic plan. In general, these plans reflect the effect of the company's planning work, which indicates how reserves should be distributed between markets, products and operations of the marketing mix. These plans consist of an itemized budget and, in most cases, list in detail the operations expected from each enterprise - inside or outside the marketing department or division - and considered as necessary to achieve the competitiveness and financial objectives of the company. The first and most basic task for marketing is the sales volume achieved by the company or a single position "product/market". The assessment of the effectiveness of the marketing strategy at the enterprise has the profitability of the company's commercial activities and its competitiveness by calculating the dynamics of indicators characterizing: 1. The share of profit from the commercial activities of the enterprise in the total amount, %.

2. Products shipped, den . units

3. Demand for the enterprise's products (market capacity), monetary units.

4. Marketing department expenses, monetary units.

5. Integral indicator of product competitiveness.

6. The coefficient of competitiveness of the enterprise. The share of the enterprise's income from commercial activity is a decisive factor for assessing the quality of the organization, functioning and management of the enterprise's marketing system, since ultimately the goal is a commercial company, is to maximize the profit it receives.

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