

Summary

Subject matter: Internal marketing in modern organizations (based on the example of “Budennovskmolprodukt” OJSC).

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Customer organization: “Budennovskmolprodukt” OJSC.

Topicality of the research: Building civilized market relations in Russia and the integration into the world economic space demands from the domestic companies an active competition for markets, which means using modern methods and technologies of increasing the competitiveness and effectiveness of enterprises’ operations through establishing long-term, mutually beneficial relations with a company’s partners (consumers, suppliers, distributors and staff). Internal marketing is one of such instruments, it allows to achieve a higher level of competitiveness through staff involvement into the process of creating value for consumers.

Objective of the research: to develop the theoretical aspect and draw up practical guidelines on the implementation of staff internal marketing, and to make recommendations on improving the practice of internal marketing in “Budennovskmolprodukt” OJSC.

Tasks:

- to systemize the main approaches to understanding the notion “internal marketing”;
- to classify the methods, used when implementing staff internal marketing;
- to identify the organizational procedures of internal marketing introduction;
- to give a general characteristic of “Budennovskmolprodukt” OJSC;
- to analyze and assess the implementation of internal marketing in “Budennovskmolprodukt” OJSC;
- to devise the measures on the improvement of internal marketing in “Budennovskmolprodukt” OJSC.

Theoretical significance of the research:the theoretical significance of the research is connected to the development of the theoretical aspects of the implementation of staff internal marketing in modern organizations.

Practical significance of the research: the theoretical and methodological results of the research can be developed and turned into practical guidelines, which can be used in the operations of modern organizations and, first of all, “Budennovskmolprodukt” OJSC.

Results of the research: in the research the portrai to feach segment was drawn to make their identification easier, which is of utmost importance for the development of the guidelines on the improvement of the internal marketing efficiency. According to the methodology used, the following characteristics of each segment were identified:

The first segment is made up of the employees, who have worked in the company for a long time, have considerable experience and don't occupy a top level of the hierarchy

The second segment is made up of the representatives of different departments, who have worked in the company for 2-3 years and don't have much experience.

The third segment is made up of the employees with the following characteristics: primarily new employees (have worked in the company less than a year), don't have much work experience in their area, the qualified personnel (specialists), who don't occupy a top level of the hierarchy.

The representatives of the fourth segment are the employees, who have worked in the company for four years and more, primarily occupying top levels in the hierarchy (highly qualified specialists, departmental managers).

Recommendations: Taking into consideration the peculiarities of each segment of the company personnel, we propose the following measures on the improvement of the customer-oriented approaches of the employees.

Segment 1. For the employees in this segment the most important factor is “high salary”. That’s why we recommend using financial methods to form their customer-oriented approaches

Segment 3. The basis of this segment is young employees, who have worked in the company for less than a year. The most important factors for them were “praise for the job well done” and “the opportunity to acquire new knowledge and skills”.

Segment 4. The research revealed that the most important for this group were “the opportunity of active participation in the decision-making process” and “high salary”. Therefore, most effective for this group will be the combination of financial and non-financial methods.