

THE ROLE OF MARKETING RESEARCHES IN THE FRAMEWORK OF COMPETITIVE INTELLIGENCE MEASURES

Odesa National Polytechnic University

Abstract: *The article examines the role of marketing researches in the framework of competitive intelligence measures. Based on the fact that the modern economy is built on competition and is extremely dynamic, under conditions of risk and uncertainty, the role of marketing research a significantly increases.*

Keywords: marketing researches, competitive intelligence, analysis of data, business, marketing research methods, market research, competitors.

Marketing researches are the systematic collection and analysis of data conducted to address marketing issues aimed at reducing the risk of inappropriate behavior in this area. To collect the data most often uses a sample of the market on which the company's sales are focused: it uses methods such as observation, interviews and analysis of store sales. The most common method is an interview. It can be done personally, by phone or by mail, and after analyzing the results (for which a computer is usually used), recommendations can be made to solve the problem underlying the study. Market research uses marketing research methods, limiting their goals by identifying the size of the market for goods of a certain type [3, p. 26].

Thus, marketing research is the collection and analysis of data, which allow to obtain the necessary information for the successful development, production and delivery to the buyer of goods and services, which are valuable to him. The most important result of marketing research is the growth of sales and, consequently, a significant increase in enterprise revenue. Typically, marketing research is commissioned by third-party organizations that specialize in providing such services.

A method of marketing research that uses the large samples of respondents to quantify consumer behavior and their reactions to marketing activities. Usually, a structured questionnaire is offered to obtain information that quantifies the number and percentage of respondents for each specific category. For example, the study may reflect the number (percentage) of buyers of a particular product per thousand inhabitants [2, p. 271].

Regarding to marketing researches by the development of a business plan in the field of trade requires phasing: because of marketing research of a business project have to be conducted fairly correctly, you must first determine which firms and entrepreneurs to compare, and then what to compare and what to analyze.

It requires tact, correctness and common sense here. Obviously, it is impossible to compare a small stall with a large supermarket or a real estate company with an existing manufacturing company. Objects of research are, as a rule, enterprises that are the main competitors in a particular market segment. Of course, there are some common criteria to almost all businesses:

1) So, first of all, it is necessary to find and make a choice (objects) for comparison. Namely, who is your main real or expected competitor in your market (or the market in which you are going to work)? Obviously, this must be a business of various kinds. No one would think to compare the production and consulting business.

2) After the problems from paragraph 1 are solved, it is necessary to reveal factors on which in the future the marketing analysis will be carried out. What are these factors? This question is sometimes very difficult to answer unambiguously, but if you think logically, you can build a chain that will lead us to solve this problem.

We are interested in both positive and negative aspects of the activity (or expected activity) of an existing or newly created business by an individual entrepreneur compared to companies that are already operating in the market [2].

In this regard, any business can be structured into separate components (characteristics), which can be compared and evaluated, thanks to which marketing analysis will be carried out in the future. According to the method of expert assessments, you can calculate the following:

- 1) how much one sales agent, one ordinary employee of the store earns on average per month;
- 2) how much money per a month goes to gasoline (transportation) and maintenance of road transport;
- 3) how much money goes to rent warehouses;
- 4) what amounts are the other costs.

This information (the cost of renting warehouses, the average weighted salary of sales agents, other employees, the cost of vehicles) is not a big secret and does not differ much by region. The collection of such information in a city with a population not exceeding 1 - 1.5 million inhabitants, is not particularly difficult thing [4].

Based on this, you can get an approximate net profit.

The modern economy, which is built on competition, is extremely dynamic. Under conditions of risk and uncertainty, the role of marketing research and obtaining reliable marketing information as a basis for making a scientifically sound decision significantly increases.

REFERENCES

1. Zakharchenko V.I. Economic security and competitive intelligence: lecture notes. Odesa: Bahwa, 2018. 520 p. (in Ukrainian).
2. Camp R. Legal industrial espionage. Business process benchmarking: technologies for finding and implementing the best methods of your competitors. Moscow: Balance - Club, 2004. 416 p. (in Russian).
3. Lukash Yu. A. Business intelligence as a component of security and business development: a tutorial. Moscow: Flinta, 2012. 64 p. (in Russian).
4. Prescott J., Miller S. Competitive Intelligence: Lessons from the Trenches. Moscow: Alpina Business Book, 2004. 336 p. (in Russian).

Zakharchenko Vitaliy I. – doctor of economics, Professor, Department of International Management and Innovation, Odesa National Polytechnic University.

Kovalova Hanna O. – applicant, Odesa National Polytechnic University.