

MARKETING COOPERATION AS ONE OF EFFECTIVE MECHANISMS OF COSTS REDUCTION AT THE STAGE OF PROJECT INITIALIZATION

M. K. Vishnevskaya, PhD Candidate in Technical Science, assistant, National Metallurgical Academy of Ukraine, vishnevskaya@i.ua

Research methodology. Results are received on the basis of the systems concept due to application of mathematical simulation – in case of creation of the scheme of cooperation correlations of the enterprises in the marketing field; methods of financial management – in case of implementation of efficiency analysis of marketing cooperation and an assessment of financial statuses of the enterprises members of alliance.

Results. The choice of project-oriented management, as basic instrument of development of the organization, increase of its competitiveness is substantiated. Importance of detail reviewing of a marketing component of the project at a stage of the project initialization is explained.

The mechanism of reduction of marketing costs is offered during carrying out the functional project analysis by means of strategic alliance of the enterprises in the marketing field on the basis of cooperation interactions in between. The scheme of cooperation correlations of the enterprises in the marketing field is developed. The conclusion about use of the offered mechanism allows to expect a set of positive changes with respect to creation of competitive advantages in the market, extensions of sales channels, supports of successful goods promotion, increase in sales volumes, improvement of key financial and operational indicators of the enterprises together with functioning stability augmentation is received. The tentative express analysis of consequences of managerial decisions-taking by means of financial management methods is given.

Novelty. The mechanism of cooperation correlations of production facilities in the marketing field is developed, allowing not only to reduce costs of carrying out the marketing analysis at the stage of project initialization, but also to expand accessibility of market researches for the purpose of acceptance of project decisions.

Practical value. The developed mechanism and practical recommendations have universal character and can be applied at any enterprise not only in the field of

marketing cooperation, but also in research and development, material, production or sales.

Keywords: project, alliance, marketing cooperation, marketing research, costs, company.

Література

1. Управління проектами та програмами : підручник / С. Д. Бушуєв, Н. С. Бушуєва, А. Я. Казарезов, К. В. Кошкін та ін. – Миколаїв : Торубари О. С., 2010. – 352 с.
Upravlinnya proektamy ta programamy : [Management of projects and programs] pidruchnyk / S. D. Bushujev, N. S. Bushujeva, A. Ya. Kazaryezov, K. V. Koshkin ta in.. – Mykolayiv : Torubary O. S., 2010. – 352 p.
2. Управління проектами: національні особливості : монографія / В. В. Малий, О. І. Мазуркевич, В. М. Молоканова, С. В. Антоненко та ін. – Дніпропетровськ : ІМА-прес, 2008. – 265 с.
Upravlinnya proektamy : nacionalni osoblyvosti [Project management: national specifics]: monografiya / V. V. Maliy, O. I. Mazurkevych, V. M. Molokanova, S. V. Antonenko ta in.]. – Dnipropetrovsk : IMA-pres, 2008. – 265 p.
3. Управління проектами: підручник / за заг. ред. О. В. Пономаренко. – Донецьк : Донбас, 2010. – 912 с.
Upravlinnja proektamy [Project management] : pidruchnyk / za zag. red. O. V. Ponomarenko. – Donetsk : Donbas, 2010. – 912 p.
4. Управління проектами : навч. пос. / за ред. С. К. Чернова, В. В. Малого. – Миколаїв : НУК, 2010. – 354 с.
Upravlinnya proektamy [Project management] : navchalniy posibnyk / za red. S. K. Chernova, V. V. Malogo. – Mykolayiv : NUK, 2010. – 354 p.
5. Елементи управління проектами на підприємстві : підручник / В. В. Малий, О. І. Мазуркевич, С. К. Чернов, С. В. Антоненко та ін. – Дніпропетровськ : ІМА-прес, 2011. – 159 с.
Elementy upravlinnya proektamy na pidpryyemstvi [Elements of project management at the enterprise] : pidruchnyk / [V. V. Malyj, O. I. Mazurkevych, S. K. Chernov, S. V. Antonenko ta in.]. – Dnipropetrovsk : IMA-pres, 2011. – 159 p.
6. Дойль П. Маркетинг, орієнтований на стоимость / П. Дойль. – СПб. : Питер, 2001. – 480 с.
Doyl P. *Marketing, orientirovanniy na stoimost* [Marketing focused on cost] / P. Doyl. – SPb. : Piter, 2001. – 480 p.
7. Амблер Т. Маркетинг и финансовый результат : новые показатели и богатство корпорации / Т. Амблер. – М. : Финансы и статистика, 2003. – 246 с.
Ambler T. *Marketing i finansoviy rezultat : novye pokazateli i bogatstvo korporatsii* [Marketing and financial results : new indicators and wealth corporation] / T. Ambler. – M. : Finansy i statistika, 2003. – 246 p.
8. Aaker D. Managing Brand Equity / D. Aaker. – N. Y. : Free Press, 1991.
9. Keller K. L. Strategic Brand Management: Building, Measuring, and Management Brand Equity, Upper Saddle River / K. L. Keller. – N. Y : Prentice-Hall, 1998.
10. Gale B. Managing Customer Value / B. Gale. – N. Y. : Free Press, 1994.