

**MARKETING SUPPORT OF THE EARLIER STAGE OF INDUSTRIAL ENTERPRISE
INNOVATION PROCESS**

The article is devoted to the definition of marketing components of the preliminary stage of the industrial enterprise innovation process. The authors have analyzed external marketing environment, also researched consumers and competitors of the company on the market of the paints and varnishes. The process of consumers segmenting was conducted, as well as the selection of a new market product for bringing on market was justified.

The given analysis allows us to formulate some conclusions concerning the marketing of the previous stage of the industrial enterprises innovation process.

The main factors of innovation policy firms depend on the availability of resources, effective strategies and intensity of competitive action by other companies.

The origin of innovative ideas and the use of new scientific results occur at the stage of basic exploratory and applied research and development, which should take into account not only technological, but also the marketing component of the enterprise innovation process, including volume and market conditions, forecasting market dynamics, key competitors, analysis of consumer segmentation and selection of target consumer segments that will reduce risks and improve innovation of activity to provide recommendations regarding the direction of innovation.

This stage allows us to identify the feasibility of development and implementation of high resistant coatings for long-term protection of metal surfaces and caused the increase of the share of the analyzed company at the market of paints and varnishes.