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ANALYSIS OF THE PRODUCT MARKETING MARKET AS A KEY CRITERION EFFECTIVENESS

The practice of marketing activity shows that market research is the most common and important direction in the system of marketing research. The results of market research are the basis for making decisions related to market activities, choosing a target market, determining the planned sales volume, etc.

The analysis of the sales market is based on a set of methods, including methods of analysis and synthesis, deduction, concretization, comparison, graphical methods it. etc. The study found application of specific methods of economic and statistical analysis (SWOT and PEST-analysis), which allowed to identify certain trends and establish the patterns of the formation of the market for the sale of products.

The article deals with the theoretical framework of market analysis and analyses the state of concrete goods production in the Republic of Crimea and Sevastopol for 2017. In order to determine real and potential competitors a map of strategic groups was drawn, and in order to analyze strengths and weaknesses of the company a SWOT-analysis was conducted. Using PEST-analysis external factors that influence the market of concrete products the most were revealed. The received results can be used when making managerial decisions in relation to the development of a range of products in accordance with company's strategy and market conditions.

Keywords: market analysis, strategic groups maps, SWOT-analysis, PEST-analysis.

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	ООО «Кодар»	ООО «Ясава»	ООО «Бетосити»
	ООО «Торговый дом Крым-Бетон» ООО «Крымский газобетонный завод»		
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