

SUMMARY

Name of the final qualifying work: Tools for promoting products and services in the competitive environment of modern business (on the example of an organization “Profkomplekt”).

Author of the final qualifying work: Fomina Natalya Michailovna.

Scientific supervisor of the final qualifying work: Candidate of social sciences, Associate Professor of the Department of Economics, management and Finance N. V. Demina.

Customer organization: “Profkomplekt”.

Topicality of the research: In modern conditions, the process of promoting a product to a market where there are many similar products or services of domestic competitors, as well as imported ones, is expensive, lengthy and complex for many companies. That is why marketing services use various marketing tools (for example, marketing research) in their activities to promote the products of enterprises to modern markets.

Objective of the research consists in a comprehensive analysis of tools for promoting goods and services in the competitive environment of modern business and the development of measures to improve them.

Tasks:

- to reveal the concept, essence and types of marketing research in the organization;
- consider the competitiveness of products as the main subject of marketing research;
- give a general description of the activities of organization “Profkomplekt”;
- analyze the organization of marketing research in the field of product promotion in organization “Profkomplekt”;
- determine the main directions for improving business processes for the promotion of products of LLC "Profkomplekt”;
- develop measures to improve the competitiveness of the products of “Profkomplekt”.

Theoretical significance of the research consists in comprehensive coverage of the essence of theoretical and methodological provisions for improving the competitiveness of products in modern market conditions, using modern marketing tools as a method of marketing promotion. **Practical significance of the research** is determined by the fact that the results of the final qualification work and the developed measures can be used in the practical activities of organization “Profkomplekt” in order to ensure its effective functioning and increase its level of competitiveness.

Conclusions: the use of marketing tools is Central to managing the company's competitiveness. This is due to the fact that effectively conducted marketing research can strengthen the company's position in the market, create a positive image among consumers and favorably distinguish the product from competitors.

Recommendations: To increase the competitiveness of organization “Profkomplekt”, we have developed and proposed the following measures for implementation:

- optimize the work of the marketing service (especially concerning the topic of marketing research);
- improve the company's advertising activities;
- expand capabilities of organization in order to attract new customers.