

SUMMARY

Research topic: TECHNOLOGIES FOR PROMOTING THE SERVICES OF PRIVATE SECURITY ORGANIZATIONS (ON THE EXAMPLE OF LLC "PSC "JAGUAR")

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Customer organization: Jaguar Limited Liability Companies

Relevance: in modern Russian conditions, which are still characterized by a rather complex criminal situation and even the threat of terrorist and extremist acts. The latter have recently received qualitatively new characteristics. This together actualizes and strengthens the objective need for security, which, consequently, expands the scope of security services. This area is becoming more and more attractive from the point of view of economic and entrepreneurial activity.

The object of the study is the marketing activities of private security organizations in the relevant service market.

The subject of the study is management activities to promote security services of private security companies.

The purpose of the study is to generalize the theoretical and practical aspects of the use of technologies to promote the services of private security organizations and to develop recommendations on this basis aimed at improving this type of management activity.

The highlighted aspects of the relevance of the research topic, the specifics of the degree of its development, the stated purpose of the study determined the need to solve the following scientific and practical **tasks:**

- to concretize the marketing features of private security services;
- to review and summarize the existing technologies for the promotion of private security services;
- analyze the state and prospects for the development of the private security services market are outlined;
- identify trends in the development of technologies for the promotion of private security services;
- to analyze the organizational and managerial characteristics of the service promotion system in LLC "PSC "Jaguar" in Pyatigorsk;
- to determine the main directions of improving the system of promotion of services in LLC "PSC "Jaguar" in Pyatigorsk.

Main results: during the generalization of theoretical and practical aspects of the application of technologies for the promotion of services of private security organizations in it, firstly, the marketing features of private security services were specified; secondly, the technologies for the promotion of private security services were considered; thirdly, the state and prospects for the development of the private security services market were analyzed. These results contribute to the real increment of scientific knowledge in the field of marketing of security services,

their promotion, development and implementation of marketing strategies of security organizations.

The study also identified trends in the development of technologies for the promotion of private security services, analyzed the organizational and managerial characteristics of the service promotion system in LLC "PSC "Jaguar" Pyatigorsk, proposed the main directions for improving the service promotion system in LLC "PSC "Jaguar" Pyatigorsk.

Recommendations:

- it is necessary to develop a minimum set of corporate identity components that would be ready for use in the tools for promoting security services of the Private security Company Jaguar;

- it is necessary to develop appropriate tools and ensure a permanent presence in the information space in order to create a comprehensive system for the promotion of security services of the Private security Company Jaguar;

- to develop and implement a system of constant communication with target audiences, aimed, among other things, at attracting new customers.