

DEVELOPMENT OF A MODEL FOR THE LAUNCH OF A NEW GOODS IN THE HERBICIDE GROUP OF THE AGRARIAN DIVISION «BAYER CROPSCIENCE» TO THE CONSUMER MARKET

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DOI: 10.32342/2074-5354-2021-2-55-5

Key words: *model of launching a new product to the market, business growth strategy, tactics of quick skimming, model SOSTAC.*

The article developed a model for the launch of a new goods in the herbicide group of the Bayer CropScience agricultural division of Bayer LLC to the consumer market. It was established that the agricultural market and the pesticide market in particular grow by an average of 3% annually. But over the past 30 years, no new mechanisms of action of herbicides have been invented. This hinders the emergence of new active substances, which may be part of new drugs of this type. Therefore, due to its innovativeness and own production, the company is developing a new formulation of the already existing drug in the herbicide group.

It is noted that it is appropriate to plan the launch of a new goods in the herbicide group using the SOSTAC model. According to this model, clear goals are set that the company must achieve during the year. Business growth strategies selected: 1) market penetration strategy (means that growth will occur in the direction of increasing the share of the current product market; can be used when the market is not yet saturated, advantages over competitors can be obtained as a result of lower production costs, more active advertising); 2) product development strategy (means that the source of the company's growth is the growth in demand for new products; the creation of new product modifications for existing markets). It is emphasized that the implementation of both strategies should be carried out simultaneously in synergy, which will allow covering the maximum number of market needs, increasing the loyalty of existing customers and attracting new consumers of the company's products.

It is determined that when launching a new goods to market, the company can set the upper or lower level for each of the marketing variables - price, promotion, distribution and quality of the goods. Taking into account the peculiarities of the new goods the use of the tactics of quick skimming will be the most optimal and acceptable option to achieve the company's goals.

Its use is advisable in cases where the market size is small, most potential buyers are aware of the quality characteristics of the product and are ready to pay a high price for it (that is, «innovative buyers»), while there are few potential competitors. If most consumers in a small market have little idea of the product, then measures should be taken to inform them. Then a high price, combined with intense stimulus, can ensure the quick conquest of part of the market. Considering the above, the article developed tactical solutions and compiled a marketing budget for the launch of a new goods to the consumer market.

It has been proven that compliance with the proposed measures will allow the company to prepare as efficiently as possible for the launch of a new goods and its distribution, as well as to forecast sales and profits for the coming period.

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Одержано 12.08.2021.