

SUMMARY

Subject matter of the dissertation: The marketing analysis as the tool of perfection of activity of the enterprise (on an example of "Bavaria Restaurants")

Author of the master's dissertation: Slanova Daria Arturovna

Scientific supervisor of the master's dissertation: Econ. Sci. Cand., Associate Professor, Professor of the Department of Economics, Management and Finance S. G. Kilinkarova

Customer organisation: Bavaria Restaurants Ltd.

Topicality of the research: Each enterprise needs to know what products, in what volume, where and when to produce. With the help of marketing, there is a constant search for new markets, consumers, types of products, areas of application of traditional products that can provide the company with the highest level of profit. Marketing serves as an instrument for regulating production and marketing, orienting the production activity of the enterprise.

In a market economy, enterprises need to plan their activities independently in order to function effectively. A free market economy, organization and management of it is impossible without the use of marketing analysis and the development of a well-founded marketing system.

Objective of the research: consideration theoretical provisions and development practical recommendations for improving the marketing effectiveness of the company " Bavaria Restaurants ".

Tasks:

- to study the essence and content of the concept of "marketing analysis";
- to consider the methodological foundations of marketing analysis;
- to analyze the product policy and market segmentation of the "Bavaria Restaurants" network;
- to identify the price policy and analysis of the company's competitive environment;
- to suggest ways to use the results of marketing analysis;
- to develop a program for the development of competitive advantages of the "Bavaria Restaurants Ltd".

Theoretical significance of the research is to generalize the theoretical provisions regarding marketing analysis as a tool for improving the activities of the enterprise.

Practical significance of the research is the development of practical recommendations for improving the marketing effectiveness of the "Bavaria Restaurants Ltd".

Results of the research:

- the analysis of commodity policy and market segmentation, pricing policy and competitive environment of the "Bavaria Restaurants Ltd";
- the possibilities of using the results of marketing analysis in the activities of "Bavaria Restaurants Ltd";
- a program for the development of competitive advantages for the "Bavaria Restaurants Ltd" was developed.

Recommendations:

- constant monitoring of visitors' needs;
- constant improvement of the products quality;
- expansion of the assortment;
- the creation of new unique programs;
- development of programs for effective coverage of target markets.