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INNOVATIVE CORPORATE ENTERPRISE PRODUCT STRATEGY

Based on the analysis of product portfolio of corporate enterprises identified stages of innovation and product strategy proposed and justified the formation of innovative product strategy on the example of the corporate enterprise «Obolon» TM «Zhivchik.» The main tasks aimed at development and implementation stages of the innovation strategy (analysis of strategic set of products choices strategic decisions, the formation of innovative commercial policy objectives, selection of innovative product strategy), which will background for design for innovative commodity strategy corporate enterprise. Determined that the implementation of all development will provide significant benefits over similar corporate enterprise competition. First, it will increase the competitiveness of the market, and second, it will increase the level of customer satisfaction that will draw attention to the corporate enterprise as a whole.

Keywords: product strategy, innovation strategy range.

Formulation of the problem. There are about 150 companies offering their products to consumers on the Ukrainian market of soft drinks. Considering this, a company faces the substantial problem: it is becoming more and more complicated to attract new customers and retain existing ones. For this reason, a company is required to do the following: study the customers' needs and the level of their satisfaction, improve the product portfolio and strengthen the market position. The urgency is due to the intense and constantly changing market processes taking place in recent years in the market of soft drinks.

The article aims to study the development of innovative product strategy on the example of the corporate enterprise «Obolon» TM «Zhivchik.»

Analysis of recent research and publications. Various aspects of innovation and enterprise product strategy is reflected in the works of many foreign scientists: A. Kazantsev, B. Santa Hrynyev B., D. Saha, E. Mansfield, Schumpeter, Drucker P., R. Fatkhutdinova, L. Mindell. An important contribution to the study of general issues related to innovation strategy have been done by Ukrainian scientists: V. Stadnyk, A. Butnik-Seversky, A. Gavrish, Zozuliov A. O. Savchuk O. Hrynyuk, S. Ilyashenko, N. Krasnokutskaya, L. Fedulova, Kubyshyna N., N. Chukhrai M. Yohna. I. Fedulova and others.

Despite the considerable number of publications of both scientific and practical importance, the microeconomic level of the economic approaches to the development of innovative product strategy in corporate enterprises requires the further study. This determines the relevance of current work.

Main part. Development of innovative product strategy comprises the consistent stages aimed on creation of innovative product strategy. It is taken as the basis for development of innovative product strategy for TM «Zhivchik.» When this innovative product strategy is developed, the corrections for innovative product policy of corporate enterprise «Obolon» can be implemented.

Stages of innovation strategy are focused on the following tasks: justification base for innovative growth of the company, ensuring the continuing implementation of innovative changes and their support within the company (organizational, technical, financial, etc.), control and analysis of the feasibility in innovations implemented due to the changes in company competitiveness.

Development of innovative product strategies for TM «Zhivchik» consists of the following steps:

Strategic Analysis of the strategic set of goods. For the analysis of strategic set of TM «Zhivchik» products the life cycle method is employed [3].

Drink «Zhyvchyk» is currently at the maturity stage of the product life cycle, so it is very important for the company to maintain a range of TM «Zhivchik.»

It is suggested to improve the existing strategic set of products in soft drinks TM «Zhivchik» with the following possible changes: new release of multifruit flavor, manufactured in limited quantities and designed for the holidays, plus the release of all existing flavors in non-carbonated state.

Selection of options for strategic decisions. It is reasonable for Corporate «Obolon» to keep real product groups in production, only with adjustments in volume, range, external and internal characteristics. Product modification is one of the possibilities to increase the duration of the maturity stage of ZHTST, which aims to expand the scope of existing products TM «Zhivchik.»

Tasks for innovation and product policy offered to corporate enterprise «Obolon» TM «Zhivchik»:

- To develop the new products;
- To provide the best range of manufactured goods;
- To establish feasibility and identify opportunities for the use of trademarks of modified products;
- To create the necessary packaging and labeling for modified products;
- To support the organizational, technical and financial innovative changes within the company;
- To control and analyze the implemented innovation.

The choice of innovative product strategy. Based on the results of internal and external analysis of product policy in the corporate enterprise «Obolon» at TM «Zhivchik» made in previous works and considering the inner resources and capabilities of the enterprise the main suggestion would be to expand the TM «Zhivchik» product line by adding a new multifruit flavor using protective innovative strategy.

Implementation of this development will provide significant benefits for TM «Zhivchik» over the similar products by its competitors. Firstly, it will increase the competitiveness on the market, as the innovation will focus on keeping the already existent competitive position. Secondly, it will increase the level of customer satisfaction, which will draw attention to TM «Zhivchik» and the enterprise as a whole.

Conclusions. Thus, all proposed stages of innovative product strategy were implemented on the example of the corporate enterprise «Obolon»TM «Zhivchik.» Among all the steps of product strategy development mentioned above it is advised, that marketing department should be involved in all the stages so that all areas of work are covered.

References

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ІННОВАЦІЙНА ТОВАРНА СТРАТЕГІЯ КОРПОРАТИВНОГО ПІДПРИЄМСТВА

В статті проаналізовано товарний асортимент корпоративного підприємства, виявлено етапи формування інноваційної товарної стратегії та запропоновано і обґрунтовано процес формування інноваційної товарної стратегії на прикладі корпоративного підприємства ПАТ «Оболонь» ТМ «Живчик». Розглянуто основні завдання, що спрямовані на формування та реалізацію етапів інноваційної стратегії (аналіз стратегічного набору товарів, вибір варіантів стратегічних рішень, формування завдань інноваційної товарної політики, вибір інноваційної товарної стратегії), які будуть підґрунтям для розробки інноваційної товарної стратегії корпоративного підприємства. Визначено, що впровадження всіх розробок надасть значні переваги корпоративному підприємству перед аналогами конкурентів. По-перше, це підвищить конкурентоспроможність на ринку, по-друге, це підвищить рівень задоволеності споживачів, що приверне увагу до корпоративного підприємства вцілому.

Ключові слова: товарна стратегія, інноваційна стратегія, асортимент.

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ИННОВАЦИОННАЯ ТОВАРНАЯ СТРАТЕГИЯ КОРПОРАТИВНОГО ПРЕДПРИЯТИЯ

В статье проанализированы товарный ассортимент корпоративного предприятия, выявлены этапы формирования инновационной товарной стратегии и предложено и обосновано процесс формирования инновационной товарной стратегии на примере корпоративного предприятия ПАО «Оболонь» ТМ «Живчик». Рассмотрены основные задачи, направленные на формирование и реализацию этапов инновационной стратегии (анализ стратегического набора товаров, выбор вариантов стратегических решений, формирование задач инновационной товарной политики, выбор инновационной товарной стратегии), которые будут почвой для разработки инновационной товарной стратегии корпоративного предприятия. Определено, что внедрение всех разработок предоставит значительные преимущества корпоративному предприятию перед аналогами конкурентов. Во-первых, это повысит конкурентоспособность на рынке, во-вторых, это повысит уровень удовлетворенности потребителей, привлечет внимание к корпоративному предприятию в целом.

Ключевые слова: товарная стратегия, инновационная стратегия, ассортимент.

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