

- простота, не перегруженность информацией, легкость в запоминании;
- пластичность и гибкость трансформации образа.

Фирма «WOOD – MIZER» успешно использует фирменный стиль, составляющий часть коммуникационной политики. Разработана деловая документация с изображением торговой марки и слогана «From forest to final form», сувенирная продукция, спецодежда и оформление фирменного транспорта, элементы наружной рекламы, оригинальный код выбитый на поверхности оборудования.

Имиджевая политика фирмы «WOOD – MIZER» использует такой аспект, как место происхождения компании. Во всех печатных, фото и видео материалах, на сайте в Интернете обращается внимание на американское происхождение фирмы и ее станков, что гарантирует белорусским потребителям высокое качество товаров, имеющих международное признание.

По мнению специалистов фирмы, белорусский рынок рассматривается как весьма привлекательный рынок, поскольку Беларусь единственная страна в Европе с положительным лесным потенциалом. Сохранение позиций рыночного лидера в продаже распиловочного оборудования обуславливает необходимость целенаправленной имиджевой политики, использования конкурентных преимуществ с целью завоевания потенциальных и привлечения новых белорусских потребителей. Фирма «WOOD – MIZER» весьма плодотворно работает над имиджем компании и торговой марки, что воплощает конкурентные преимущества товара и занимаемую позицию на рынке.

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## MARKETING MANAGEMENT

There sometimes is a strange fate for words; Marketing is a relatively young word, no more than 70 years old, whilst Management is a word used by since quite a longer period.

But they met, once and since then they have been travelling together, all over the world, I mean all over the world of the culture of enterprise. Nowadays, we use the expression Marketing management meaning not only that a company is being managed in a modern and efficient way but also that any activity now must be Market oriented.

From this point of view, the trip of Management, before being Marketing management, was really a long one. It has been previously a Management oriented to product (who can say he has never heard the statement: "the best product will always win, in the long run"?), later it was oriented to sales and advertising ("push the product to the customer and tell him it's good for him at the best price"), it has been technology oriented ("the most modern way of producing the goods will make them selling by themselves") and, at the very end, in the present situation, oriented to the Market.

But a further revolution is going on; it is not enough to look at the Market and to have a permanent eye on his needs that is to satisfy the components of an anonymous undistinguished Marketing. We had to satisfy our customers and now we must love the consumers.

In a parallel path, which is the winning card? We had once to have a good product. Later the product had to be beautiful, at a better price; later on was the struggle for conquering the customers through salespersons. Now the fight is for keeping the customer. The key answer is quality; and quality is the imperative demand. Let's define quality: quality is not in the product. Quality is in the perception of the customers. Only the perceived quality is the one the Customer is prepared to pay for.

In almost any area of activity, the quantity offered is higher than the market demand; we can easily say that the customer has become the scarce resource. The customer is now aware of his power.

If a customer has the power to decide the success of a product (let's not forget that under this denomination both tangible goods and services are included) he wants to be not only well treated but also loved and even spoiled. There is not any Market Strategy that will persuade a consumer to buy a product if he does not see an advantage for him in the purchase. There will always be another product, a valid alternative for his satisfaction.

By the way, I am referring to the customer as a "he"; there is only one reason for this, which is the gender of the word but I want to underline that I mean he or she, the person, whatever the sex. In recent history of Marketing, the growing importance of "she consumer" has been incredibly high. Not only for the purchase of lipsticks and attendance to "salon krasoty" (that husbands attend even more frequently) but for their brave fights against the behaviour of groups and companies (let's remind the beefsteak battle in USA and the Parmesan cheese war in Italy) that they won.

When looking at this panorama, which can be the solution, that is the way that firms and corporations have to follow in order to attain the main objective of their enterprises?

But I think it could be worthwhile to have a brief thought about the goal of an enterprise, of an Institution. Marketing Management refers to any human activity and not only to the framework of big corporation to which we (marketers, people living and working in this area) are so used to refer to and it does not mean only selling cars and soft drinks.

A powerful school of thought considers the profit as the main goal; I don't believe this. Profit is the consequence of a good Marketing Management and it is a tool for the development of the enterprise; but the real goal is to achieve the mission, the role the person or a group of persons has chosen to play in that sector of activity. If the goal were profit, there would no be any room for NGOs, churches, and schools of Higher Education.

The path is first of all to define the "business" (I underline again that this word does not mean always that the pursue of a profit is the main component), that is the product and the customer. What do I do and to whom shall I sell it? But this is only the first stage; let's call it the Komarosky Rinok level (and please do not consider that as a lesser marketing). When the market competition is harsher, the question starts from the potential output of the enterprise, from its real capabilities and it is: among what I know how to do, at a reasonable cost, which one is the Market prepared to buy?

That's the jump forward, the real difference: Marketing management means, most of anything else, to be ready to match the present demand, that is to have a product which can satisfy present demand and at the same time to be prepared to offer what can satisfy actually unsatisfied desires.

Then, most of all, this means that we have to understand what is behind the demand, the needs only partially satisfied and ready to express themselves in a different demand. Marketing management means to guess the future.

Therefore, just to reach a point, which can be considered as a provisional arrival, and standing point, marketing management means planning. Planning means a permanent intellectual exercise, a permanent revolving process, where today facts and achievements build up the incoming plans and new plans create the new day-by-day activity.

That's the way Marketing management creates its own development: a permanent process of induction and deduction, from theory to practice and from practice to theory. Based upon decision capacity, on a road paved of danger and success.

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## **ПЕРСПЕКТИВЫ РАЗВИТИЯ МАРКЕТИНГА В РБ**

Практически на каждом предприятии создана служба маркетинга, на которую возложена в первую очередь функция продаж, во вторую - рекламы. В последнее время руководители высшего звена установили, что без исследования рынка нельзя даже провести тактические мероприятия по продажам товара, не говоря уже о стратегии развития. Следовательно, от службы маркетинга уже требуется анализ и прогноз рынка. Однако на предприятиях не созданы маркетинговые информационные системы. Все понимают, что нужен мониторинг рынка. С другой стороны, на предприятиях не хватает квалифицированных кадров по маркетингу. Диплом специалиста-маркетолога - это редкость для наших служб маркетинга, что, в общем, связано с объективной причиной: таких специалистов не так давно стали готовить. Тем не менее, фактически свободных мест нет и молодой специалист может остаться без места работы по специальности. Следовательно, формально структура существует, а