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MANAGING THE MARKETING POTENTIAL OF AN ENTERPRISE TO ENSURE ITS SUSTAINABLE DEVELOPMENT

Summary. *The article identifies that marketing potential as a component of enterprise potential plays a significant role in the whole system of its elements. Continuous stable growth of the marketing component is ensured by the value and essence of marketing in the activity of the enterprise and is revealed through its functions. The article deals with the influence of managing the marketing potential of an enterprise on ensuring its sustainable development.*

The essence of the concept of marketing potential as the aggregate potential of marketing resources and the concept of marketing resources of the enterprise (that part of the resources of the enterprise, which are aimed at ensuring the fulfillment of the marketing functions of the enterprise) are considered. These concepts denote the ability of the enterprise to effectively identify, shape and fully meet the needs of consumers. The factors (internal, which are in the area of influence of the enterprise, and external, which are outside its influence), which influence the marketing potential of the enterprise are determined. Their totality

can be called marketing environment, because at the present stage any enterprise, seeking to stand in competition and be among the profitable, is a party to market relations.

The directions of development of the marketing potential of the enterprise Limited Liability Company "Ukrainian Paper" in the context of the strengths and weaknesses of the company, opportunities and threats are considered. Recommendations are given to mitigate the impact of threats and weaknesses of the enterprise.

It was found that increasing marketing potential leads to an increase in sales of products, an increase in the number of customers and, as a consequence, to an increase in profits and profitability of production as a whole. Therefore, one of the important prerequisites for ensuring the sustainable development of the enterprise is to increase its marketing potential, which requires that all existing opportunities of the enterprise be familiarized and used effectively.

Key words: *marketing potential, sustainable development of the enterprise, consumer needs, resource, production quality, activity of the enterprise.*

Formulation of the problem. The problems of managing the marketing potential of an enterprise in the conditions of financial instability are especially important for entrepreneurs, because its presence determines the fate of the company's existence. The rapidly changing environment is challenging managers to find ways to secure a competitive position for the enterprise as a prerequisite for survival. Therefore, when formulating a marketing strategy, the company should take a careful approach to managing its marketing potential.

Analysis of recent research and publications. Problems of managing the marketing potential of the enterprise to ensure its sustainable development were addressed by such domestic and foreign scientists as Arzyamov A., Assel G., Atkina N., Bagrev V., Balabanova L., Bandurin A., Baranchev V., Unfamiliar

S., Kotler F., Lavrenova E., Marushkov R., Merzlikina G., Onischenko V., Popova L., Rozhkov A.

The purpose of the article is to reveal the essence of the concept of "marketing potential" and to show the importance of managing marketing potential in order to ensure the sustainable development of the enterprise.

Objectives of the article:

- to define the concept of "marketing potential";
- to identify the main factors that influence the enterprise's marketing potential;
- to determine the process of marketing potential management at enterprises of paper industry;
- provide recommendations for improving the marketing potential of the enterprise under study.

Exposition of results. Marketing potential as a component of enterprise potential plays a significant role in the whole system of its elements. Continuous stable growth of the marketing component is ensured by the value and essence of marketing in the activity of the enterprise and is revealed through its functions.

Marketing potential means the combination of internal capabilities and external chances to satisfy consumer needs and to maximize economic benefits on this basis. These concepts denote the ability of an enterprise to effectively identify, shape and fully meet customer needs [1].

This definition allows to conclude that the marketing potential is, first and foremost, the readiness and ability of the enterprise, namely its marketing department, to perform the functions assigned to it in a timely and proper quality, to solve the outlined tasks, as well as the ability and the willingness of the marketing service to respond to the condition that will be required to fulfill the relevant functions in the future.

In addition, it is important to remember that marketing potential is the aggregate potential of marketing resources and the aggregate potential of

marketing efforts of an enterprise, the effective use of which will ensure the achievement of corporate goals [2].

Marketing resources should be understood as those parts of the enterprise resources that are intended to ensure the performance of the marketing functions of the enterprise. The composition of marketing resources includes labor (qualified personnel), financial (necessary funds for marketing activities), information (data on the functioning of the relevant market and competitors of the company, etc.), innovative, time resources.

The formation of marketing potential is influenced by internal and external factors. Their totality can be called a marketing environment, because at the present stage any enterprise, seeking to stand in competition and be among the profitable, is a participant in market relations [3].

The external factors that arise behind the enterprise and, as a rule, are outside its sphere of influence include:

- imperfection of legislation in the sphere of regulation of enterprise activity
- lack of objective market information,
- lack of sustainable production and economic activity of counterparties, internationalization of enterprises [4].

Internal factors that arise within the enterprise that are related to management and staff errors include:

- unclear and confusing functional responsibilities of the marketing service,
- lack of an effective mechanism for motivating the work of the marketing department,
- low level of competence of employees of marketing department [4].

The initial step in the formation of the enterprise strategy, as well as an important stage of marketing potential management is a strategic analysis of this potential.

The purpose of this phase is to select a specific strategy from many alternatives and to formulate a whole system of strategies [5].

The importance of this phase is due to the fact that an effective strategy will allow the company to increase its sales by attracting more new customers and retaining existing ones. Therefore, the development of the strategy aims to determine the optimal directions and means necessary to ensure the greatest efficiency of the process of sales of goods. This implies a sound choice of forms and methods of marketing activities, aimed at achieving the intended end results [5].

Consider the process of marketing potential management on the example of LLC "Ukrainian paper".

The enterprise became the winner of the national competition "Higher test" and was entered in the book "The Golden Elite of Ukraine". The company also received the international quality certificate ISO-9001. In order to receive these confirmations of the quality of its products, the company has set itself the following tasks:

- To equip offices with modern office equipment, which facilitated faster and better organization of workflow.
- Build warehouses in all regional centers of Ukraine, which made it possible to deliver goods as soon as possible
- Get started in new areas: office paper sales, stationery sales and wholesale of detergents.
- Use in the production process modern domestic equipment that will ensure high quality products.

Today the enterprise "Ukrainian paper" delivers cash tape, fax paper, tape for ATMs and POS terminals, self-adhesive tape, perforated folded tape, universal tape of various formats, roll paper for plotters and engineering machines, blank products, format paper. Also sells phones, faxes, ATS, radios.

The production capacity of the enterprise is 2.4 thousand tons. processed paper raw materials and 500 thousand kg. detergents.

In Ukraine, this company is a leader in the production of stationery paper products.

Due to the fact that marketing potential plays an important role in ensuring the constant competitiveness of an enterprise and its products, all the factors that shape it [5] must be taken into account and improved.

In order to identify the factors that should improve the enterprise, a SWOT-analysis of Ukrainian Paper LLC was conducted. The results of the analysis are shown in table 1.

According to the table, there are strengths, such as expanding our line of business and high levels of product quality, will help the enterprise continue to achieve sustainable development in the future. On the other hand, the weaknesses that have been identified, that is, the low level of marketing and the insufficient level of involvement of young professionals can negatively affect the profitability and development of the enterprise in the future.

Opportunities, such as entering new markets and using recyclables in production, mean alternatives that an enterprise could use to choose a new strategy for managing its own marketing potential. Threats in the form of entry of new players and the growing demands of consumers, changing their needs and tastes, impede the development of the enterprise and effective management of marketing potential and require appropriate measures to avoid and prevent them.

Table 1

SWOT analysis of Ukrainian Paper LLC

Strengths	Weaks
<ol style="list-style-type: none"> 1. Introduction of new activities 2. High level of product quality 3. Established and effective system of sales of products 4. Use of modern equipment 	<ol style="list-style-type: none"> 1. Relatively low level of marketing 2. Administrative system of values 3. Insufficient level of involvement of progressive young specialists
Opportunities	Threats
<ol style="list-style-type: none"> 1. Entering new markets 1. The use of recyclables in production 	<ol style="list-style-type: none"> 1. Market entry for new players 2. The growing demands of consumers 3. Changing consumer needs and tastes

Source: made by author

Since the factors of marketing potential influence the possibility of sustainable development of the enterprise, it is necessary to take into account their influence in forming the strategy of marketing potential management. Thus, in order to increase the marketing potential of Ukrainian Paper LLC, in order to ensure its sustainable development, it was proposed to implement a number of measures.

To improve the weaknesses of the company, you can improve the brand site of the company, make it more convenient to design and fill it with up-to-date information about the company news and its products.

The direction of improving the predictability of changing the needs and tastes of consumers is the organization of quality and timely management of loyal customer perception when launching new products.

Conclusions. Therefore, marketing potential management is an important component of the overall potential of the enterprise and the basis for its sustainable development. Marketing potential is a system of opportunities to maximally meet the needs of consumers in products (services). Increasing marketing potential leads to increased sales, increased number of customers and, as a consequence, increased profits and overall profitability. Therefore, one of the important prerequisites for ensuring the sustainable development of the enterprise

is to increase its marketing potential, which requires that all existing opportunities of the enterprise be familiarized and used effectively.

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