

ABSTRACTS

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SEARCH METHODS OF INFORMATION ON CONSUMERS FOR IMPLEMENTATION
GROWTH STRATEGY FOR COMPANY AT INDUSTRIAL MARKET

Under the intensification of economic instability at the national and global levels becomes a priority strategic support the domestic companies' competitiveness in global markets of engineering products, and develop marketing strategies for the growth of domestic engineering companies.

Based on the industrial and technological potential, the company PAT "Dniprozhmash" should consider the following options for growth strategy: a strategy for market penetration; market development strategy.

Market development strategy by going domestic enterprises to new territorial markets provide a steady flow of orders and reduce sensitivity to economic downturns for enterprises and also promote geographical diversification of Ukraine's foreign trade. Strategy of deep penetration to market should provide company further consolidate at the market, increase sales and business income. Implementation of these strategies requires improved methods of marketing research of foreign industrial markets to increase the number of consumers for domestic engineering industry.

The production activity of the company PAT «Dniprozhmash» focused on the markets of engineering products, primarily the market of equipment for the steel industry. The analysis of current trends in the global market steel products revealed that the most promising region for sales is Asia, namely China, which is leading in terms of production volume and growth rate.

In order to geographical diversification, the methods of search consumers for companies that produce equipment for the steel industry, namely using online resources, may be recommended. It is advisable to conduct primary search the foreign consumers of engineering companies through international B2B internet portals, containing information on companies providing demand for engineering products and equipment for metallurgy, mining and others industrial sectors; through Websites of consulting companies, international and national associations of producers.