

## SUMMARY

**Subject matter:** The Marketing Management Improvement at the Bakery Plant «Pyatigorsky Khlebokombinat» PLC.

**Author:** Gzoghyan Karen Armenovich.

**Supervisor:** Demina N.V., the Candidate of Sociological Science, Senior Lecturer of the Department of Specialized Management, Economics and Business Law.

**Information about customer organization:** Bakery Plant «Pyatigorsky Khlebokombinat» plc.

**Topicality of the research:** In spite of its importance marketing has not become an integral part of the management system at modern Russian enterprises yet. According to many researches the marketing is not paid enough attention at the majority of enterprises, many executives oversimplify the marketing nature, and in fact reduce it to advertising and sale promotion.

**Objectives of the research:** are the all-round analysis of the marketing management at a modern enterprise as well as the elaboration of recommendations on its improvement.

**The tasks of the research:**

- to reveal the nature and the content of the marketing management at modern enterprises;
- to study the marketing informational support at an enterprise;
- to study and to analyse the stages of the marketing management process;
- to give a concept description of the bakery plant «Pyatigorsky Khlebokombinat» plc.;
- to carry out the analysis of the marketing management at the bakery plant «Pyatigorsky Khlebokombinat» plc.;
- to work out recommendations on the improvement of the marketing management at the bakery plant «Pyatigorsky Khlebokombinat» plc.

**The theoretical significance of the research** consists of the enlargement of the scientific notions about the marketing management as well as showing the

nature, role and place of marketing in the management system at a modern enterprise. **The practical significance** lies in the use of the offered recommendations on the marketing management improvement in the work practices of the bakery plant «Pyatigorsky Khlebokombinat» plc. and at other enterprises of various forms of property.

**The results of the research:** The operational optimization of any enterprise implies the necessity of its marketing management, which is based on the market research, its segmentation, planning, as well as working out the marketing mix taking into account its peculiarities. To realize the marketing activities is an objective necessity to focus scientific and technical, manufacturing and sales activities of an enterprise on the responsiveness of the market demand, the needs and requirements of consumers.

**Recommendations:**

- to carry out the reorganization of the Marketing Department of the enterprise;
- to carry out the modernization of the pastry assortment range, particularly cakes;
- to go over to the marketing management according to commodity groups.